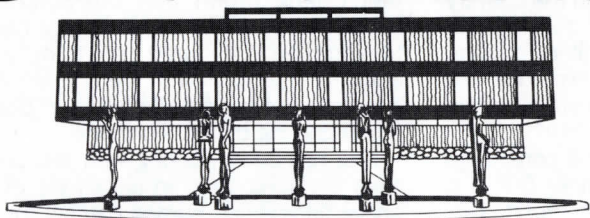


# OAKLAND UNIVERSITY NEWS



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November 30, 1984

A publication for faculty, staff and friends

## Kleckner: Make OU Indispensable To State



Keith R. Kleckner

To help ensure its financial security, OU should strive to make itself indispensable to the state, said Keith R. Kleckner, senior vice president for university affairs and provost. He spoke as the final Meadow Brook Seminars Revisited keynote speaker on November 19.

Kleckner outlined five target areas for the next five years, including increased emphasis on economic development, involvement in the Oakland Technology Park and more health-related research.

The vice president told an audience of faculty, staff and students that the best single piece of advice he could give to a young faculty member seeking tenure would be to make himself or herself indispensable to OU. By the same token, he said, the best way to ensure OU's fiscal tenure would be to make OU indispensable to Michigan.

"Probably the single most effective step this university can take to guarantee its future financial stability is to link itself inextricably to the economic well-being of this region," he said.

Kleckner called for increased attention

to economic development, including more work with the auto industry. He also said increased attention must be given to the continuing professional education needs of area business and industry.

"During the course of the next year I shall be making administrative and policy moves to establish continuing professional education as a substantial element of Oakland University's academic mission," he said.

Kleckner also called for more health-related research of the kind already undertaken by the university with the Meadow Brook Health Enhancement Center, which is being constructed on the East Campus.

"All of the elements are present for Oakland University to make as great a contribution to health-related research as any university in the country without a medical school, and we shall be taking steps to enhance our efforts in this area," he declared.

Kleckner cited the proposal by Dean Gerald Pine of the School of Human and Educational Services for a five-year program for teacher education in grades K-12.

"Lately the education pundits have been foretelling the end of the teacher shortage. They predict the demand for elementary teachers to rise markedly in the next few years. What better time could there be than now to prepare to respond to this increased demand by providing our schools with new teachers who have extensive grounding in their subject matter and who have completed a rigorous, closely supervised apprenticeship? Along with Dean Pine, I challenge our faculty to develop such an elementary education curriculum and to supplant our present program with it," he said.

The vice president added that closer links must be established between Meadow Brook Festival and Theatre and the Center for the Arts.

In looking over the remarks made by the previous eight seminar speakers, Kleckner noted common words of advice from them — to lead from institutional strengths. He called those strengths a sound academic reputation, an excellent geographic location, and an undergraduate education grounded in the liberal arts, regardless of student major.

In looking to the future, Kleckner said OU is still spread too thin in trying to address the "academic holy trinity — instruction, research and service."

In the next five years, he said, the university must concentrate on reducing the extent of programs to help raise the quality of those remaining.

"Before February 1, 1985, I will offer some specific academic restructurings to bring our activities into closer alignment with our resources," he said.

In the meantime, he said, OU must think in terms of no new doctoral programs, fewer changes in the baccalaureate and master's programs, and expansion of continuing professional education opportunities.

Resources for instruction should be devoted to improving services given to existing programs, he said. Priorities will include library allocations, laboratory equipment replacement, attention to academic and career advising, and more computer and data processing opportunities for faculty and more student access to the computer. The latter would enable the university to add a computer literacy requirement for all undergraduate degrees.

Kleckner reaffirmed the university's commitment to public service. "A university renders public service when it engages in an activity of direct benefit to a segment of the public-at-large and when that segment of the public perceives the benefit," he said.

## Cameron's Collection Valuable To Museums

An OU professor has achieved the dream of seeing his life's work go into the permanent collections of the National Gallery of Art in Washington, D.C., and the Getty Trust's Art History Foundation in Los Angeles.

John Cameron, chair of the Department of Art and Art History, says both museums are purchasing jointly approximately 55,000 prints of his photographic archive of medieval architecture and architectural decoration.

Cameron has collected the negatives since his early graduate school days in 1955 and today has 70,000 negatives. He has been told it is the largest private photographic collection of medieval material in the world.

Both museums are taking 8 by 11 photographs of every decent negative, Cameron said, and that should be 55,000 prints. Some of his photographs have been damaged and others were taken "just to record something for history, not because they would be good photographs," he said.

Approximately 4,000 prints will be pulled from the collection by October 1985 under contract with a Pontiac photographic studio. To photograph the entire collection represents a decade or more of work, the medieval expert said.

Although Cameron has concentrated on the medieval monuments of France, his collection contains a few thousand negatives of Northern Italy and England as well.

"It is very rewarding to me and to OU to see this kind of endorsement of my research activities," he said. His collection was singled out not only because of its size, but because of his approach; that of looking at each detail as an indicator of architectural history and not simply as sculpture, and then providing painstaking detail as to just where each photographed piece stood in relation to other details in the structure.

Cameron said he has been amazed that almost all photographic records concentrate on the artistic or sculptural quality of a base, capital, molding, rib, or bay, but never bother to provide much details about the piece in relation to the structure itself.

