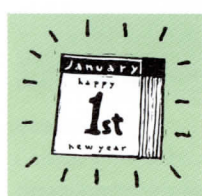


inside OAKLAND

A newsletter for Oakland University colleagues

1995 in Review



'On the move' is a good way to

describe this busy year of growth filled with new people, new programs and new partnerships.

A quick scan of the headlines over the past year is all it takes to remind us that 1995 started off at a busy pace. And as we near year's end, the momentum continues.

Before it gets away from us, *Inside Oakland* offers up some of the university's major highlights and accomplishments for 1995, Oakland's 36th year of operation.

breaking NEWS

Refining charter school options

"Charter schools offer Oakland the potential to build partnering relationships and educational opportunities that could not otherwise be provided," says Mary Otto, dean, School of Education and Human Services and chair of the Public School Academy Application Review Committee.

The committee sets in place a mechanism by which charter school applications can be reviewed, says Otto. The committee's first meeting will be Dec. 11 to "refine what OU is looking for."

Growing by leaps and bounds

- Construction began on the \$43 million Science and Engineering Complex.
- The university's new main entrance off Squirrel Road officially opened.
- \$37 million in bonds were sold to finance construction of the new Student Recreation and Athletic Center.
- New campus exterior signage contract was awarded.
- Face lifts were given to Academic Skills Center, Career Resource Center and several residence halls.
- Major renovation and relocation of the Honors College was approved.
- Meadow Brook Hall will get an enhanced entrance drive and courtyard, thanks to a \$2.3-million commitment in June from the Matilda R. Wilson Fund of Detroit.
- Enrollment rose to a school-

record 13,600 students for fall '95, a 3.3-percent increase over last year.

Going the distance

- New Gopher Service debuted, offering Internet and e-mail users on-line admissions applications, registration dates and academic, sports and cultural program schedules.
- OU was chosen to serve as hub of a Macomb-Oakland Regional Network that will connect more than 370,000



Gary Russi was named interim president in January.

for government funds for projects to help solve urban problems.

- The School of Business Administration formed the Center for Family Business in September, the state's only major resource for the advancement of family-owned businesses.

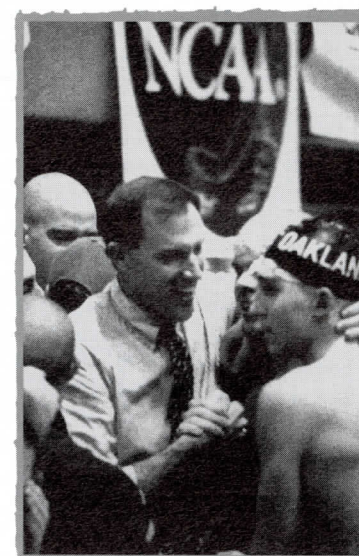
A+ Academics

- A new transfer policy approved in June makes it easier for community college students to transfer and receive credits from other educational institutions.
- A new M.S. in Physical Therapy, designed to give practicing physical therapists advanced preparation in clinical tracks, was launched in June.
- Oakland University Center-Birmingham opened its door for winter registration in October.

Global warming

- Oakland's M.S. in Engineering Management is offered in October to working engineers in Austria as part of an executive education program sponsored by OU and the University of Technology in Vienna.
- The Center for Robotics and Advanced Automation

forged a partnership with the Malaysian Center for Robotics and Industrial Automation in October.



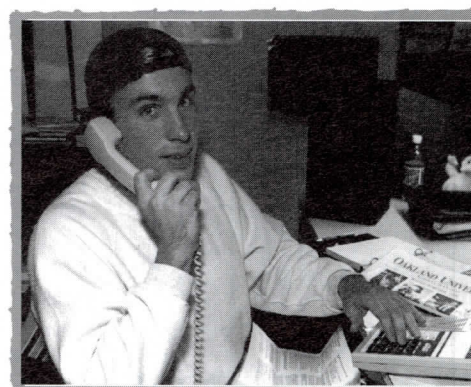
Pioneer men swimmers enjoyed another national victory.

students from school districts and community colleges of Oakland and Macomb counties via the Internet.

- Oakland's first distance learning classroom debuted in September, connecting a campus classroom with one at the Northwestern Michigan College University Center in Traverse City.
- Registration by phone began.
- OU and five other area colleges and universities formed OakCHEC (Oakland County Continuing Higher Education Consortium) in January to target non-credit training programs for area employers.
- In April, the College of Arts and Sciences was named the planning unit for the Family Coordinating Council of Oakland County.
- Oakland mapped out an extensive three-phase, \$1.6-million plan in April to modify and update campus facilities to meet the requirements of the Americans with Disabilities Act.
- Kresge Library served as a local public access site for a national Internet "town meeting" in May, hosted by the Clinton administration.
- OU was selected as an Urban Grant Institution making the university eligible to compete



Construction began in January on the new Science and Engineering Complex.



Telephone registration began in October.

Bridging the gap

- OU joined forces in February with six area universities to form MDAMP — the

Continued on page 4

Evening Hours

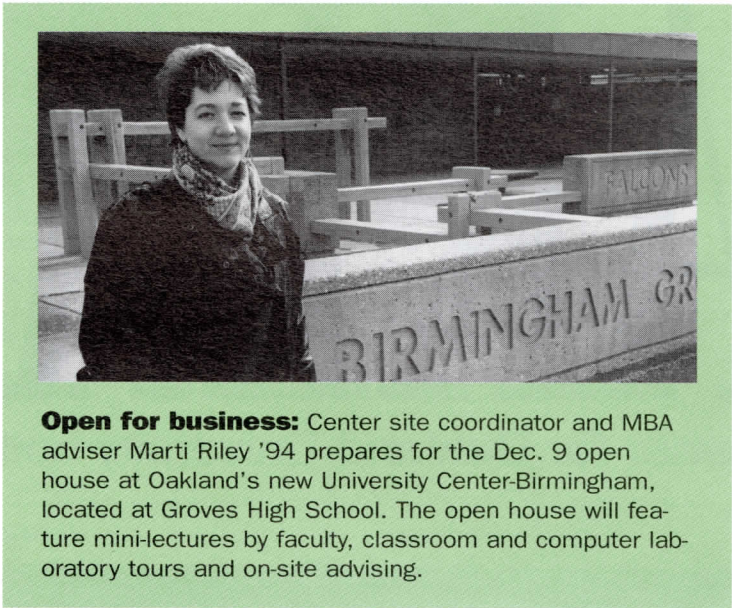
In an effort to continually improve service to a diverse student body, a growing number of key university offices are offering evening hours.

