

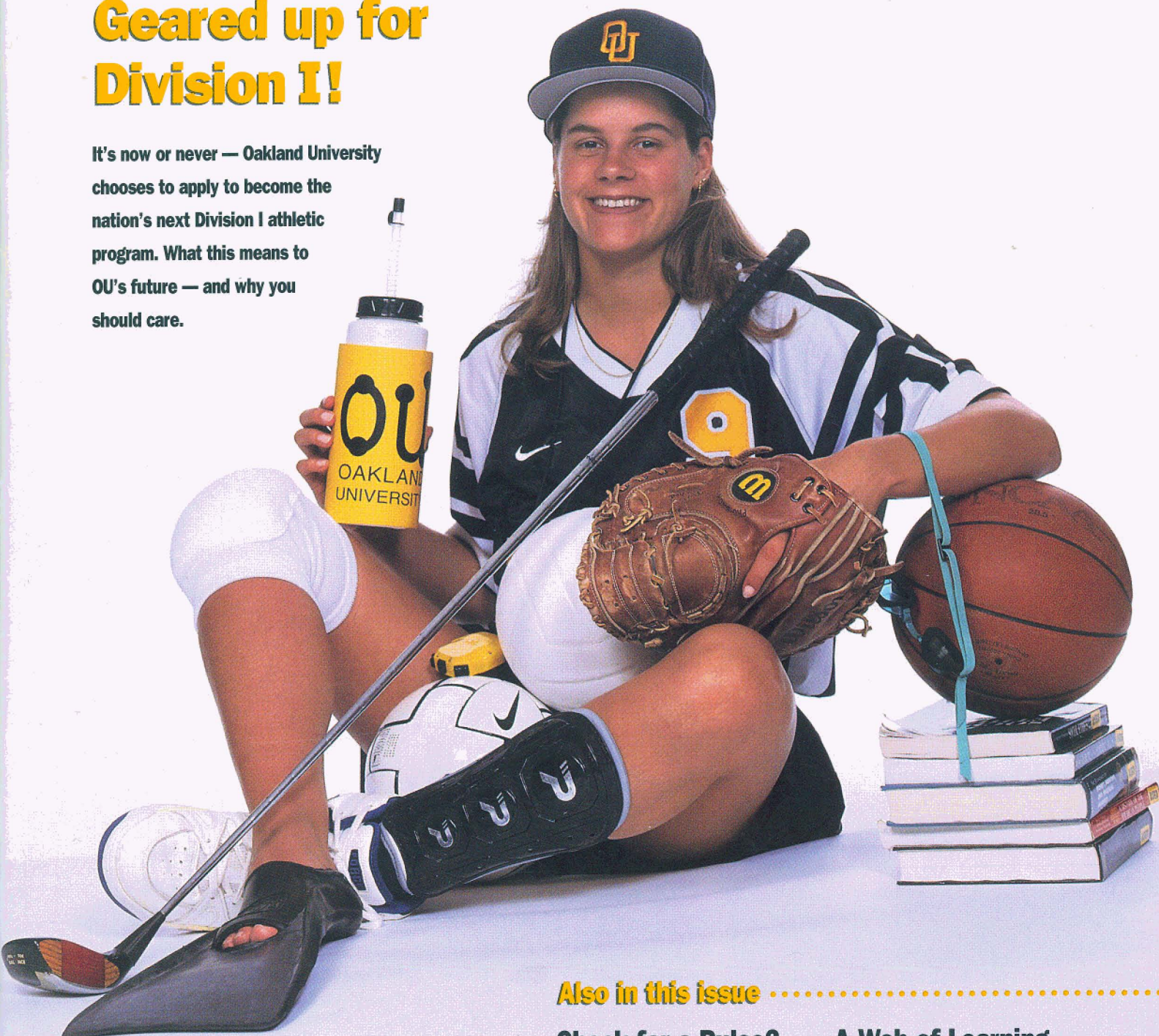
Oakland University

Spring 1997

MAGAZINE

Geared up for Division I!

It's now or never — Oakland University chooses to apply to become the nation's next Division I athletic program. What this means to OU's future — and why you should care.



Also in this issue

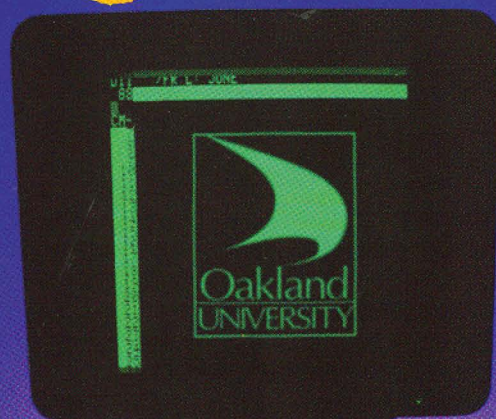
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Oakland University is an equal opportunity and
affirmative action institution.

On the cover: OU junior Courtney
Ruffing is geared up for Division
I-AAA athletics. Ruffing is a member
of the OU women's basketball team.



Oakland University

Spring 1997 **MAGAZINE**

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Before NCAA regulations tighten against such moves, Oakland University chooses to apply to become the nation's next Division I-AAA athletic program. What this means to OU's future — and why you should care.

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At Oakland University, the World Wide Web brings innovative approaches to communicating, researching, teaching and learning.

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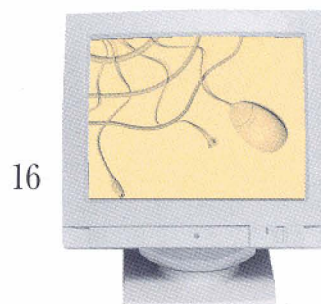
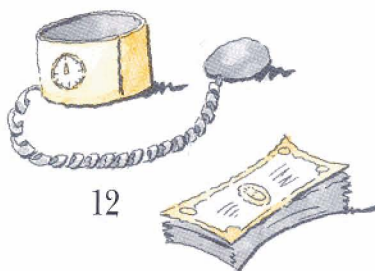
Alumni profiles of Carrol White-Beuttner CAS '67, Cliff Coleman CAS '82, Scott Teeters SEHS '79, Rose Hirsch CAS '72 and Eleanor Reynolds SEHS '74.

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Division I-AAA move already justifies the risks.

Special Insert

President Gary D. Russi's Investiture Address





OU celebrates Founders' Day

Oakland University celebrated its first 40 years during Founders' Day

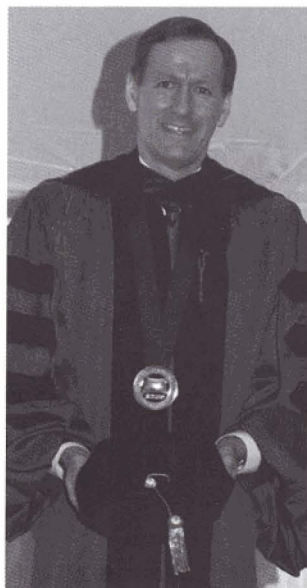
April 18, in honor of benefactors Matilda and Alfred Wilson. Key events included:

- The Second Annual Faculty Recognition Luncheon
- Opening, Science and Engineering Building

- Investiture, President Gary D. Russi
- "This is an important day in Oakland University history," Russi said during the investiture ceremony.