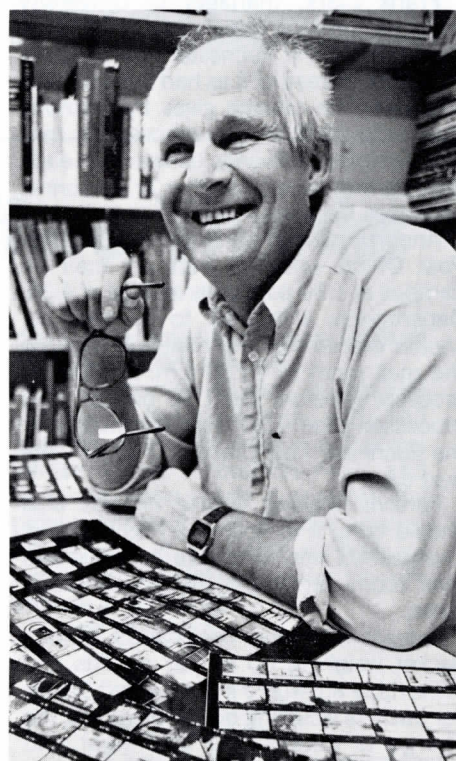
Cameron has a precise schematic system that reads like a blueprint about the building and its architectural history. It is as simple as asking a current college

student to recognize the difference in styling between a 1955 and 1985 model car, he said. Cameron said his collection is the first to be catalogued with such detail to function and location.

Cameron has been in contact with the International Center of Medieval Art to establish a uniform system of topographical nomenclature and computer encoding and he hopes the system will be used internationally.

The question of uniform nomenclature will be discussed under Cameron's direction in May at the Kalamazoo Conference, the largest medieval conference in the world. From this meeting, Cameron hopes a recommendation will go to the board of directors of the ICMA and that the system will be published in the center's journal, **Gesta**.

Carl F. Barnes, Jr., OU professor of art and art history, is a past president of the ICMA and now a member of its board of directors.



John Cameron's photos will become part of the collections of two museums.

## Recess Plans Outlined

Employees planning holiday vacations during the official recess period should consider the following guidelines prepared by the Employee Relations Department.

The university will be closed from the end of the regular workday on Friday, December 21 through Tuesday, January 1. By employee group, here are the policy provisions:

### Administrative-Professional

The following days are considered time off with pay: December 24-25 and December 31-January 1, holiday leave; and December 26-28, recess leave. The policy applies to all permanent full-time and permanent part-time AP staff members who would normally be scheduled to work on those dates.

### Clerical-Technical

December 24-25 and December 31-January 1 are holiday leave and December 26-28 are recess leave. Compensatory days are granted for any holidays or scheduled days worked during the recess period. Part-time UAW/Clerical-Technical employees are eligible for the above on a pro-rated basis.

### AFSCME

December 24-25 and December 31-January 1 are holiday leave and December 26-28 are recess leave. Compensatory time off, pay for work performed on holidays and recess days, and paid recess for food service employees are controlled by paragraph 52.8 of the agreement between OU and the union.

### OUPOA and FOP

December 24-25 and December 31-January 1 are holiday leave. If one of the above holidays falls on an employee's regular day off, an additional day off with

pay will be arranged between the director of Public Safety and the employee.

### Other employees

For CT employees in classifications excluded from the UAW/CT bargaining unit, December 24-25 and December 31-January 1 are paid holidays. Regular work days between those dates are paid recess days. Compensatory days can be granted for any holidays or scheduled days worked during the recess period. Part-time employees are eligible for the above on a pro-rated basis.

Holiday pay benefits to be extended to any "unclassified" or "temporary" employee or any other employees not specifically covered above will be discretionary with division heads.

Questions regarding the proper application of union contracts during this period should be directed to ERD at 377-3486.

Any employee who is not granted recess leave with pay under union contracts or personnel policies during this period, and who does not have sufficient personal leave days or vacation days to use, may be granted an advance equal to a three-month accrual of vacation days. Forms for granting such advances are available from ERD.

The holiday recess period provides the university with an opportunity to achieve significant energy savings by closing most campus buildings and by reducing heating and lighting. All work that is not essential to the safe and efficient operation of the university during the recess period should be suspended, and the continuance of any operation during the recess period will require the prior approval of division heads.



● Harvey Burdick and Irving Torgoff, psychology, conducted a session on problems involved in jury selection at the annual meeting of the Association of Trial Behavior Consultants in Denver.

● Paul Chao, economics and management wrote **Image Variables in Multi-Attribute Product Evaluations: Country-of-Origin Effects** for the **Journal of Consumer Research** in September. Co-authors were G.M. Erickson and J.K. Johansson.

● Irwin E. Schochetman and Sze-Kai Tsui, mathematical sciences, are the authors of **Functional Properties of the Lattice of Function Semi-Norms**. The paper has been accepted for publication in the **International Journal of Mathematics and Mathematical Sciences**.

● Lucinda Hart-Gonzalez, linguistics, presented a paper, **CPS and SPSS: Survey and Software**, at the NWAWE XIII international meeting of sociolinguistics at the University of Pennsylvania. She also attended workshops on computer use in linguistics in connection with her participation in the Faculty Bootstrap Seminar on Language and Computers.

● Alan Reinstein, economics and management, wrote **How to Handle the Problems Facing the Buyer of an Accounting Practice** for the October issue of **Practical Accountant**. The co-author was Neal Zalenko. Reinstein also wrote **Valuing Economic Loss of Untimely Death: An Expert Witness Service Opportunity for CPAs** for the summer issue of **The Ohio CPA**. The co-author was Robert E. Hansen.

Reinstein presented a paper, **Accounting or Inflation: A Review and Annotated Bibliography**, at the 16th annual meeting of the American Institute of Decision Sciences in Toronto.