Student Affairs

Academic Skills Center
8 a.m. - 7 p.m. M, T, W, TH
CIPO
8 a.m. - 7 p.m. W
Graham Health Center
8 a.m. - 4:30 p.m. M, Th
7 a.m. - 6 p.m. T
Noon - 5:30 p.m. W
7 a.m. - 3 p.m. F
8:30 a.m. - 12:30 p.m. Sa
Counseling Center
8 a.m. - 9 p.m. M-F
Oakland Center
7 a.m. - 11:30 p.m. M-F
Placement & Career Services
8 a.m. - 6:30 p.m. W
Residence Halls
7:30 a.m. - 6:30 p.m.
Student Life
no extended hours
generally open until 6 p.m.

Finance & Administration

Cashiers Office
9 a.m. - 4 p.m. M, T, Th, F
9 a.m. - 6:30 p.m. W
Financial Aid Accounting
9 a.m. - 4 p.m. M, T, Th, F
9 a.m. - 6:30 p.m. W
Student Accounts
9 a.m. - 4 p.m. M, T, Th, F
9 a.m. - 6:30 p.m. W
All of the above have extended hours during peak registration times as noted in the Schedule of Classes
Meadow Brook Art Gallery
7 p.m. - 9 p.m. T, Th, F
1 - 9 p.m. W
2 - 9 p.m. Sa, Su
Evening hours are during MBT season.
Public Safety
24 hours a day



Open for business: Center site coordinator and MBA adviser Marti Riley '94 prepares for the Dec. 9 open house at Oakland's new University Center-Birmingham, located at Groves High School. The open house will feature mini-lectures by faculty, classroom and computer laboratory tours and on-site advising.

College of Arts and Sciences

Advising
• open for evening advising appointments on Wed.
• open during lunch hour (fall and winter), BUT not for advising
• walk-in advising hours on Tues.
School of Business Administration
Undergraduate & MBA Offices
8 a.m. - 5 p.m. M, T, Th, F
8 a.m. - 6:30 p.m. W
SBA PC Lab
8 a.m. - 10 p.m. M, T, W, Th
8 a.m. - 5 p.m. F
9 a.m. - 6 p.m. Sa
Noon - 10 p.m. Su

Academic Affairs

Admissions
8 a.m. - 5 p.m. M, T, Th, F
8 a.m. - 6:30 p.m. W
Financial Aid
8 a.m. - 5 p.m. M, T, Th, F
8 a.m. - 7 p.m. W

Office of the Registrar
8 a.m. - 7 p.m. M, T, W
8 a.m. - 5 p.m. Th, F
Academic Records
8 a.m. - 7 p.m. W
8 a.m. - 5 p.m. M, T, Th, F

ITC

Instructional/Presentation Technology Support Services
7:30 a.m. - 10 p.m. M, T, W, Th
7:30 a.m. - 5 p.m. F
Special arrangements for weekend services
Equipment Distribution Office
8-12, 1-5 M-F
Trained student support staff carry radios and are dispatched as needed after 5 p.m.

School of Health Sciences

Advising
• open for appointments on Wed. evening (last appointment is 5:30 p.m.)

School of Engineering & Computer Science

All Offices
8 a.m. - 5 p.m. M-F

MONTH employee of the

..... d e c e m b e r



Employee: Patricia Tucker
Position: Executive Secretary
Department: School of Engineering and Computer Science
Length of Service: 17 years
University Service: Brown Bag and Scholarship committees of Women of OU, OU Fund Drive Committee
Plaudits:

"It is my pleasure to nominate Patricia Tucker for employee recognition for her work in conjunction with making all the arrangements for the annual Hammerle Lectures for the past several years. Ms. Tucker has taken on this annual event, in addition to her regular duties, with dedication and commitment, and has done a superb job."

"Pat works with a high level of professionalism. She has made my job much easier, knowing that she is available, understands what needs to be done, and keeps things moving on schedule."

Employee of the Month nomination forms are available in all departments, ERD and CIPO. For more information, call Gail Ryckman at 370-3480.

School of Nursing

All Offices
8 a.m. - 5 p.m. M-F
& by appointment
Kresge Library
Administrative Office
8 a.m. - 5 p.m. M-F
Regular Library Hours
7:45 a.m. - 11:30 p.m. M-Th
7:45 a.m. - 8 p.m. F
9 a.m. - 8 p.m. Sa
Noon - 11:30 p.m. Su

Graduate Study

All Offices
8 a.m. - 5 p.m. M, T, Th, F
8 a.m. - 6:30 p.m. W

School of Education & Human Services

Adult Career Counseling Center
9 a.m. - 9 p.m. M, W
9-1, 3-9 T
1 - 9 p.m. Th
9 a.m. - 3 p.m. F, Sa

University Communications and Marketing

8 a.m. - 6 p.m. M-F

REGISTER

campus

of distinction

The following individuals have received special recognition in their areas of expertise.