FOUNDERS' DAY, APRIL 18: OU President Gary D. Russi congratulates History Professor Linda Benson (top picture) during the second annual Faculty Recognition Luncheon. Jerome D. Hill CAS '70 and Honors College Director Brian Murphy (above) share a few laughs following the investiture ceremony, which officially installed Russi as OU's fifth president (right).



"I am proud to be a part of this celebration of our founders and all the people who have made great contributions during the past 40 years."

Oakland enrollment continues record pace

Oakland University's spring 1997 enrollment set yet another university record, climbing 6 percent higher than the previous spring's 6,220 head count.

This term's all-time high follows this past winter's and past fall's record enrollments.

The winter 1997 enrollment was 1.3 percent more than the previous winter's all-time high of 12,901 students.

This past fall's enrollment total of 13,956 students was 2.6 percent higher than the previous fall all-time high of 13,600 students.

The enrollment gain stems from the university's increasing emphasis on new market-driven degree programs, academic excellence and commitment to offering graduate programs at convenient times for employed professionals.

"Prospective students are getting the message that OU keeps on top of today's trends and that it offers an education that will be critical to their success in the job market," OU President Gary D. Russi said.

Energy savings fuel cool changes

Recent energy savings will mean cool times for the Oakland University community.

Every air conditioning system on campus by fall 1998 will either be replaced, converted or backed up with a new air conditioning system.

The \$5.5-million air conditioning project is part of a new \$8.6-million energy services agreement, which uses utility money saved by the installation of more energy-efficient equipment to help pay for air conditioning systems.

South Foundation Hall, Hannah Hall of Science and the north side of Oakland Center will undergo a face-lift, receiving state-of-the-art windows to cut solar glare and heat.

A sole contractor, Viron Corporation, is responsible for conceptual design of energy conservation systems, including heating, ventilation and lighting.



OU's Rick Perhai, plant engineer and energy services manager, and Paul Bissonnette, vice president, Finance and Administration (top right and bottom) sign an agreement with Viron Energy Services' Kenneth Hedrick (top) and John W. Mahoney.

New MA in biology targets full-time professionals

Full-time professionals in fall 1997 will have the opportunity to pursue an Oakland University master of arts degree in biology, a choice that had not been practical for such workers before.

The master of science degree in biology requires one or two years of full-time research. Many professionals could not meet this requirement because their employers would not give them time for research. The MA is designed to give students a broad background in biology.

Library traffic and usage on the rise

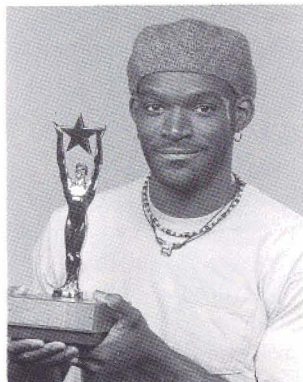
More people are using Oakland University's Kresge and Performing Arts libraries these days. Daily usages compared with 1989-90:

- 35 percent more people enter the building (1,224 to 1,651)
- 61 percent more photo copies are made (2,527 to 4,065)
- 100 percent more items are borrowed for OU users through interlibrary-loan services (20 to 40)

Tour showcases cutting-edge systems

Oakland University's Plant Engineering Department gave heating and air conditioning engineers a look at the new Science and Engineering Building in January.

About 90 members of the American Society of Heating, Refrigeration, and Air Conditioning Engineers learned about the building's state-of-the-art systems and equipment, including the air conditioning.



OU theatre student Esau Pritchett wins national scholarship

Oakland University theatre major Esau Pritchett is one of two 1996-97 Kennedy Center/American College Theatre Festival (KC/ACTF) national winners of the Irene Ryan Acting Scholarship.

The award was made April 20 at the Kennedy Center, Washington, D.C.

A junior in the Department of Music, Theatre and Dance, College of Arts and Sciences, Pritchett was nominated for his portrayal of Joe Keller in Arthur Miller's *All My Sons*, directed by OU Associate Professor of Theatre Michael Gillespie.

Professor attends Bangladesh's anniversary

An Oakland University professor was among a handful of supporters from around the world who attended the celebration of Bangladesh's 25th anniversary December 16-18.

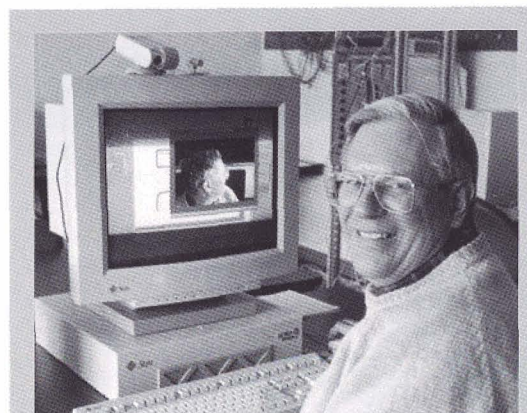
Peter Bertocci, professor, Anthropology, College of Arts and Sciences, was invited for his contributions to Bangladesh's struggle for independence.

Bertocci spent 18 months in Bangladesh, then east Pakistan, beginning in

1966, when he was conducting research for his doctoral thesis. It was then that Bertocci became supportive of the region's movement for independence.

MICAR earns grant

Detroit Diesel Corporation has awarded a grant to Oakland University's Michigan Center for Automotive Research (MICAR), School of Engineering and Computer Science. The \$65,650 grant is for research on the development of nitrite sensor for cooling fluid.



Associate Professor Ron Srodawa can see himself on a computer screen by way of a camera mounted on top of his computer monitor.

Smile, you're on camera

At one time, taped televised classroom lectures were the height of technological teaching innovation at Oakland University. Now, that analog system has been leapfrogged by a digital superhighway.

The School of Engineering and Computer Science (SECS) is at the forefront of this trend with a \$150,000 experimental program to develop ways to use the Internet as a method of long-distance and multimedia teaching. SECS will soon offer two new courses related to the development of digital learning systems.

"This technology is a benefit," Engineering Associate Professor Ron Srodawa says. "There's a purpose for coming to campus. You may be able to take a course in calculus over the Internet, but you want to come to the lab for work and discussion. In the future, it will be a mix."

Oakland University named a *Best Buy*

The recently published *Student Guide to America's 100 Best College Buys 1997-1998*, by John Culler & Sons, ranks Oakland University as a *Best Buy* for its long-standing commitment to both quality and affordability.