● David Doane, economics and management, presented a paper, **Teaching Statistics Using Dichotomized Samples**, at the 16th annual meeting of the American Institute for Decision Sciences in Toronto. He also participated on the publisher panel

## Job Listings

The Employee Relations Department in 140 NFH has information about the following job opportunities at OU. For further details, visit the office or call 377-3480.

● Office assistant I, C-6, Center for Health Sciences.

## Funding Opportunities

The following sources of external funding opportunities are presented by the Office of Research and Academic Development, 370 SFH. For details, call 377-3222. Unless noted, the due dates for proposals are not known.

### National Cancer Institute

Cancer control small grants research program, February 12.

### Department of Energy

University research instrumentation program, December 21.

### National Science Foundation

College science instrumentation program, January 11.

### National Institute of Child Health and Human Development

Consequences of infertility and fertility-related problems, March 15; and research on mental illness in nursing homes, December 1.

### Health Resources and Services

## Our People

on textbook/microcomputer software interface.

● Miron Stano, economics and management, wrote **Group Health Insurance Redistribution Affects Fringe Benefits Strategies** for the November issue of **Healthcare Financial Management**.

● Donald E. Morse, rhetoric, communications and journalism, gave a talk, **Backgrounds to the Troubles in Northern Ireland**, at the Lunch and Learn series at Birmingham Presbyterian Church. He traced the unique history of Ireland as it impinges on the current conflict in the north for an audience of over 100 persons. Morse also spoke at the Rochester Bethany meeting on **Time Management, Organizational Styles, and Scheduling**. He spoke to the English Advanced Placement class at Groves High School in Birmingham about **Backgrounds for Reading Portrait of an Artist as a Young Man** by James Joyce.

● Judith K. Brown, anthropology, presented a paper, **Mothers and Mothers-in-Law: Middle-Aged Women in Non-Industrialized Societies**, at the anthropology session of the Fourth International Congress on the Menopause at Lake Buena Vista, Fla. The congress was sponsored by the International Menopause Society. A book co-edited by Brown, **In Her Prime: A New View of Middle-Aged Women**, has been published by Bergin and Garvey Publishers, Inc. The book is dedicated to Professor Pauline M. Kolenda, who taught anthropology at OU and now teaches at the University of Houston. Brown's co-editor was Virginia Kerns.

● Bruce Johnson, Bookcenter, has been elected secretary of the 145-member Michigan Association of College Stores. David Bixby, also of the Bookcenter, will continue to sit on the association's board as its immediate past president.

● Roberta Schwartz, journalism, wrote an article about the sinking of the freighter Emperor and the award-winning film, **Angels of the Sea**, for the December 2 issue of **Detroit**, the magazine of the **Detroit Free Press**.

● Richard A. Mazzara and Lorri A. Parris, modern languages and literatures, are authors of **Clarice Lispector's Psychological Approach to a Philosophy of Existence in 'A Maca no Escuro'** which was published in the **Journal of Evolutionary Psychology**, Vol. 5, Nos. 3-4.

### Administration, Bureau of Health Professions

Cooperative agreements for area health education center programs, December 14.

### National Institute on Aging

Studies devoted to persons over age 65, due on regular National Institutes of Health deadlines.

### National Institute on Drug Abuse and National Institute on Alcohol Abuse and Alcoholism

Community prevention research in alcohol and drug abuse, January 2.

### Department of Education

Marketing/distributive education, January 7.

### International Development Cooperative Agency

Somalia study to predict the likely social and economic impacts of various options for development of the Juba River Valley in Somalia.

## New Faces

The Employee Relations Department has announced the addition of the following persons to the OU staff.

● Karen R. Heffernan of Pontiac, a secretary I in the Employee Relations Department.

● Julie J. Meiers of Drayton Plains, a clerk-receptionist II; and Betty M. Zachary

of Rochester, a clerk I in the Office of Admissions and Scholarships.

● Janice R. Norton of Rochester, a library clerk I in the Kresge Library.

● Karen Daneman of Rochester, an office assistant I in the University Relations Publications office.

● Bruce D. Dennis of Clarkston, James M. Griswold, James L. Ivery and Charlotte L. King, all of Pontiac, food service apprentices in the Vandenberg Food Service.

● Marilyn K. Harvey of Bloomfield Hills, an instructional aide in the Lowry Early Childhood Center.

● Emeline Schulte of Mt. Clemens, a senior programmer analyst in the Office of Computer Services.

The **Oakland University News** is published every other Friday by the University Relations News Service, 109 North Foundation Hall, Oakland University, Rochester, MI 48063. The telephone is 377-3180. Copy deadline is 5 p.m. Friday of the week preceding the publication date.

● Jerry Dahlmann, assistant to the president for university relations.

● James Llewellyn, senior editor and news director.

● Jay Jackson, staff writer.

● Ann Straky, photographer.

## Nag Gains Notoriety With Lecture Tour

An OU professor, the first in the country to successfully grow adult mammalian heart muscle cells in laboratory culture, has been invited to share his expertise with the Heart, Lung and Blood Institute of the National Institutes of Health (NIH).

Asish C. Nag will lecture and participate in panel discussions December 5-7 in a program devoted to the structural, biochemical, and physiological processes of cardiac cell development.

Nag has already demonstrated that adult cardiac muscle cells possess a potential for cell division, contrary to previously accepted dogma. He has also demonstrated a dramatic effect that thyroid hormone has on the contractile protein in heart muscle cells. That protein is necessary for a beating heart.