Hoda S. Abdel-Aty-Zohdy, Microelectronics System Design Laboratory, Electrical and Systems Engineering, coauthored and presented three papers at the IEEE 38th Midwest Symposium on Circuits and Systems, Rio de Janeiro, Brazil, in August. The papers will appear in the conference refereed proceedings: An Algorithm and Design of a Residue to Binary Converter, coauthored with Ahmad A. Hiasat, Ph.D. candidate graduate student; Analog/Digital Implementation of Neural Networks for Pattern discovery and Signal processing, coauthored with **Mohamed A. Zohdy**, Department of Electrical and Systems Engineering; Analog Signal-Selector Circuit for Quick Gas Detection from Gas Sensor Arrays, coauthored with **Fatma A. El-Licy**, graduate student. Abdel-Aty-Zohdy also organized and chaired three sessions at the conference: Analog Design Automation Tools and Approaches; Integrated Sensors and Circuits; and Electronic Design Automation for Multimedia/High Performance Integrated Chips. Abdel-Aty-Zohdy also published a paper titled Neural Networks for Pattern Discovery and Optimization in Signal Processing Applications, in the IEEE proceedings of the 1995 Canadian Conference on Electrical and Computer Engineering, September 1995. The paper is coauthored with Zohdy.

Susan G. Baker, Rhetoric, Communication & Journalism, attended the Fall Michigan Association of Speech Communication Conference in Bay City, Mich., Oct. 6-7. She was a participant in a panel discussion, Bringing Intercultural Communication Into The Classroom. Baker has been invited to serve on the Editorial

Board of Collegiate Press Publishers Advisory.

Louis Bragg, Mathematical Sciences, authored an article, titled Function Theories for the Yukawa and Helmholtz Equations, jointly with John Dettman, which appeared in the summer 1995 issue of the Rocky Mountain Journal of Mathematics.

Judith K. Brown, Sociology and Anthropology, chaired a session she helped organize at the Annual Meetings of the American Anthropological Association, Washington, D.C., Nov. 16. The session, No More Ms. Nice-Person: Cross-Cultural Perspectives on Woman-to-Woman Aggression, was selected by the Society for Psychological Anthropology an invited session.

Geri Graham, Project Upward Bound and the Forward Bound Program, was recently inducted into the Emerging Leaders Institute of the Mid America Association of Educational Opportunity Program Personnel, a 10-state regional organization of professionals.

Barbara Mabec, Modern Languages and Literatures, wrote two articles and book reviews in foreign journals and made several oral presentations since spring. She also spoke at the Farmington Hills High School monthly meeting of the Foreign Language Awareness Group Oct. 19 on *Why Study a Foreign Language?*

Donald E. Morse, English, chaired the Orientation Program for the American Fulbright Grantees in Hungary, Budapest, Aug. 29-Sept. 1. Part of this program included Morse's talk, *My Fulbright Experience in Hungary*.

Brian Murphy, Honors College, presented the *Importance of Being Earnest* on Nov. 6 at the Friends of the Southfield Public Library.

Louis J. Nachman, Mathematical Sciences, recently attended

the Fourth Society for Industrial and Applied Mathematics Conference on Geometric Design, Nashville, Tennessee, where he presented a paper titled Matching NURBS Surfaces, G1 and G2. Nachman was also appointed to a committee of the SIAM Activity Group on Geometric Design to develop a newsletter and/or World Wide Web site.

Mary A. Papazian, English, published an essay, *Literary 'Things Different': The Shared Augustinianism of Donne's Devotions and Bunyan's Grace Abounding in John Donne's Religious Imagination*.

Stacy Penkala, Admissions, presented a workshop titled *My High School Visits Are Over ... Now What?* at the 67th Annual MACRAO Conference at Shanty Creek.

Geoff Upward, Communications and Marketing, was named to the Albion College Athletic Hall of Fame in October. Upward was a member of the Michigan Intercollegiate Athletic Association championship soccer team in 1969. He was a four-year starter and received All-MIAA first-team honors as a forward in his senior year. He has coached at the youth level for 10 years, and his two sons are standouts for Detroit Country Day and the Vardar III club.

new faces

- **Ralph Hof**, Skilled Trades VI, Residence Halls
- **Allison Dombrowski**, Accounting Clerk III, Student Accounts
- **Sylvia Cacossa**, Senior Accountant, Accounting
- **Michael Vigilant**, Public Relations/Promotions Manager, MBT
- **Cheri Maduri**, Dispatcher, Public Safety

jobs

- Administrative Assistant Major Events, MBH, Misc. contract
- Counselor and Program Coordinator (2 positions), Academic Services and General Studies, AP-6, one is part time 20 hours the other is full time 40 hours
- Publicist, Music Theatre and Dance, AP-5
- Social Science Research Associate, Office of Institutional Research and Assessment, AP-6, part time 20 hours
- Practicum Lab Coordinator, SEHS Counseling, AP-2 part time 30 hours
- Assistant Research Manager, University Relations, Misc. contract
- Assistant Planner, Capital Planning and Design, Misc. contract
- Communications Administrator, Electronic Systems Operations, Misc. contract
- Medical Aide, Graham Health/Counseling Center, C-4
- University Relations Assistant, University Relations, Exempt CT
- Plumber, Plant Maintenance, AFSCME
- Programmer/Analyst, Administrative Information Services AP-4
- Academic and Program Coordinator, Upward Bound AP-6
- Academic Specialist, Special Programs AP-8
- Senior Executive Secretary, University Relations, Excluded
- Co-operative Education Coordinator, Placement AP-8
- Receptionist/Security Guard, MBH, Misc.

retirements

- **Ronald Koski**, Campus Facilities and Operations, 15 years of service.