The guide, for students and their families, ranks 100 colleges from across the nation that are among the highest rated academically with the lowest total cost.

To qualify, each institution's entering

semesters is consistently \$3,000 below the national average.

Schools must also be accredited, four-year institutions, offer full residential facilities with residence halls and dining services, and offer opportunities to qualified students for need-based, academic-based and athletic-based financial aid.

Oakland plans campus mall project

Oakland University is improving the mall between OU's Kresge Library and

Oakland dedicates Honors College hall

Oakland University on March 21 dedicated the Honors College's contemporary new hall, which symbolizes the college's independent role and OU's commitment to modernization.

The college was previously an academic unit of the College of Arts and Sciences. The unit now reports to the university's vice president for academic affairs.

A curved glass design represents the ambition of the college's often nontraditional students, says Brian Murphy, Honors College director.

The 200-student program, which relocated from Varner Hall to the ground level of Vandenberg Hall, draws highly motivated individuals who seek an unusually challenging education. The \$347,000, 1,860-square-foot hall — named Dr. Alvin R. Larson Hall — includes a reception area, director's office, meeting room, lounge, classrooms and computer laboratory.

Team streamlines placement testing

Getting started at Oakland University will be much easier for fall 1997 first-year students because they'll spend less than one hour — instead of four — taking placement tests.

Students will also have test results to make appropriate course selections during orientation and they'll complete virtually no paperwork.

The reduction in time and effort is the work of the Student Placement Testing Team, formed in 1994.

New closed circuit cameras enhance campus security



OU police officer Larry Johnson inspects a video surveillance camera on O'Dowd Hall.

Four new closed circuit TV cameras are helping Oakland University police deter crime in parking lots and on busy walkways.

The security cameras, installed last fall, scan areas around Wilson Hall, Vandenberg Hall, O'Dowd Hall and Kresge Library — covering most of the central campus, particularly the parking lots. OU police monitor the cameras 24 hours a day.

More cameras may be installed later, says Dick Leonard, director, Police and Materials Management.

Annual crime statistics are available from Leonard's office at (248) 370-3000, or through the campus police Web page: <<http://mirage.otus.oakland.edu/oupd/stats.htm>>.

freshman grade-point average and ACT score must rank above the national average. OU's standard for freshman admittance is a 3.10, which ranks above the national average, 3.03, and its average ACT score also ranks slightly above the national standard.

Added to its high academic standards, OU is affordable. OU's cost of attendance for two

the main entrance drive.

The \$320,000 project calls for new concrete walkways laid out in a more formal pattern, new drainage and irrigation systems, enhanced landscaping and landscape lighting.

Gravel around the fountain is to be replaced with brick. Construction began in May and will end before the start of the fall 1997 term.

Department sponsors staff reunion

The Department of University Housing (formerly the Department of Residence Halls) will be sponsoring a Residence Hall Staff Reunion during WOCOU III from 1 p.m. to 5 p.m. October 4, throughout the residence halls.

For more information, contact Jean Ann Miller CAS '77, assistant director, Student Development, at (248) 370-3570.

Children explore math, science in day camp

Learning and fun continues through summer for children at Oakland University's Lowry Early Childhood Center.

The center's Enviro-Explorers Summer Science, Math and Technology Day Camp, which is open to the public, will run for eight weeks — up from two last year — starting in June.

Educators in Oakland's School of Education and Human Services' Early Childhood Education program developed the day camp to train graduate students.

Graduate students teach science and math concepts and technology skills and involve the children in music, movement and literacy.

The cost is \$180 for each two-week session, starting on June 30, July 14, July 28 and August 11.

Day camp runs from 9 a.m. to 2 p.m. Monday through Friday.

Lowry is on the corner of Butler and Adams roads on the OU campus.

To register, call (248) 370-4100.



Admissions sets goal for enrollment campaign

Oakland University's campaign goal is to enroll a school record 1,500 first-year students for the fall 1997 term.

The admissions staff developed the "1500 Club" campaign to compete in the hot market for "first time in any college" (FTIAC) students.

Admissions has planned new enrollment efforts in addition to activities such as distributing OU applications in high schools, recruiting in northern Ohio, attending college fairs and inviting prospective students to the university.

Admissions staff members proudly display their 1500 CLUB buttons during a staff meeting.



Reflecting on art, his work

Kiichi Usui, longtime curator of the Oakland University Meadow Brook Art Gallery (MBAG), displayed his own work in January. A spectacular collection of paintings, the exhibit spans Kiichi's 30 years at Oakland.

Ironically, the exhibit opened on Kiichi's first day of retirement from the university. His paintings are in the background.

Workers reap benefits of nursing student research

The Oakland University School of Nursing's shift to encouraging "practical" research is beneficial to Marie Celine Bulaclac SON '95 and employees at her workplace, Oakland General Hospital.

Bulaclac's master's degree project on promoting employees' health was published in the professional journal *Nursing Management*.

She helped set up and run an employee wellness program, then she evaluated it.

For a year, Bulaclac studied indicators of employees' health status,

such as their goals in exercise and body fat and cholesterol reduction. The employer offered dietary and aerobics classes to help meet those goals.

SON encourages applied research so that graduates can conduct studies more efficiently after they take a job as an advanced practitioner.

"The traditional thesis prepares students to do research, but it doesn't prepare them to carry out the type of application research required by most employers," says Darlene Schott-Baer, OU nursing associate professor.

Eye Research Institute retains prestigious grant

Oakland University's Eye Research Institute has retained a prestigious core grant from the National Eye Institute (NEI).

Oakland has received the Core Grant for Vision Research for 12 consecutive years from the NEI, which is one of the National Institutes of Health.

The grant helps OU continue its research work using shared facilities for tissue culture, electron microscopy and animal holding and surgery, says Institute Director Venkat Reddy.

The 1997 core grant is expected to be \$293,700. It is part of a five-year grant that OU won in 1995. Altogether, the grant will provide up to \$1.2 million over that time.

OU offers course to help students adjust to college life



Beth Talbert, director, New Student Programs (standing), helps students become more comfortable with college life.

Oakland University has redesigned a class that first-year students say helps them succeed and feel more comfortable with college life.

Collegiate Communication, offered by the Department of Rhetoric, Communication and Journalism, College of Arts and Sciences, is now a 12-week, one-credit course.

Students learn about campus resources and communication skills such as listening and information gathering. Group presentations encourage students to get to know each other so they will be more comfortable at OU, says Beth Talbert, director, Office of New Student Programs.

"Students don't know what to ask," Talbert says. "If you're not doing well in a class, how do you find out how to do better? Using resources around you is a skill. A lot of people aren't taught how to do that in high school."

United Way awards innovative program targeting prevention

United Way has awarded a \$100,000 grant to the Oakland County Families for the Future initiative.