The Washington Conference was organized by the NIH to survey the current state of knowledge on the topic, to identify areas where additional research is needed, and to promote collaboration between scientists. Researchers from the University of California, University of Chicago, Johns Hopkins University, and the Salk Institute will participate along with Nag.

Writing in a 1984 issue of the **Biochemical Journal**, Nag and research associate

Mei Cheng report that the contractile protein responsible for heart beat can be transformed in cultured cells from fetal to adult form in days with the characteristic energy-supplying activity for heart beat by administering thyroid hormone.

Nag has been working with rats but he says the long-term implications of the above findings on human cardiac muscle function and repair are tremendous. It is conceivable that some abnormalities in the developing heart or the heart of a young child can be cured by influencing the actions of the contractile protein by thyroid hormone or other genetic means. Similar actions could be taken to aid an aging heart muscle. Fetal and adult heart muscle beats are different and controlled by the contractile protein, Nag says.

Nag's research has been conducted with rat cardiac muscle cells and he has developed a model system for studying embryonic heart muscle cells in culture.

His areas of study include heart cell proliferation, structural organization, contractile proteins and ATPase (an energy-releasing chemical) activity of the developing and adult heart. He receives grant support from the NIH and the Michigan Heart Association.

## Chorale Sings In Holiday

A musical tour of the world will be presented by the Oakland Chorale in its **Christmas from Many Lands** concert at 8 p.m. Sunday, December 2. The free holiday concert will be in Varner Recital Hall.

Carols and selections representing the music of many countries and different centuries will be presented. Selections will be Renaissance villancios from Spain, motets from 17th century Germany, a setting of the **Magnificat** by baroque composer Carl Theodore Pachabel, and two pieces by Benjamin Britten. The program will conclude with carols by contemporary composers, including such favorites as **The Holly and the Ivy** and **The Carol of the Birds**.

Soloists will be Audrey Wilamowski, Hans Stevens, Kathy Forbes, Kimberly Burnham, Timothy Garback and Stacey Donahue. The Baroque Ensemble of Jennifer Evenson and Julie Kochajda, flutes; Paula Masterka, bassoon; Myles

Schuster, violoncello; and Laurel Karlik, harpsichord, will perform Telemann's **Quadro in D** for two flutes, bassoon and continuo.

Lyle Nordstrom will direct the concert. He is an internationally recognized authority on the performance of 16th century music and is in his third year as director of the Oakland Chorale.

For further details, call the Center for the Arts box office at 377-3013.

## Art Show Set For Oakland Center

An Art, Book and Gift Fair will be held from 9 a.m.-5 p.m. Wednesday, December 5 on the upper level of the Oakland Center.

Area craftspeople, faculty, staff and students will participate in the annual event. All sorts of items suitable for holiday giving will be sold.

## Mail Room Revises Delivery Schedule

The mail room has made changes in the pick up and delivery times of U.S. Mail that will affect on-campus distribution. Also, Express Mail service is now available on campus.

Frank Clark, manager of University Services, says the university's mail is now picked up at the Rochester Post Office at 7:30 a.m. instead of 8 as had been done in the past. The change gives the campus mail room staff time to process the mail and complete deliveries before noon each day, barring severe weather or personnel shortages because of illness.

Another change is that the Rochester Post Office will now pick up mail on campus at 1:30 p.m. daily instead of 4:30. Departments with mail to be sent out should ensure that the mail is brought to the mail room by 11:30 a.m. to allow for processing before the 1:30 pickup. Mail processed after 1:30 will be delivered to the Rochester Post Office at 7:30 a.m. the next day.

Persons wishing to use Express Mail should bring it to Room 16 PSS Building. The packets and forms are available and mail room personnel will provide assistance.

Express Mail rates begin at \$9.35 for a packet weighing up to two pounds and deliverable anywhere in the United States. For packets weighing over two pounds, the charge is determined by weight and delivery zone.

The mail room also ships parcels via United Parcel Service. To ship by UPS Next

Day Air, parcels must be taken to the mail room by 8:45 a.m. for processing. UPS will pick up the parcels at approximately 9 a.m.

Anyone with questions may call Clark at 377-2283 or Kay Zdroj at 377-2281.

## In The News

Here's a roundup of some of the significant media coverage that OU has received in recent weeks:

Dean Gerald Pine of the School of Human and Educational Services was interviewed by the **Oakland Press**, **Observer and Eccentric Newspapers**, the **Macomb Daily** and Tribune/United Cable Television on his proposal for a five-year teacher education plan.

Howard Splete of SHES was interviewed by the **Detroit Free Press** for a feature on the university's computerized career counseling program.

The **Free Press** interviewed Philip Abelson, retiring editor of **Science** magazine, for a story on the paper's weekly science page. Abelson was a lecturer at the Meadow Brook Seminar sponsored by the Kresge Library and Graduate Study.

The **Detroit News** ran a story on consumer advocate Dorothy Cohen and she was interviewed on cable TV in Royal Oak. She was a speaker for the Yntema Lecture Series sponsored by the School of Economics and Management.



# Doctor Questions Federal Budget Priorities

Quality health care delivery systems throughout history have depended on community involvement to be successful, but declining government support today makes it difficult for people to get the care they need, the speaker at the Meadow Brook Seminar sponsored by the School of Nursing and the Center for Health Sciences said.

Throughout history the emphasis has been on an interdependence between the doctors, the patients, and the community to ensure good health, said Victor W. Sidel. He is distinguished professor of social medicine at Montefiore Medical Center of the Albert Einstein College of Medicine in New York City. Sidel is also president-elect of the American Public Health Association.