Welcome to INSIDE OAKLAND. This newsletter is published monthly by the Publications Department, Ted Coutilish, editor. (810) 370-3185. E-mail: coutilis@oakland.edu

Copy deadline is the 15th of the month prior to publication.

Printed on recycled paper



Distance learning initiatives are taking off, thanks to George Preisinger's hands-on approach

George Preisinger has a lot in common with Tim Allen's alter ego Tim Taylor.

Preisinger, manager,

"I got the go-ahead to create the room in April and was told to have it ready by August," he says.

Even with a master's degree in audiovisual media and 16 years of computer experience, he admits the assignment was "scary" at first.

"I had no people, no resources, just a budget for equipment," he says.

media housed on campus or off, via speakerphone, fax, satellite, CD-ROM and the Internet.

To create the new classroom, Preisinger was virtually responsible for everything, from finding the right space on campus to deciding the color of the walls and carpeting.

Preisinger says he relied heavily on the Michigan Collegiate Telecommunications Association (MiCTA) for help. MiCTA is an organization of university professionals dealing with the associated issues of voice, data and video networks and operations. Preisinger says there are more than 50 classrooms on the MiCTA video network, with some institutions having several distance-learning classrooms.

"I went with an approved MiCTA provider and relied on them to make sure I had all I needed," he says. "They did site surveys and gave me estimates, among other things. They were very helpful."

And his work is not yet complete.

Preisinger is completing directions for use of the room, and will be helping to develop some of the classroom applications. He plans to be involved in future faculty and staff training for those who want to use the special distance learning facility, "not only the hardware portion," says Preisinger, "but also helping with presentation skills."

Next on the distance-learning agenda, Preisinger says, is a

"roll-about" portable distance-learning unit, which will be ready in January. The unit will have its home base in the ITC television studio in 111 Varner Hall. A second permanent distance-learning classroom is now slated for the new Science and Engineering Complex.

George Preisinger: Up close and personal

More than a hobby: George added 1,200 square feet to his Rochester Hills home, doing 90 percent of the work himself, including all the electrical, plumbing, tile, drywall and design.

Favorite reading: Westerns. "I just finished the Louis L'Amour series."

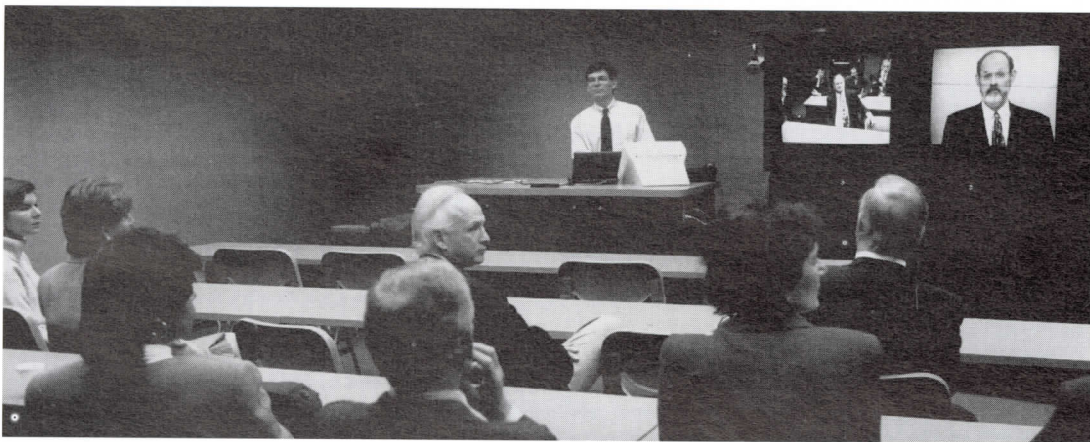
Somewhere in time: "I would work better as a cowboy in the 1800s, when the pace was not so hectic. I could see myself sitting around the campfire and having a good cup of coffee."

Also for fun: Making family heirloom media presentations, collecting old film footage and photos and editing them into music videos for special events like 100-year-old birthday celebrations and wedding anniversaries.

No duffer: Preisinger and Ron Tracey, associate professor, Economics, won the OU men's golf league championship this past summer.

Booster: Active member of the Oakland 100 basketball support club.

By George, he did it



Classroom technology:

George Preisinger (at podium) demonstrates the capabilities of the new O'Dowd distance learning classroom to cabinet officers and deans.

Instructional Technology Center (ITC), likes to sport "Tool Time" neckties, has a witty sense of humor and, most of all, he likes to produce things with his hands.

It's a good thing he does.

He is the university's hands-on technical support person for Oakland's new distance-learning initiatives. Within the last several months, Preisinger has produced Oakland's first high-tech, multi-media distance-learning classroom.

But, by George, he did it.

He set up a temporary room for distance learning during the first few weeks of the fall semester, until the permanent room in 214 O'Dowd was ready.

Today that room boasts four video cameras with far-end capabilities, four large video monitors, two VCR units, microphones and a special touch-screen computerized control unit at the head of the classroom for instructors. The room can also access various

Holiday Greetings

I would like to take this opportunity to thank each and every one of you for the role you played during 1995 that contributed to moving the university forward.

During these past 12 months, the university carried out a number of important initiatives. Foremost among our accomplishments this year is the final approval of the Strategic Plan, Oakland's template for decision making that will position us to seize unique opportunities well into the next century. Building our enrollment and two new buildings, our move toward a more student-centered environment, and our emphasis on self-assessment and quality improvements will continue to be among our most important activities for 1996.

On a more personal level, I would like to thank you sincerely for the commitment you showed toward doing a great job for our students and extended university community. Your talents and dedication truly make Oakland unique — and an excellent place to work and study.

I hope you enjoy the holiday break and return in January ready to contribute your ideas, energy and hard work toward the success of Oakland University.