Oakland University, through the College of Arts and Sciences, is a partner in the community-based collaboration.

Other members include Waterford Public Schools, Oakland County Child Care Council, the United Way initiative Success By 6 as well as community agencies.

The grant will fund a demonstration project to provide prevention services to the families of children from birth through 3 years of age.

The focus of the project is on community-based prevention and support.

Fax, e-mail, videoconferencing available in classroom

Call it Oakland University's version of the Star Trek transporter.

Added technology in a new distance learning classroom virtually whisks students from Traverse City to 400A Wilson Hall.

Writing students at OU and Northwestern Michigan College University Center can critique each other's papers, watch videotapes and look over the instructor's shoulder as he or she revises work on a laptop.

A fax machine and e-mail are added conveniences in the two-way video conferencing room, which opened in January.

Oakland pursues 'best and brightest' students

Oakland University continues to give gifted high school seniors the star treatment.

On February 12 and 19, OU invited the metro area's high-achieving high school seniors to its second Honors Exploration program.

To be invited, students must have been accepted to OU for fall 1997 and carry an academic grade-point average of 3.3 or higher.

The approach may be working.

On average, OU enrolls about 45 percent of the students it accepts, ranking it near the national average.

When the Honors Exploration program was piloted for one day last year, 52 of the 73 students who attended chose to enroll at OU — 71 percent.



Education Assistant Professor Sandy Alber works with children at Katherine B. White Elementary in Detroit.

Community outreach effort helps students in need

School reform is a slow process at Katherine B. White Elementary, in northeast Detroit.

Eighty percent of its students live below the national poverty line, and virtually all come from nontraditional families headed by single moms or grandmothers.

But with Oakland University's help, hope greets them at the front door each day. OU is leading a long-term effort by five area universities to raise test scores and self-esteem at White Elementary.

The three-year-old program is paying off.

Scores on state-mandated tests are up dramatically since 1993, and children as young as second-graders are learning to run a bagel shop. Math scores will likely improve, too, because OU has received \$175,000 in Michigan education grants to create a model urban math school program for "underrepresented" students. The new Eisenhower math grant is one of two OU received recently, and will fund Beginning School Mathematics (BSM) at White. BSM was developed in New Zealand and is coordinated by OU in North America. OU is also getting an \$87,000 grant to raise math skills statewide with BSM, says Donald Miller, professor and director, School of Education and Human Services' Institute for Action Research.

Sandra Alber, assistant professor, Human Development and Child Studies, is helping to turn the school into a collaborative model of education.

Scores on Michigan Educational Assessment Program tests rose from 10 to 27 percent in reading. Writing appears stronger, too.

In conjunction with the reforms, White Principal Cynthia Tsonakas constantly tries to give lessons such as the bagel business. Children name it, design the logo and make a profit, "so they learn what the world is like," Tsonakas says.

got to get the finished stone."

More of them, too.

Greg Kampe, whose OU men's basketball team vaulted to the NCAA II Sweet 16 this season, figures he's got a half-dozen Division I-caliber players, and will have to double that to be competitive.

"We just don't know what level of Division I we're at," Kampe says.

A savvy coach who has been at OU for 13 seasons, he's all for the move to Division I-AAA. But looking at this two-year transition and the draconian eight-year waiting period to be eligible for an automatic bid to the lucrative NCAA tournament, gives him reason to pause.

"This means we're going to have to go to places like Cincinnati and get our butt kicked," he says. "But you have to be intelligent to look 10-15 years down the road and see what the university is trying to do. You have to take a couple of steps backward to go forward. This is the right thing."

Some OU basketball players agree; some don't.

Teresa Tallenger, a sophomore on the women's basketball team, says, "We have a winning tradition at OU and that's not going to be there at the Division I level."

There will be many



redshirts, so OU's athletes will have another season to play after the program moves officially to Division I-AAA in 1999.

"I sat out the first

three games this year and it was tough, so I can imagine what a whole year would be like," says freshman guard Mike Riley. "In the long run, though, it's in my best interests."

As for Parsons, the soccer coach welcomes the move. It makes his team's travel easier, for one thing.

Wearying cross-country treks to Lock Haven, Pennsylvania, and West Virginia Wesleyan will be replaced by regional trips to Bowling Green, Ohio, and Evansville, Indiana.

"We'll be competitive with the people we play, but we won't be an elite program," Parsons says. "We've got a good supporting cast of kids who are good enough for Division I and were overlooked."

"They opted to go to a top Division II program rather than a marginal Division I program. What we need now are some national-level players."

"Provided we have the resources to compete, we have to be patient. That's going to be the tough part for everybody."

In other words: Show me the money.

As a Division II program, OU's athletic budget is \$2.1 million (out of a \$120 million university budget); as a Division I program, it is projected to be \$3.4 million. That increment includes going from 13 sports to 14 (women's softball) and doubling

athletic scholarships from 70 to 136.

Mehl, using an analysis of revenues and expenditures by the NCAA, says the difference between those budget figures, "will be mitigated by external revenues" — camps, merchandising, ticket sales, advertising signage, rentals and special events.

At Division II, OU derived \$600,000 from those sources; at Division I, it is projected to be \$1.4 million.

OU will benefit from a corresponding increase in state support for 50 new full-time students plus their tuition and fees, says Paul Bissonnette, vice president, Finance and Administration.

"There is an arithmetic balance between the cost of the program at its new level and the corresponding offset that is created by these new student athletes paying fees and the state's funding floor," he says.

"You've taken care of the direct programmatic cost. That offsets the expense of upgrading to a Division I program."

Bissonnette says OU's aim is targeted at a specific membership of Division I that is cost friendly. The budgets of the eight-member Mid-Continent Conference range from \$1.3 million to \$4.7 million.

"If you start to analyze where we're going to be competing and you compare the budget our institution has and the incremental increase we need to compete in the conference



we're moving to, it's a step — not a financial leap," he says.

"Like any other academic venture we take, there is some risk, but the opportunity is well worth the risk."

Not in Kevin Early's book, it's not.

Early, assistant professor, Sociology, is opposed to the move, although the Oakland University Senate on January 9 supported the move to Division I-AAA. That endorsement followed approval by OU's Student Congress on December 9.

"I haven't been shown clearly why we're doing this," Early says. "I don't know what sacrifices are being made and what costs have to be expended by the institution."

Early is quite comfortable with OU athletics, and its success, at Division II because it is in balance with the university's primary mission: education.

"We've got one of the best universities in the midwest but we don't want to place Division I athletics above strong academics," he says. "I would rather see good academically talented students than strong athletes without a strong academic foundation. I don't see that coming with Division I-AAA."

Early also challenges OU's Division I-AAA plans on a practical level.

"We have buildings with heating and cooling problems that need to be renovated," he says. "We have a big, beautiful library but without the necessary materials for faculty research. We need to modernize classrooms and are in desperate need of more space. These should be the university's top priorities right now."