Sidel recalled the development of health care from the time of the ancient Greeks, who believed in gods for health and healing, community, and commerce. They understood that society and government had the power to either foster health and healing or to destroy it, he said.

Sidel criticized world governments for

not doing more to improve health care. He was especially critical of them for stressing military spending over social spending, particularly in the United States.

Among the problems he addressed were such issues as hazardous wastes, air pollution, water quality, and communicable diseases.

"We're talking of 225 million tons of hazardous waste generated every year and, of course, enormous politics being played, both at the generation and the clean up of that which exists," he said. "We're talking about four million tons of toxic chemicals discharged into waterways and streams every year, both underground water supplies and above ground water supplies. We're talking of 160 million tons of air pollutants emitted into the atmosphere each year and a whole variety of health and social consequences."

In general, Sidel said, society does not face the social problems head on. "Instead of dealing socially with problems that are social — with smoking as a phenomenon, for example, that is socially induced by a

whole series of pressures in our society — we blame the victim, we blame the individual smoker in relation to this, rather than the social drives that push in that direction," he said.

Just 3 percent of the money spent on medical care in the United States is allotted for prevention, he said. Sidel cited heart disease, arthritis, rheumatism, hypertension, asthma, diabetes, and emphysema as diseases which need to be addressed further.

"In every one of those chronic illnesses there is at least twice the prevalence among low-income people in the United States, as well as in other countries, as among all people in the United States. And yet if one looks at such issues as coverage for medical care expenses . . . the most uncovered people in our society are those who are the sickest, are those who are least able to bear the costs of medical care."

About 30 million people during any year are without health care insurance at some point, he said, and most of them are poor and sick.

Improving the health care system depends on more than just producing more doctors, he said. The question is also philosophical, being whether health care should be nonprofit or for profit, controlled by private enterprise.

In European countries which have socialized medicine, he said, low-cost care is available to those who need it because the society considers it an obligation.

"We're talking, going back to the Greeks, of putting the community between government and health professionals, of making the community the base and the focus, just as in Sweden, just as in Great Britain, but for the most part not in the United States, as the basis for the health care system."

Sidel attributed the decreased spending for health care to the increases for the military. "Another way of looking at this is if you were to spend \$1 million a day from the

time of the birth of Christ to the present moment, for 2,000 years, you would end up spending one-quarter of \$3 trillion. You'd have to spend \$4 million a day for 2,000 years to spend \$3 trillion," he said. The \$3 trillion is the amount President Reagan proposes for the military from 1980-90, he said.

From 1966-82, Sidel said, the government spent under \$100 million on measles immunizations. That total is about the same as the cost for one B-1 bomber plane, he added, for which \$300 billion is proposed.

The problem worsens elsewhere in the world. "Some countries of this world . . . have less than \$5 per person, per year . . . to spend on their people's health care," he said.

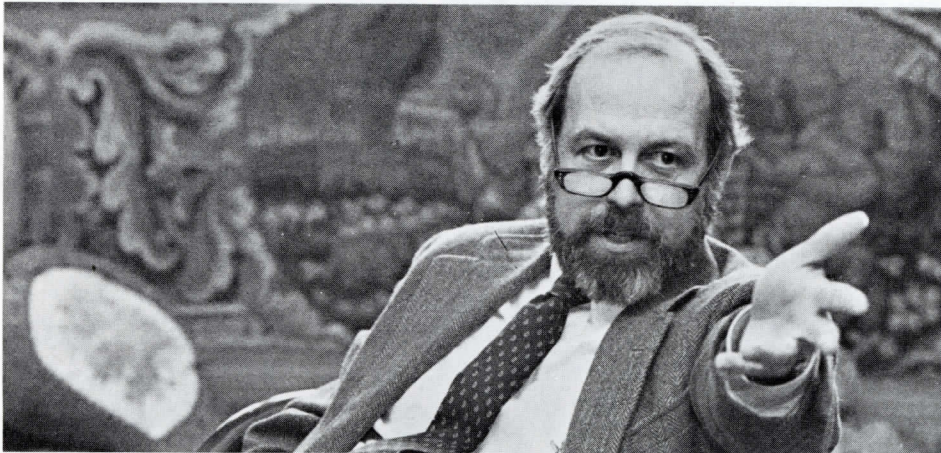
Every two seconds a child dies of a totally preventable disease, which is 15 million children a year, he said. Every four seconds a child contracts a preventable disease which will injure him or her for life.

For the World Health Organization to free the world of smallpox, he said, \$300 million was spent over 20 years. "That is the cost of four hours of the world's arms spending," he said.

"As you know, malaria is the world's greatest producer of morbidity. \$7.5 billion for a five-year program to control malaria is four days of the world's arms race."

At present, he said, there are four tons of explosives for every human on Earth.

"The question is, looking at this issue of military expenditure, whether a society that cradles its missiles as though they were children and treats its children to obscene living conditions and inadequate health services can either be just or secure, and, that if we would strive for security, and that's a perfectly reasonable thing for nations to want, whether we'd better rethink the whole issue of redistribution of those resources so they can bring us the security we wish."



David Shantz, psychology, participated in the final Meadow Brook Seminar. He and other faculty members gathered at Meadow Brook Hall to review the proceedings of the previous eight seminars and offer views about the future direction that OU should take in meeting the challenges of higher education.