Your colleague,

Harry A. Root
Interim President

New positions to provide project-focused support

William Connellan, acting vice president, Academic Administration, has announced several temporary positions within this division. Connellan says the new assignments are project-focused to help keep the momentum going within the Division of Academic Affairs while he continues his responsibilities as acting vice president.

Lizabeth Barclay, professor, Management, and Kate Lark, director, Risk Management and Contracting, are job-sharing the position of special assistant to Connellan.

Barclay is responsible for faculty labor relations issues and a review of the role and mission of continuing education at Oakland, including broader issues of extension, off-campus courses and credit and non-credit offerings. Lark is handling community college relations, including the Macomb University Center and the Northwestern Michigan College University Center. She is also working on a records-retention program.

Both positions became effective Oct. 1 and run through next August.

"I hope to make a valuable contribution to these projects and to come away with a better understanding of the operations

of Academic Administration," Lark says.

Barclay says she is interested in applying what she teaches in her management classes to actual administrative experiences. "I see this as a way to contribute to the implementation of the Strategic Plan, as many of my projects have links to the approved strategies," she says.

In other moves, Mathematics Professor Jack Nachman is serving as faculty distance learning facilitator, effective Oct. 1 through next August. Nachman has been active in technology issues at Oakland for a number of years, having served on the Academic Computing Committee and the Distance Learning Commission.

Nachman says he wants to help "establish Oakland's place on the distance education



Lark

map." He says he plans to help develop innovative usage of distance education facilities through various projects on and off campus, including a program of internet awareness and training aimed initially at primary and secondary teachers in the Macomb/Oakland area.

In addition to these moves, Connellan named Jean Wersching, director, Administrative Information



Nachman

Systems, and Gerard Joswiak, director, Academic Computing Services, as co-directors of computing on campus. Connellan

says the two are taking on the day-to-day responsibilities of computing for the entire campus, including all central computing areas and the Instructional Technology Center. The positions took effect July 1 and will continue indefinitely, Connellan says.

"We have worked hard over the last few years to foster a team and project approach within these two areas," he says.

Official holiday recess period announced

The holiday recess period will officially begin at the close of the regular work day on Dec. 22, 1995, and continue through Tuesday, Jan. 2, 1996.

The university will observe Dec. 25-26 and Jan. 1-2, 1996, as holidays and will treat Dec. 27-29, 1995 as holiday recess days.

Call the Employee Relations Department at 3486 for more information.

get to **KNOW**

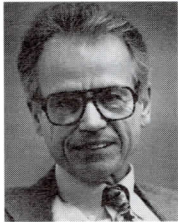
A feature for and about university colleagues



FRANK GIBLIN
Eye Research Institute



GWEN SHIELDS
University Relations



RAY HARRIS
Finance and Administration



INDRA DAVID
Kresge Library

What is your favorite fast food restaurant?

Pic-a-deli

Hot 'n' now.

Chili's

Burger King.

Do you have any pets?

Two cats. Sam and Goldy.

Yes, my husband.

No we don't.

No.

What is your favorite department store?

Mitzelfelds.

Casual Corner.

You'll have to ask my wife. I hate shopping.

Devon Street in Chicago.

What was the last newspaper you read?

The Detroit News.

Inside Oakland.

The Detroit Free Press

USA Today on-line

What are your plans for the holidays?

A conference in Hawaii.

No plans.

We are going to visit our sons in Florida and Kansas.

I'm going to India over the holidays.

Year in Review
continued from page 1

- Metropolitan Detroit Alliance for Minority Participation — to encourage and attract minority students in the hard sciences, engineering and mathematics.
- An Academic Success Fund was approved by the Board of Trustees to expand the cultural horizons and diversity of the student body.
 - Oakland's equal opportunity policy was amended by the Board of Trustees to include prohibition of discrimination based on sexual orientation.
 - OU hosted the "Minorities in Higher Education" conference in June, bringing to campus more than 200 faculty and staff from educational institutions state-wide.
 - The 1994-95 Affirmative Action Report in December showed a 37-percent increase in minority faculty, a 56-percent increase in African-American faculty, a 27-percent increase in minority staff and a 2-percent increase in the female staff members, up to 64 percent, during the 1990-95 analysis period.

United we stand

- OU completed its first full year under a new recycling program, which saved more than \$10,000.
- The Strategic Plan was approved by the Board of Trustees, culminating two years of extensive work by nearly 170 university members and friends to position OU for growth and excellence well into the 21st century and beyond.
- OU was rated 23rd in academic reputation among the 122 top midwestern regional colleges and universities for 1996 by *U.S. News & World Report*.
- Oakland completed its first full year of formal assessment to evaluate academic majors, programs and student achievement.

Locker room talk

- The Pioneer men's swimming and diving team won its second consecutive NCAA Division II national championship in March.
- Both men's and women's bas-

- ketball teams received bids to the NCAA Division II tournaments in May.
- An ad hoc committee was formed in September to study the potential benefits of a campus ice arena.

Reporting for duty

- On Jan. 10, Gary D. Russi was named interim president of Oakland University by the Board of Trustees.

New to campus

Susan Aldrich, assistant vice president, Capital Planning & Design

Lisa Baylis Ashby, executive director, Meadow Brook Hall

Rochelle Black, director, Government Relations

Sharon Campbell, director, Media Relations

Theodore G. Coutilish, director, Publications

David J. Doyle, member, Board of Trustees

Richard Fekel, director, Oakland Center

Robert Johnson, associate vice president, Enrollment Management and director, Office of Admissions

Jack Mehl, director, Athletics

Geoffrey Sherman, artistic director, Meadow Brook Theatre

Justine J. Speer, dean, School of Nursing

Laying down permanent roots

- Susan Gerrits was appointed general counsel and secretary to the Board of Trustees in February, after serving as acting general counsel.
- Acting deans Dave Downing, College of Arts and Sciences, and Mary Otto, School of Education and Human Services, were appointed to permanent posts in August.