Early believes attendance at OU athletic contests does not support the move. Average game attendance at men's and women's basketball games before they moved into The Bubble, a temporary facility, last season was 700 and 450, respectively.

"We don't have the strong alumni base," he says. "To support Division I-AAA athletics, most schools have strong financial support. OU doesn't have it."

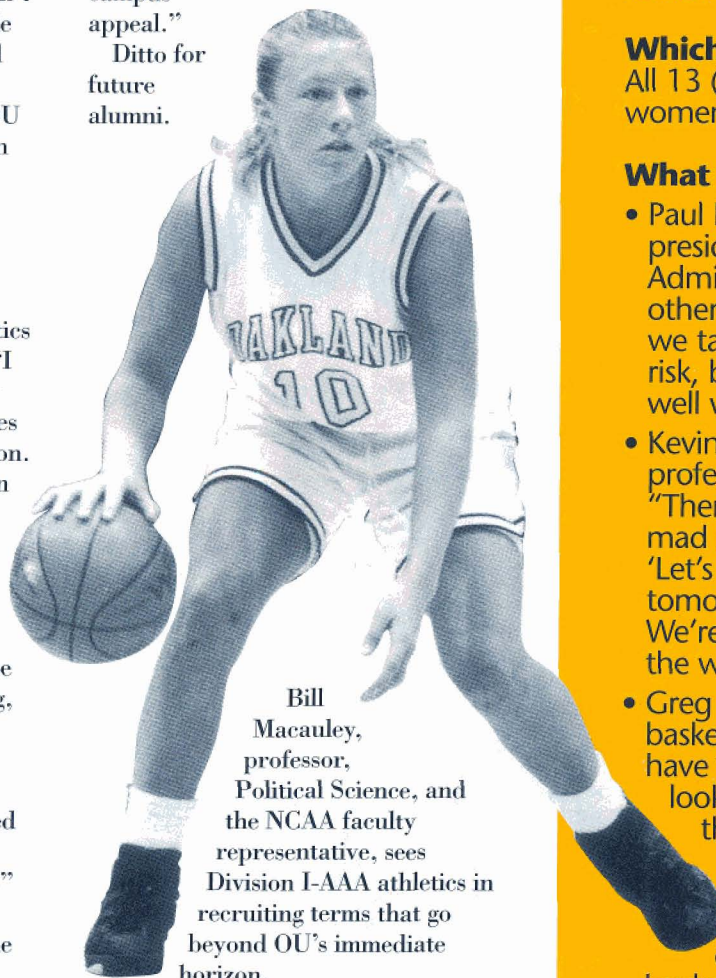
Marianne Fey CAS '80 begs to disagree.

Fey, senior vice president for SAS

McCann-Erickson, a major Detroit advertising firm, is chair of OU's alumni association. With 80 percent of OU's 49,000 alumni living in southeastern Michigan, Fey maintains that, indeed, her fellow alumni support Division I-AAA athletics at OU.

"The move is one more way for an alum to come back to campus," she says. "There are a lot of cultural reasons they come back. The Meadow Brook Theatre brings them back with its musicals. Athletics will broaden campus appeal."

Ditto for future alumni.



Bill Macauley, professor, Political Science, and the NCAA faculty representative, sees Division I-AAA athletics in recruiting terms that go beyond OU's immediate horizon.

"It will allow us to use athletics to grow into some secondary student recruitment markets," he says. "As we grow and change, you can use an athletic event as an opportunity to recruit students you otherwise would not have."

"It's the right thing, and it's the right time to do it."

Vin Mannix is a reporter for the Boca Raton (Florida) News.

FAST FACTS

What?

OU will apply to NCAA to move from Division II to Division I-AAA

When? In June 1997

Conference?

Mid-Continent

Why -AAA?

Includes Division I programs that don't play scholarship football

Which sports:

All 13 (OU plans to add women's softball)

What are they saying?

- Paul Bissonnette, vice president, Finance and Administration: "Like any other academic venture we take, there is some risk, but the opportunity is well worth the risk."
- Kevin Early, associate professor, Sociology: "There appears to be this mad rush to Division I — 'Let's do it today for tomorrow we may die.' We're led to believe this is the will of the people."
- Greg Kampe, men's basketball coach: "You have to be intelligent to look 10-15 years down the road and see what the university is trying to do. You have to take a couple of steps backward to go forward. This is the right thing."
- Pete Hovland, men's swimming coach: "It's a different type of athlete we're after now. At Division II, you can get the kid who matures later, the diamond in the rough. Here you've got to get the finished stone."



Check for a pulse

By Cindy Hampel

Can managed
care keep
America's
health system
from financially
bleeding to death?
Maybe, but it isn't
there yet, say
Oakland University
health experts.



The United States has one of the most sophisticated health systems in the world — for those who can afford it. The bill is now a trillion dollars a year, or 15 percent of the nation's gross national product, according to *The Wall Street Journal*. Compare that to 1981, when America spent \$286 billion on health care.

For all that money, some 35 million Americans still don't have health coverage. They earn too much to qualify for government assistance but can't afford to buy coverage of their own. Millions more are covered only sporadically. For those who do have regular health coverage, there's a good chance that coverage is now through a managed care program, such as health maintenance organizations (HMOs).

The appeal of managed care programs is their claim of slowing the rise in health care costs while improving members' health.

For members, managed care wellness programs can help them improve their overall health and, therefore, use the system less often. This is especially important in Michigan. According to statistics from the Michigan Department of Community Health, Michigan citizens rank near the top nationally in the riskiest behaviors that cause preventable illness and death: smoking, obesity and alcohol-impaired driving. In 1995, 31 percent of the state's population was obese. Almost 26 percent reported themselves as current smokers. And Michigan was one of the top five for reported incidents of drinking and driving, including people under the legal drinking age.

Managed care programs also help patients by limiting out-of-pocket costs when they do use the health care system. However, to receive full benefits, members must see only providers from a limited list. In addition, their primary-care physicians act as gatekeepers to approve all of their non-emergency services, tests and hospitalizations.

For physicians, managed care offers

them a ready pool of patients, but they receive limited pay that usually depends on the patient's diagnosis.

Is managed care the surgery that the American health care system needs to stop its financial bleeding, regain its vitality, and improve access for more citizens?

Maybe, but it isn't there yet, say

"It's time to start planning. We have probably the most advanced health system in the world, but we don't have the basics. We have children starving and we're not doing a lot for the elderly. Our system doesn't take care of the obvious."

—June Miller, assistant professor, School of Nursing

Oakland University health care experts.

"The purpose of managed care is not better health care," says Ronald Olson, dean, School of Health Sciences. "It's to control the rate of growth for physicians' fees. And managed care has helped to stem the growth of health care costs."