# Scientific Advances Require Top Students

Incredible progress has been made in the sciences, but most of it has occurred during only a fraction of the time that mankind has been on Earth. Further advances will depend on well-trained graduates of engineering schools and other advanced training centers, the dean of the School of Engineering and Computer Science said at the Meadow Brook Seminar sponsored by his unit.

The technological changes that have come about since 1945 have been based on innovation, said Thomas Butler, Jr.

"Simply stated, the difference between the process of invention and innovation is the difference between the verbs 'to conceive' and 'to apply.' Innovation is the process by which a new idea is successfully translated into economic impact within a society. An invention or an idea, to use math terms, is a necessary but not sufficient prerequisite for innovation. Only after an invention is put into sufficient use to have an economic effect is it to be termed an innovation," he said.

Many of today's useful products, like ball bearings, the worm gear and the bicycle chain drive, were products of 15th century thinking, Butler said, but the inventions of the future — the microprocessors and the like — will not come from mere dreaming about an idea. The future will depend on trained scientists who can apply the knowledge.

"As you can see, technology during the '80s will not be our problem. We are not science limited. What then will be our problem? Our problem is quite simple: how to use the available technology," he said.

Butler compared the university to a private business.

"Last year while I was with AMF, I used to tell our people that to ensure competitive advantage, business must plan for change — change in our products, our customers, our plants, and our way of doing things.

"AMF must be a leader with something unique and better. If we do not lead, our product is simply a commodity and must compete in a commodity market strictly on

the basis of price. Our School of Engineering is not a great deal different from a division of any corporation. We turn out products: at the undergraduate level the products are students, at the graduate level the products are students, packaged courses for continuing education, new technology, and consulting," he said.

Butler said the university must continue to become more productive by being more effective in teaching and packaging courses.

"How can we as a supplier broaden our base and become a valued supplier, rather than just another supplier? We must always continue to define the changing needs of the marketplace — conceive ideas to meet those needs and then do it," he said.

In the future, Butler said, schools of engineering must become more selective in their admissions. "Let's face it, engineering institutions will not be able to develop in any one individual the capacities to do all of the kinds of work which will be demanded

in the total engineering process of the future. We're faced with the need to train not one but three types of engineering practitioners: innovators and directors, applicators, and technicians. Most of our engineering schools are doing an adequate job of educating the middle group — the applicators.

"Community and junior colleges are tooling up to handle the middle group — the technicians. It is the first group — the innovators and directors — that an engineering school starting from the present and planning for the future should devote its attention to," he said.

Butler said choosing students from among the top 2 percent to 10 percent in academics will be required. Further, he said, programs should not emphasize vocationalism or risk obsolescence. Students should also have a well-rounded education with liberal arts courses among the required curriculum, he said.

## Chairman Offers Thanks

Wow! What a birthday party! From the Marine Band concert on September 14 to the last of the nine (count 'em) Meadow Brook Seminars on November 20, we have listened and talked (most of us), wine and dined (a few imprudent souls may never recover from the excess), had some fun, learned some things about ourselves and the world beyond, and celebrated beyond measure.

The time has come for rest and quiet. We must now gather strength and wisdom for the long (or to those who will look back across the next quarter-century, the short) trajectory to the year 2009 when our descendants will no

doubt be tempted to celebrate Oakland University's 50th anniversary.

To the myriad alumni, community volunteers, faculty, friends, staff and students (the alpha order is deliberate) whose energy, thoughtfulness, and good will alone made it possible, my personal thanks. The positive accomplishments of the 25th anniversary celebration of Oakland University are entirely to your credit.

Thank you again.

George T. Matthews  
General Chair  
25th anniversary celebration



Dwight Carlson, president of Perceptron, Inc., of Farmington, spoke at the Meadow Brook Seminar sponsored by the School of Engineering and Computer Science. The theme of the seminar was "The Technological University of the Future."



# Unorthodox Class Stimulates Thinking

Teaching conventional subjects with unconventional methods requires more than just a new approach to pique students' interest. It also means being able to show that the ability to think and express oneself will improve measurably.

Some Rhetoric 100 and 101 students are finding that the results of their unusual class are making it worthwhile as they increase their cognitive skills. The three-year pilot program is now in its final year and will be evaluated after the winter semester before a decision is made about continuing it in some form.

The program in question is called Instrumental Enrichment. It was developed in 1980 by Reuven Feuerstein of Israel for students ages 13-17. OU is the only American university to adapt the program for college-age students. About 160 students are enrolled this semester and are taught by Carole Royer, Carol Swift, Donald Miller, James Clatworthy, Karen Robinson, Bernadette Dickerson and Margaret Kurzman.

Their approach involves two instructors per class who do not lecture, do not give direct answers to students' questions, and above all, Royer says, do not get bored because of the lively pace.

IE came to OU through the efforts of Royer and Miller, the associate dean of the School of Human and Educational Services. Royer had attended a conference about IE and Miller was looking for a cognitive education enrichment program. They persuaded SHES and College of Arts and Sciences faculty to try the idea, and Royer was then trained by Feuerstein in Toronto. She and Swift are considered experts on the OU program and reported on it at a Conference on Thinking at Harvard University in August.

Believing that critical thinking and writing are linked and that writing is a part of all classes, Royer suggested rhetoric courses for IE. "We're teaching process and the traditional rhetoric classes are teaching product," she says, defining the differences. The IE rhetoric classes have the same objectives as the others, but approach them in different ways.

Royer's students learn Feuerstein's "five

foundations of reasoning": observation and classification, ordering, hierarchical classification, analogies and relationships, and spatial reasoning and strategies.