Super heroes

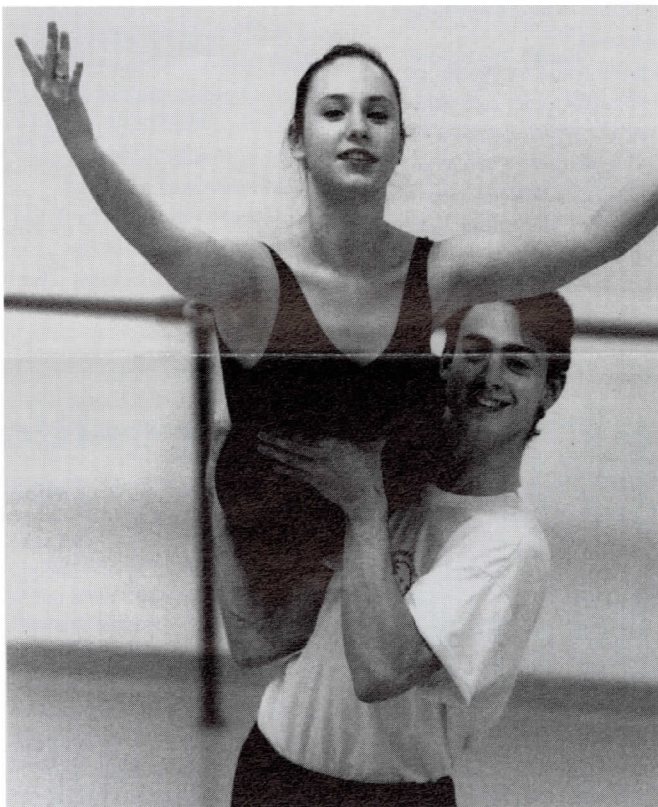
- Groundskeeper Jonathan Burrell, graduate student Stephen Patton and Oakland's Department of Public Safety and Police for help in the investigation and capture of two men convicted of the campus assault in March of Stuart Wang, professor, Mathematics.

calendar of **EVENTS**

People with disabilities who need special assistance to attend any of the events listed may call the sponsoring unit or the Office of Equal Opportunity at 370-3496.

DECEMBER

Meadow Brook Hall tours, 1:30 p.m. daily and from 1 p.m.-5 p.m. Sundays (last tour begins at 3:45 p.m.). Admission. Gift Shoppe also open. Call 370-3140.



Final rehearsal

Students Andrea Redman and Jeff Prall ready for the Oakland Dance Theatre Fall Concert, slated for Dec. 8 & 9 at 8 p.m. and Dec. 10 at 3 p.m. in Studio Theatre.

JANUARY

Meadow Brook Hall tours, 1:30 p.m. daily and from 1 p.m.-5 p.m. Sundays (last tour begins at 3:45 p.m.). Admission. Gift Shoppe also open. Call 370-3140.

3 - Opening Night, *Camping With Henry And Tom*, Meadow Brook Theatre. Runs through Jan. 28. Admission. 370-3300.

- 5 - President's Colloquium Series: Robert Kleiman, Associate Professor of Finance, 11:30 a.m., Oakland Center, Gold Rooms.
- 6 - Women of OU Brown Bag Luncheon Series, "Create a Holiday Centerpiece," 128-130 Oakland Center
- 7 - University Senate, 3:10 p.m., Oakland Center Gold Rooms B & C
- 7 - University Board of Trustees meeting, 3 p.m., Shotwell-Gustafson Pavilion
- 7 - Women's basketball vs. Saginaw Valley State University, 5:30 p.m.
- 7 - Men's basketball vs. Saginaw Valley State University, 7:30 p.m.
- 7 - Jan. 31- Art Exhibition, *Joseph Wesner at Mid Career*, Meadow Brook Art Gallery. 370-3005.
- 9 - Women's basketball vs. Michigan Technological University, 1 p.m.
- 9 - Men's basketball vs. Michigan Technological University, 3 p.m.
- 19 - Men's basketball vs. Great Lakes Christian College, 7:30 p.m.
- 19 - Men's basketball, BLIMPIE BASKETBALL CLASSIC, 5:30 p.m.
- 19 - Men's Basketball, BLIMPIE BASKETBALL CLASSIC, Consolation Game, 1 p.m., Championship Game, 3 p.m.

Inclement Weather Day Contest

Hoping for a lot of snow soon, or at least frigid cold this winter?

It could be worth money if you've entered the Oakland University *Inclement Weather Day Contest*.

Faculty and staff (one entry per person) may try to guess the first day that OU classes are cancelled for all or part of the day due to the weather. It's not just limited to just snowy days, classes can be cancelled due to extreme cold.

The winner will receive a dinner for two at a local restaurant (value up to \$50). If more than one person picks the correct day, the winner will be selected by a drawing.

The contest begins Friday, Dec. 22 and runs through Friday, March 29. Only weekdays will be valid guesses; no Saturdays, Sunday or holidays.

If classes are not cancelled during that period due to the weather, the winner will be selected by a drawing on April 3 from all entries.

So, consult the Iowa farmers' almanac, check the wooly caterpillars, but get your entry in by 5 p.m., Friday, Dec. 22. Then sit back and wait for the snow (or the mercury) to fall.

Name _____
Campus Address _____ Phone _____
Prediction date _____

Return this form to: Mary Beth Snyder, Vice President for Student Affairs,
157 North Foundation Hall

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OAKLAND UNIVERSITY INITIATIVE

taking the

A monthly supplement to *Inside Oakland*

about this ISSUE

Taking the Initiative, a monthly supplement to *Inside Oakland*, shows the Oakland University Strategic Plan 1995-2005 in action to Oakland faculty, staff, students and friends. Read *Taking the Initiative* for news about Strategic Plan "initiatives"—projects and programs moving Oakland toward its vision and strategies . . . and the 21st century.