It's similar to the way the United States government changed how it paid hospitals for Medicare patients in 1983 through flat fees based on a specific diagnosis, Olson says.

One of the problems with managed care, he says, is how to handle catastrophic needs. "Look at Christopher Reeve," he says, referring to the actor who suffered a

paralyzing accident. "He needs to do fund raising because it costs him a great deal of money to keep him alive."

John Jamian CAS '77 concurs that managed care isn't equipped to handle catastrophic needs. Jamian was a Republican state legislator from 1991 to 1996, representing Birmingham and Bloomfield. During his tenure in Lansing, he championed health care issues.

"Because of a fixed budget, those in need of excessive care may have problems with access to proper and credentialed health care professionals because those professionals may not be a part of a select provider panel," Jamian says. "Americans are used to their ability to make decisions on their own. This is anathema to the direction of managed care, which helps make those decisions for us."

He also sees another problem with managed care.

"Under traditional health care programs, our teaching and research institutions had received money from the government and health care programs to research and develop new technologies," Jamian says. "Managed care through capitation, or a fixed budget, does not allow for research and technology funding. That's potentially harmful to teaching institutions."

Managed care affects not only funding for teaching institutions but also curriculums.

"A group of our nursing faculty members are revising our curriculum so our graduates will be better equipped to work in a managed care environment," says Justine Speer, dean, School of Nursing. "We're committed to preparing our students for managed care and what interventions are most effective."

Jamian agrees. Now a partner with Kheder and Associates, a Lansing-based consulting and lobbying firm, Jamian believes that managed care could help the health care system save enough money to help those who now don't receive regular care.

For Michigan residents already in



managed care, Jamian believes they are receiving high-quality services, thanks in part to the diligence of major purchasers, such as General Motors Corporation, Ford Motor Company and Chrysler Corporation, who negotiate the benefits for their members.

"Michigan's managed care companies had traditionally done a very good job in servicing their insureds," Jamian says. "They have worked hard at increasing immunization rates of children in Michigan along with getting people to think about healthier lifestyles. They have sponsored programs in community immunization outreach, school participation and going into the work force of big companies and discussing healthy lifestyles to enrollees, including smoking cessation and exercise programs."

Jamian believes the best way to contain spending, decrease health risks and maintain high-quality health care is to reach students.

"It's my opinion that the process begins in the schools by teaching young people to be more conscious of their health," he says. "Prevention begins with them instead of relying on medical technology to solve problems later."

June Miller, assistant professor, Nursing, also sees stronger vital signs for America's health system under managed care.

"In the long run, managed care will be good," Miller says, "but right now it's a little scary and confusing."

Miller helps run the Managed Care College at Henry Ford Hospital. The college is a yearlong course for health professionals on how to make managed care work at its optimum. Doctors, nurses and administrators attend to learn about the best practices of high-quality managed care.

Miller believes managed care can help America's health system if it's organized correctly.

"Right now, the managed care programs are all competing to cut

costs," Miller says. "In some instances, quality services aren't provided. But managed care is forcing our system to look at health costs. Historically, health costs have been driven by market economics, and the sky was the limit.

"It's time to start planning. We have probably the most advanced health system in the world, but we don't have the basics. We have children starving and we're not doing a lot for the elderly. Our system doesn't take care of the obvious."

Miller predicts that managed care will open more roles for nurses in America's health care system. In the past, the medical profession defined what would be covered, she explains. Consequently, the health care system paid for high-tech medicine.

"Now managed care is saying, 'Let's look at the whole picture.' The changes in health care are opening up power and positions for nurses. Nurses look at keeping people well and teaching them."

At the Managed Care College at Henry Ford, Miller says, participants predict that nurses will play a more active role in providing high-quality managed care.

"One of the pediatricians at the college suggested that for office visits, a physician could see a patient every other time, alternating visits with a nurse practitioner," she says.

"The patient could receive nearly twice as many visits that way, because nurse practitioners charge less."

Miller believes that many people feel more comfortable talking with a nurse than a doctor.

Because of managed care, she says, there's a demand for coming up with "better alternatives that may not cost as much."

Olson believes long-term solutions to America's health care problems are still unclear.

"Managed care may not be a permanent solution," he says, "but we'll never go back to the way it used to be."

Cindy Hampel is a free-lance writer living in Royal Oak.

Protect yourself

Here are some ways you can help yourself in today's managed-care environment and save health care costs, according to Oakland University health care experts:

- Learn about Michigan's Patient Bill of Rights, which will take effect September 1. This legislative package will help inform consumers about what is inside health care packages, much like uniform food package labeling. It will help you know how providers will treat you, how much treatment you'll receive, and allow you to appeal directly to the Michigan Insurance Commissioner if your managed care plan denies your filed grievance.
- Read carefully all the literature from a health care plan before you sign up. Some managed plans are a better fit for younger members and others a better fit for the elderly.
- Write a living will to specify your wishes for care if you should have a terminal illness.

OAKLAND UNIVERSITY

Investiture *Address*



of the Fifth President of Oakland University

Gary D. Russi

April 18, 1997

I cannot emphasize enough the immense possibilities that technology offers to enhance learning — everything from information sharing with libraries and databases around the world — to interacting with people from other countries in a language class — to virtual reality, that allows students to participate in experiments and real world problem solving and analyze the results of their decisions without the cost, time, and hazard of actually testing their theories in a laboratory, factory or emergency room.

we realize that our future can only grow out of our past. We must continue to demonstrate how teaching, scholarship, service and learning activities work hand-in-hand; how liberal studies are integrated with professional studies; and how a growing university retains the personal touch of a small campus yet is known for its ability to attract world-class scholars and to develop innovative programs.

Nearly a decade ago, a group of external evaluators from the North Central Association suggested that Oakland University was positioned to become a model university of the 21st century. I believe that group has an unusual insight into the possibilities for this university, and I am convinced that Oakland can become that model university. Indeed, we are making rapid strides in that area already.

The next decade will be a time of enormous change in higher education, and the one compelling, overriding need will be for a true integration of liberal and professional studies. Oakland's hallmark will be our commitment to produce liberally educated graduates, articulate in the written and spoken word as well as literate in the language of information technology, and ready to tackle the problems of their varied workplaces and society.

To achieve that goal, we must focus on three core components. The model university is:

1. a learner-centered organization;
2. an organization that sensitively and intelligently applies information technology in the delivery of learning; and
3. an institution that interacts with and responds to the community to form strategic alliances.

By a learner-centered organization, I mean one that accepts its responsibility to do everything it can to promote student learning, faculty development, and growth opportuni-



Oakland University committed more than \$2 million in 1996-97 to integrate new information technologies into the classroom, helping students develop job skills needed for the 21st century.

ties for our staff, and to fill the education and training needs of our community.

At Oakland, learning is our core business. As a factor influencing learning, we need to retain our excellence in research and sustain our very unique climate in which research and teaching are both valued, as each enriches the other.