The IE program assumes students have cognitive skills that can be modified. That point is important, Royer says, because countries like Japan and the USSR believe it and encourage development of intelligence.

Visitors to the IE classes notice the differences immediately. Students sit at tables arranged in a square, the instructors roam about, and students discuss questions to find the answers themselves.

"The mediated teaching style is the key," Royer says. "We do nothing but ask questions and mediate their discussions."

The approach seems impossible to the casual observer. A diagram without an explanation confronts students and they must discover the importance of the shape and reproduce it on an accompanying field of dots. Students solve the problem and then move on to other questions that form

the basis of their weekly writing assignment. The entire exercise consists of diagrams and dots, questions and answers, and writing and editing.

Another unique aspect of the program is its recognition of "right brain" and "left brain" students. Tests determine a student's dominant brain hemisphere and class materials are geared for each type of student. Right brain students see problems spatially and left brain students analyze problems sequentially. Students may arrive at the same answer, but are often surprised at the methods each uses to do so. The fact that the class recognizes the different brain biases boosts each student's ability and his or her confidence.

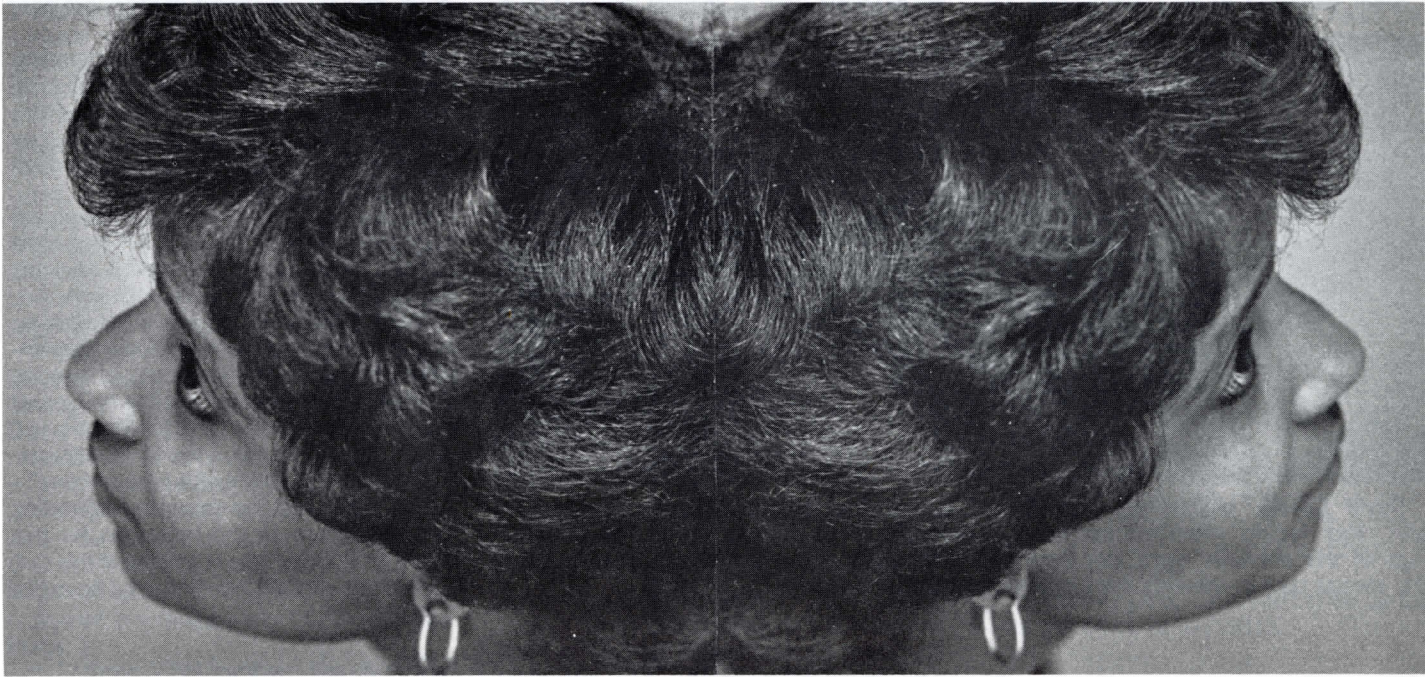
To avoid criticism of loading classes with gifted students, enrollment is at random. Students are unaware of the IE class until they attend. A sign that those students have excelled is indicated by the number of them who have won Writing Excellence Awards from the Department of Rhetoric, Communications and Journalism. In the

two years IE students participated, four students won awards, which is far more than one would expect from a small sample, Royer says.

Critical thinking classes are becoming popular at both the secondary and college level. Not all use Feuerstein's program. Critical thinking skills were first proposed in the 1940s but psychologists argued for years whether cognitive skills could be increased, Royer adds. Experts still disagree over the approaches, but most do agree that a staff well-trained in cognitive styles is mandatory.

Royer is a firm believer in the worth of IE. "The students not only learn to write effectively, but they enhance some cognitive functions that they use in other areas. That doesn't happen in traditional writing courses," she says.

Still, Royer adds, educators need to be convinced of the program's worth and understand it is not just a gimmick.



Instrumental Enrichment exercises raise students' awareness of their thinking skills and provide them with an outlook toward problem-solving that they often did not know they had.

# Popular 'Christmas Carol' Returns To OU

For the third consecutive year, Meadow Brook Theatre is presenting Charles Dickens' **A Christmas Carol**. The play runs through December 23.