Initiatives in the making
Next month, *Taking the Initiative* tackles the following topics:

What's up in PT?

Oakland University's new M.S. in Physical Therapy degree won't just benefit students and prospective patients—it will benefit the physical-therapy profession as well.

Language goes high tech

What is a high-tech language laboratory and how can it help students learn foreign languages, or help professors teach them, for that matter?

Succession is not the only issue facing family businesses. Family-business owners must consider inter-family dynamics, estate planning and a national trend toward mergers and acquisitions of family businesses as well.

Minding the family's business



Family business owners attended a Sept. 13 kick-off reception for the Center for Family Business at Meadow Brook Hall. From left: Mitch Newman, GM Underwriters Assoc., Rochester; Mike Palazzola, Derderian, Kann, Seyferth & Salucci, P.C., Troy and B.J. Cipa, T.C.T. Stainless, Sterling Heights.

Center for Family Business offers survival skills to area companies

It's boom time.

More than 70 colleges and universities now operate family business centers, most opening their doors during the past few years.

Oakland University's Center for Family Business is one of them. It's also the first of its kind in Michigan.

Contributing to the boom is an aging population of family business owners who began after World War II and face attrition. About 90 percent of American businesses are family owned or controlled, generating about half each of the gross

national product and the United States payroll. Less than 30 percent of them, though, will see second-generation management. And, less than half of these will survive to the third generation.

Robert Kleiman, center director and associate professor, Finance, notes that succession is not the only issue facing family businesses. Family business owners must consider inter-family dynamics, estate

planning and a national trend toward mergers and acquisitions of family businesses as well.

"This is a central issue that

family businesses face," Kleiman says. "Do they go ahead and stay within their regional target market or do they attempt to expand in other geographical areas or product lines? Over the last few months, we've seen a number of family businesses in the Detroit market being acquired by larger competitors. The question is, do you remain independent or do you sell out?"

"There's a lot of this going on within the retailing sector because many family owned retailers are facing competition from 'big box' retailers—particularly in the hardware and bookstore areas. You have to ask if you have the necessary capital to survive."

Owners of family-owned businesses learned about such issues at a Sept. 13 reception at Meadow Brook Hall. The center's first breakfast briefing Oct. 18 addressed succession planning strategies. The next breakfast, slated for Jan. 31, will focus on finance.

Helping family-business owners answer such tough questions at the quarterly breakfast briefings are Oakland faculty and the center's eight local sponsors: Derderian, Kann, Seyferth & Salucci, P.C., accounting, Troy; Comerica Inc., commercial banking, Birmingham; Great Lakes Strategies, L.L.C., employee benefits, Birmingham; Massachusetts Mutual Life Insurance Co., life insurance, Farmington Hills; Meadowbrook Insurance Group, property and casualty insurance, Southfield; Merrill Lynch, Pierce, Fenner & Smith Inc., money management,

Dearborn; Pepper Hamilton & Scheetz, legal services; Detroit; and Seidman & Co., investment banking, Ann Arbor.

"We work predominantly with family owned businesses. Through our work, we saw a need for counseling and education in the area of transferring family businesses from one generation to the next, leadership and other related issues," says Michael Palazzola '78, owner/director, Derderian, Kann, Seyferth & Salucci, P.C.

Palazzola and partner Ursula Scroggs participated in initial Center discussions with George E. Stevens, former dean, Business Administration, Kleiman and Eileen Peacock, chair and associate professor, Accounting and Finance.

"Because the primary focus of the endeavor is educational in nature, it only made sense that we involve an educational unit," Palazzola says. "Of course, my first choice was Oakland. They proposed something similar to this and we went ahead and took it to the next level."

In addition to the breakfast briefings, the center offers a quarterly newsletter, retreats and seminars on specialized topics and a

resource center in Varner Hall that features printed and online information.

Approximately ten small businesses have paid the center's \$500 membership fee and Kleiman expects that number to grow. He estimates there are 1,000 family businesses in the Detroit area responsible for some \$5 million in sales each. Among them are Little Caesar's, Stroh's, ABC Appliance Warehouse, Thornapple Valley Inc. and DOC Optical Center.

"From the perspective of charitable contributions, family owned businesses are key," Kleiman says. "It's often these businesses rather than Fortune 500 companies that endow buildings and chairs at universities. The preservation of the family business is vital to the health of the community."

Forever the family business

Robert Kleiman, associate professor, Finance, is taking the family business into cyberspace. Look for his "Kleiman Family Business Index" in the Internet magazine *Net Marquee*, edited by Dave

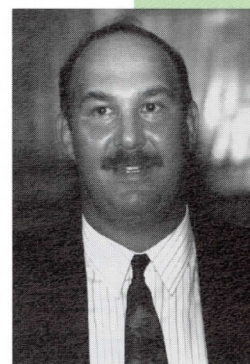
Gumpert, former editor of *Inc.* magazine.

According to Kleiman, director of Oakland's new Center for Family Business, the feature will follow the fortunes of preeminent family businesses nationally.

In addition, Kleiman, who has consulted with such major companies as Abitibi-Price, Ford, Volkswagen and

Walt Disney, is participating in a comprehensive study of large family businesses with John Martin of the University of Texas-Austin and Bill Petty of Baylor University.

"We're looking at the financial performance of publicly traded family controlled enterprises," Kleiman says. "The preliminary results are fairly interesting. We matched these companies with nonfamily companies of the same size and industry. We're finding, for a variety of reasons, that family businesses are better performers. To a large extent, they're among the best managed firms in their respective industries."



Associate Professor Robert Kleiman's interest in family businesses is ongoing and going on the Internet.