We must also continue to emphasize the importance of a broad range of support services to students to ensure that their core academic experience is reinforced. Each of us — every member of the faculty, staff, and administration — shares the responsibility to create a satisfying, positive learning environment for our students and for each other.

We can be proud of our care of students. While many prestigious universities behave as though their purpose is to weed out, rather than cultivate, the students for whom they have accepted responsibility, Oakland maintains high academic standards

while doing everything in its power to ensure that every student meets those standards. Oakland's Trustee Academic Success Scholarship is a wonderful example of this. It has the makings of a national model for helping a diverse group of students succeed. The program has been so successful that the average GPA for students in this program is higher than that for the entire university.

The second component of the model university is deeply connected to the first — the sensitive and intelligent integration of information technology in enhancing the delivery of learning. Just as the Meadow Brook Seminars called for innovation in teaching and learning, so must we continue to innovate and lead. Our goal in this area must be two-fold — one, to use technology to enrich the learning process and two, to ensure that students are fluent in the technology they will need to succeed in the 21st century.

I cannot emphasize enough the immense possibilities that technology offers to enhance learning — everything from information sharing with libraries and databases around the world — to interacting with people from other countries in a language class — to virtual reality, that allows students to participate in experiments and real world problem solving and analyze the results of their decisions without the cost, time and hazard of actually testing their theories in a laboratory, factory or emergency room.

The uses we make of technology are limited only by our own creativity and imagination.

The third component, that of strategic alliances, is also interwoven with the first two — learning and technology.

For Oakland to be the best it can be, we will need to attract resources other than those provided by state appropriation and student tuition.

The work of tomorrow's model university is best done not on a cloistered campus, but in active partnerships with the world around us. These partnerships enable us to better prepare our graduates for the world of work that awaits them by offering involvement with the constantly changing world of high technology and exposure to the best practices on the leading edge of business, health care, education, and engineering.

By engaging in an active and constant dialog with our community and corporate partners, we can shape a curriculum that is relevant to the future needs of the personal and professional lives of our students.

Let me share with you an example of community partnership that encompasses all three components of the model university. To ensure that Oakland meets the challenge of a technology-enriched learning environment, I asked for help from some of the best in the world — the chief information officers of five Fortune 500 companies in the Detroit area: Chrysler, Compuware, EDS, ITT Automotive, and Kmart. This group, now called The President's Technology Advisory Board, is chaired by one of our very own alumni, Mike Grieves, president of Data Systems Network Corporation.

This highly dedicated group of volunteers has saved us innumerable dollars in reviewing our infrastructure plan, network vision, and distance learning framework. In addition, three of the companies are working with us to develop sophisticated training

At this 40-year point in our history, we should reflect with pride on the fact that what we did well, we continue to do well. We must, however, ensure that our achievement always matches our rhetoric — that we do not become comfortable, contented, and complacent. We must together create and sustain an atmosphere not of self-justification, but of genuine self-scrutiny, openness to criticism, and dedication to improvement.



Oakland's fall 1996 enrollment total of 13,956 students was 2.6-percent higher than the previous year's all-time high of 13,600 — the third straight year of record enrollment growth. The enrollment gain stemmed, in part, from the university's increasing emphasis on new market-driven degree programs, academic excellence and commitment to offering graduate programs at convenient times for employed professionals.

As we celebrate our heritage today, we realize that our future can only grow out of our past. We must continue to demonstrate how teaching, scholarship, service and learning activities work hand-in-hand; how liberal studies are integrated with professional studies; and how a growing university retains the personal touch of a small campus yet is known for its ability to attract world-class scholars and to develop innovative programs.

Chrysler Corporation's first summer internship program last year netted Oakland University more than a quarter million dollars in contracts, as well as provided OU engineering professors with a working example of how the theories they teach in the classroom apply to the manufacturing environment. Oakland University engages in unique collaborative relationships with business and industry that meet the demands of a highly educated work force and a high-performance workplace in southeastern Michigan.

of their staffs through the Michigan Jobs Commission, extending our learner-centered environment out into the community. And, at the group's urging, our schools of Business Administration and Engineering and Computer Science developed the first network management program in the country — another example of using community input and information technology to meet learning needs.

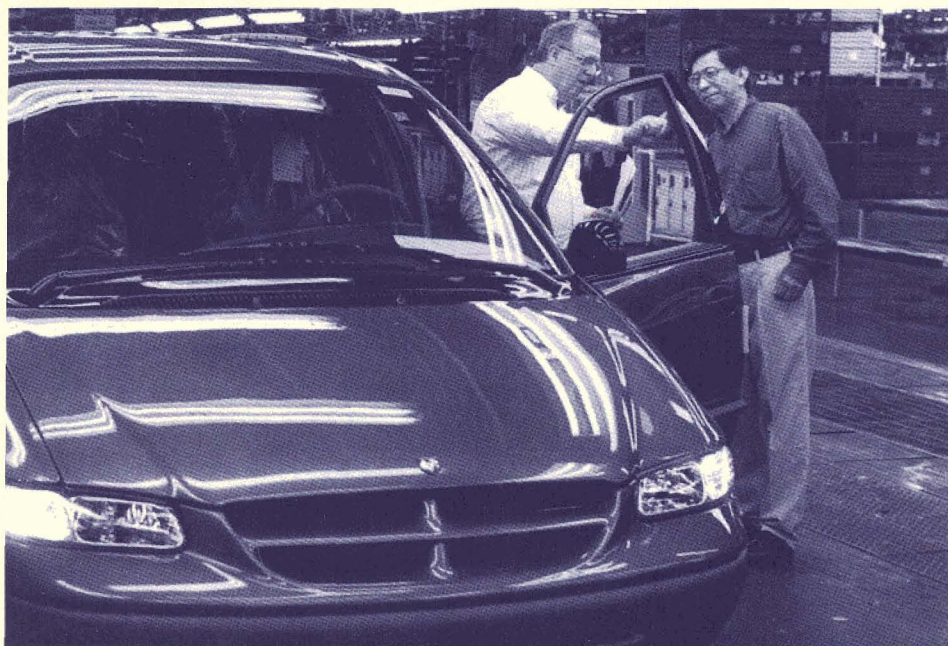
Such partnerships, mutually beneficial, leverage our modest resources and open our eyes to possibilities we would not otherwise see. They carry on the tradition of the Meadow Brook Seminars, which were a dramatic example of the involvement of community leaders in the formation of a promising new university.

Our community leaders are more active than ever in forming, with faculty and students, the direction of this promising university. The advisory boards of our various schools have had a direct impact on what and how we teach and on the kind of research we conduct. Community input has led to the development of new programs at the undergraduate, master's, and doctoral levels in the past two years, in such areas as engineering management, software engineering,

applied mathematics, accounting, radiation therapy, physical therapy, biology, and training and development.