The story about a miserly merchant who learns the meaning of love through the example of a handicapped child has been adapted for the stage by Charles Nolte. Nolte is a professor in the Department of Theatre Arts at the University of Minnesota and is a frequent guest director at Meadow Brook.

The cast of **A Christmas Carol** is headed by Hollywood actor Booth Colman. He will recreate the role of Ebenezer Scrooge, which he first played at Meadow Brook in 1982. Colman has consistently won audience and critical praise for his portrayals of such characters as Sir Thomas More in **A Man for All Seasons**, Commander Queeg in **The Caine Mutiny**, Shylock in **The Merchant of**

**Venice**, Willy Loman in **Death of a Salesman**, Henry Drummond in **Inherit the Wind**, and Doc Washburn in **A Summer Remembered**.

Members of the Cratchit family will be Thom Haneline as Bob, Jayne Houdyshell

as Mrs. Cratchit, Reid Bruggeman as Matthew, Roy Hall as Peter, Jenie Lynn Dahlmann as Martha, Cheryl Zeese as Belinda, and J. Luke Huber as Tiny Tim.

Charles Nolte will direct **A Christmas Carol**, which features multiple sets by

Barry Griffith, lighting by Reid G. Johnson, costumes by Mary Lynn Crum, musical direction by Jim Sterner, dance choreography by Ammar, and stage movement by Parker.

# Seminar Takes Critical Look At Film

A symposium on modern critical theory and the analysis of film was sponsored by the OU film and folklore concentrations at Meadow Brook Hall, attracting about 100 persons for the two-day event.

Organized by Dolores Burdick, modern languages; and Mark Workman, English, the symposium featured addresses by three OU Department of English faculty members. Brian Murphy spoke on **Continuous Criticism: Before the Beginning, After the End**, Robert Eberwein addressed **Roland Barthes and the Infinite Text**, and Workman spoke on **I'm Glad You Asked: The Dialogic Theory of Mikhail Bakhtin**. A panelist from Washington University in St. Louis also attended and spoke on Walter

Benjamin.

During the symposium, entitled **The Inexhaustible Text**, the audience watched **Citizen Kane**, heard Murphy speak about films and criticism in general, and listened to panelists speak about the theories of film criticism. The final part of the symposium was dedicated to applying the

information learned in the panel discussions to the film, **Citizen Kane**.

This was the first time the conference was held and Burdick said she hopes it can become an annual event. Burdick is coordinator of the film concentration and Workman is coordinator of the folklore concentration.

# Add Library To Gift List

The staff of Kresge Library suggests that if you have a long list of family and friends to consider for holiday gift giving, a donation to the library book fund would make a special kind of remembrance.

Checks for the library book fund, payable to Kresge Library/Oakland University, may be sent to Dean Suzanne Frankie at the library by December 10. Donors should indicate that the donation is for a holiday gift and include the name and complete address, with ZIP code, of the person or persons being honored. Also include the name of the individual giving the gift.

An acknowledgement, which may be used for tax deduction purposes, will be sent to the donor. The gift recipient will receive a card from the library indicating that a gift has been given by you in that person's name.

# Roy To Speak

Arun K. Roy of the Department of Biological Sciences will speak on aging at a free lecture Thursday, December 6 in Room 350 Hannah Hall.

The topic of his 4:30 p.m. lecture is **In Search of the Fountain: Update on Aging Research**. The lecture is sponsored by the OU Chapter of Sigma Xi. All are welcome and coffee and donuts will be served beginning at 4 p.m.

# Women of OU Sponsors Tour

The Women of Oakland University invites all faculty and staff to attend the Meadow Brook Hall Christmas Walk from 4-9 p.m. Wednesday, December 5. It is suggested that participants arrive no later than 8 p.m. to have sufficient time to enjoy the tour.

A special fee of \$1 per person will be extended to anyone with an OU employee identification card. The rate is also available to members of the immediate family (those living in the same household). Non-household guests will be charged \$5 per person, the same rate for the general public.

While meandering through the garland-hung rooms and elaborately adorned halls, visitors may chat with florists about the decor. Hot cider and cookies will be served in the Wilson Room where members of the Women of Oakland University board will greet visitors and welcome in the holiday season.

# Team Loses In First Game

The OU soccer team ended its season November 17 in the preliminary round of the NCAA Division II national championship tournament with a 1-0 loss to Seattle-Pacific, the defending champion.

The game, played in Seattle, ended in a scoreless tie after regulation play and two overtime periods. The game was decided by a penalty kick shootout with five players from each team taking one shot each. Seattle-Pacific won the shootout, 4-2, and was awarded the 1-0 win. By NCAA rules, OU earned a tie for its final standings and finished the year at 16-3-1. Seattle-Pacific is now 17-5-1 (its tie occurred earlier) and advances in the tournament.

During OU's penalty kick, Marty Hagen and Mike Vigh each scored and then Tag Graham's shot was saved by the Seattle-

Pacific goalie. OU's hopes of staying in the tournament faded as Gray Haizel's shot sailed over the crossbar.

This was the third consecutive year that OU has made the national championship tournament and boosted Coach Gary Parson's career record to 62-14-6.

Stan Blackford, sports information director, said the game was played on an artificial surface in a steady rain. "It was really a hard-fought defensive game. The goal keepers had to make only seven saves between them," he said. OU managed just seven shots on goal, the lowest total of the year, and Seattle-Pacific managed just 12.

Graham is the only senior on the team and Blackford speculated that with some strong defensive play next year, the team could repeat as a nationally ranked unit.