Michigan Center for Automotive Research merges academics and automotive expertise

Oakland University's new Michigan Center for Automotive Research (MICAR) is ready for the road.

MICAR, has received its

MICAR's wheels are turning



initial funding of \$150,000 from the Oakland University Foundation. MICAR will be overseen by the School of Engineering and Computer Science and staffed principally by retired automotive industry experts. It will offer specialized courses, interdisciplinary academic collaboration and a merg-

er of applied learning, academic theory and research with a practical orientation.

According to Michael Polis, dean, School of Engineering and Computer Science, the search for an executive director for MICAR is well under way. "We hope to have an executive director in place by early next year," he explained. "And once we have that executive director, we'll put together an advisory committee."

MICAR began as the brainchild of Polis and alumnus William L. Kath '63, a

member of Oakland's first graduating class and former member of the SECS Advisory Board.

Kath left Ford Motor Co. in January 1995 as part of an early retirement package. His 30-year career at Ford encompassed such positions as executive engineer in chassis, body and value engineering; resident director for Ford at Mazda Corp. in Hiroshima, Japan; and manager of technology strategies, Technical Affairs Group.

MICAR was designed on the theory that although financially independent, such early retirees welcome a transition between career and retirement.

"Ford called it 'retirement,' but I called it 'commencement,'" said Kath, now vice president, Engineering, at Breed Technologies, Lakeland, Fla., a manufacturer of air bags and air-bag sensors.

"The idea was that Oakland

and the early retirees could hook up and do something useful."

As the MICAR proposal evolved to its present form, the concept broadened to include retirees from other companies as well.

"Many automotive-related companies are restructuring. Due to the concentration of these companies in the Oakland-Macomb-Wayne County areas, there are numerous automotive industry early retirees who have practical experience which can make them valuable collaborators..." noted Polis.

"In parallel to industry's need for specific research and subject matter packaged in ways which are not traditional to U.S. universities, there is an enlarging pool of Chrysler/ Ford/GM retirees with the experience and ability to deliver research results and to help offer the type of courses being sought by industry."

MICAR is designed to be a cross-functional effort. It's expected that faculty from the School of Engineering and Computer Science, the Department of Mathematical Sciences and many other academic units will be involved in future MICAR projects.

The MICAR proposal calls for initial workspace to house the executive director, an office manager and desks and workstations for two to three associates. As the new Science and

Engineering Complex comes on-line, the center should have more space to grow into.

Long-term visions for MICAR include:

- On-campus research and problem-solving projects of an incremental \$100,000 to \$500,000 per involved professor;
- Closer university relationships with local suppliers leading to endowed faculty chairs, research/facility grants and shared laboratories;
- Innovative teaching/learning techniques using early retirees as guides, TA-type instructors and examples of people with "recycled" careers.

But will retired executives be satisfied working part time for

MICAR was designed on the theory that auto company early retirees, ranging in age from their early-50s to mid-60s, would welcome a transition between career and retirement.

a fraction of their former pay? Both Polis and Kath think yes, noting that MICAR will give them new titles and new visions — visions that are in sync with the Oakland University Strategic Plan 1995-2005, which seeks to create a workforce of learners needed to serve business and industry in the information age.

North, south, east and west

Oakland's new international orientation program helps students adjust to the university and the community.

Like a compass, Oakland University's new international orientation program points foreign students in the right direction — academically and socially.

The four-day program, held in August, introduced 20 full-time students (F-1) and exchange visitors (J-1) to Oakland and the surrounding community.

The program, made possible by a \$3,700 grant from the Oakland University Foundation, helps promote the retention and success of these students, thus enriching Oakland's diversity.

"They have to deal with everything from language and culture to getting registered, from going to Social Security to learning how to shop in our supermarkets."

— Lisa McGill, director, Handicapped and International Student Services

About 140 F-1 students and 11 J-1 exchange visitors representing 37 different countries currently attend Oakland.

The United States Information Agency, which oversees the J-1 visitor exchange program, requires such a program and Immigration and Naturalization Services, which monitors F-1 students, encourages one.

"There was no real orientation program before this," says Lisa E. McGill, director, Handicapped and International Student Services. "There was a brief meeting that lasted a few hours, which seemed inadequate for new international students. They have to deal with everything from adjusting to our country, language and culture to getting registered, from going to Social Security to learning how to shop in our supermarkets."

Day one of the program consisted of a general welcome to the United States and the university; day two, orientation to the academic community; day three, orientation to the general community; and day four, ori-

entation to university policy and immigration law.

During the program, guest speakers who have lived abroad shared their own personal experiences with the international students. Speakers included Bhushan L. Bhatt, associate dean, Engineering and Computer Science; Vincent B. Khapoya, chairperson and professor, Political Science; and Sharon P. Muir, professor, Education.

"I've taught here for more than 20 years and understand some of the challenges they face," says Khapoya, who attended Oregon State University as an international student from Kenya in the mid-'60s. "I told them what the American academic culture is like and how to relate to teachers. In most other cultures, there are no student rights or programs to help students achieve. Most of the students who get into college are considered the 'cream of the crop' and expected to know how to get along."

Although the new program was designed for newly admit-

ted international students — some of whom arrived on campus just the night before — McGill was pleased to note that previously enrolled international students benefited from it as well.

"The network of international students on campus is strong and when some of the students heard about the program, they came, too," she says. "They later told me what a good program it was; they wished they'd had such a program."

McGill says international students are good at providing such feedback — feedback that will be used to help plan the next international orientation, a one-day program scheduled for Jan. 3. McGill expects just as many or more students at the next orientation.

"The feedback from the students had a common theme," she says. "They feel welcome here. And that fits with the theme of the international orientation program and that is to help them become adjusted to the university and the community."