These alliances have led to student internships and faculty internships as well, as in the case of the Chrysler Corporation, which invites Oakland faculty each summer to spend time at a manufacturing plant in order to experience firsthand the latest innovations in that area and to take that information back to their classrooms, where they can ensure that the theory they teach is grounded in practice. Oakland faculty also help Chrysler solve manufacturing challenges and problems during these mutually-beneficial internships.

The Henry Ford Health System's unique healthcare/academic alliance with Oakland is another example of a collaboration between Oakland's faculty and the health care professionals at Henry Ford in order to prepare nurses for a rapidly changing health care environment. This nursing collaboration carries on a long tradition of partnering with Henry Ford. The medical physics program in the College of Arts and Sciences was the forerunner of university-health care collaborations. Again, this alliance reflects all three components of the



model university — community partnerships, state-of-the-art technology, and enhanced learning for students, faculty and community.

As Oakland University stands on the threshold of the 21st century, we are truly well prepared to become the model university of the future. To reach a destination, however, we must have a road map. That road map is our Strategic Plan. The fulfillment of this plan all over campus is what will move Oakland forward. All of Oakland's faculty and staff must, in a very practical way, keep the daily implementation of the Strategic Plan before them in all their work, because every job helps achieve a greater goal for the university.

Since my appointment as Interim President and now President, I have been fortunate to be part of a period of exceptional growth and renewal at this university — growth in enrollment, in programs and in facilities.

The new buildings are, to some extent, the physical manifestation of the Strategic Plan, demonstrating Oakland's care for the intellectual, physical and social needs of its students, faculty and staff — buildings such as the Science and Engineering Building that was officially opened today; the new Dr. Alvin R. Larson Hall of the Honors College, that was dedicated last month; the new food court in the Oakland Center, that was opened in January; the new Recreation and Athletic Center, for which we broke ground in December; the renovated admissions office and academic skills center; and next, the new Business/Information Technology Building, for which we will break ground later this year or early next year to provide our students with the very best in technological support and instruction.

At this 40-year point in our history, we should reflect with pride on the fact that what we did well, we contin-



Ninety-five percent of Oakland's undergraduate students were employed within four months after graduation in 1996. Oakland's location in a major metropolitan area offers students nearly unlimited opportunities for off-campus work experience, internships, on-the-job learning and employment with Fortune 500 and foreign-based companies.

ue to do well. We must, however, ensure that our achievement always matches our rhetoric — that we do not become comfortable, contented, and complacent. We must together create and sustain an atmosphere not of self-justification, but of genuine self-scrutiny, openness to criticism, and dedication to improvement.

To ensure the vitality of the institution, we must preserve its ability to mature, evolve, and adapt with grace to the rapidly changing demands of our times. My responsibilities as president include setting before the university the things we must do in order to pioneer the model university of the future. But I rely on all of you to make Oakland University a flexible, adaptive, self-renewing institution.

Just as our founders did in the age of Sputnik, I ask all of you here today — faculty, staff, students, alumni, trustees and friends — to join me in launching this university into a new age of learning.

Thank you.

A handwritten signature in dark ink, reading "Gary D. Russi".

Gary D. Russi
April 18, 1997

To ensure the vitality of the institution, we must preserve its ability to mature, evolve, and adapt with grace to the rapidly changing demands of our times. My responsibilities as president include setting before the university the things we must do in order to pioneer the model university of the future.



Rochester, Michigan

HOW YOU LIKE US NOW



We asked last fall how you like *Oakland University Magazine*. And we're glad so many of you responded. Your feedback helps us learn how we can make your alumni magazine even stronger.

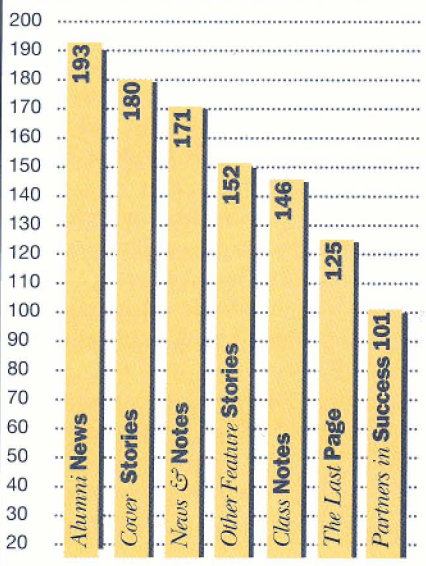
This coming year, we will reflect on your comments and make appropriate improvements. As we celebrate the magazine's 15th anniversary this year, we welcome you to continue to tell us what you think.

With your help, we can only get better.

Many of you like us

Of 232 respondents, 100, or 43 percent of you, read most of each *Oakland University Magazine*. A third of you soak it all in, reading the magazine cover to cover.

Your favorite sections



Good golly!

Most of you rated us "good" on our coverage of general news, personality profiles, campus activities, academic news/highlights, faculty activities/research, Alumni News and Class notes.

Fewer of you thought our coverage of those categories was "excellent;" still fewer of you gave us votes of "fair;" and the smallest number of you rated us "poor."

"Personality profiles" received the highest number of "excellent" ratings — 83.

Academic news/highlights and faculty activities/ research each garnered the highest

number of "good" ratings — 126.

Looks as if you would like us to improve our campus activities reporting — that category received the highest number of "fair" ratings — 42. Most of you rate us "good" on quality of writing, quality of photos and graphics, range of subjects, general appearance, timeliness of news, frequency, and fairness and accuracy.

You be the editor

If you could change the content of the magazine, this is how the majority of you said you would do it:

- 92 would add more college and school news
- 87 would add more articles on faculty
- 69 would add more student news
- 67 would add more campus activities
- 66 would add more photos and graphics

How informative do you find the magazine?

very informative	somewhat informative	not informative
105	104	7

Get out the scissors

- 49 would make stories shorter



Your two cents

1960s alumni:

"We realize we graduated so long ago that there's a whole new generation of faces around campus. However, if you could, dredge up news on the baby boomers; that would be nice."

"I would like to see informative short items that I could use to entice folks into considering Oakland as a cultural hot spot for Oakland County."

1970s alumni:

"As a Florida commuter graduate, I am interested in the academic reputation and educational leadership of my university. The fall 1996 issue was the best yet! I'd like to see a campus map so I may get an idea of the changes."

"Needs some layout pizzazz."

1980s alumni:

"Photos of more modestly dressed students, that is, long pants instead of shorts."

"Good informative magazine. May wish to experiment with different printing papers. At times, the high glossy reflects too much light."

"I very much appreciate and enjoy *Oakland University Magazine*, and think it represents the university well. Kudos to a wonderful staff."

1990s alumni:

"Would love information on non-Michigan alumni."

"Print the magazine on recyclable paper."

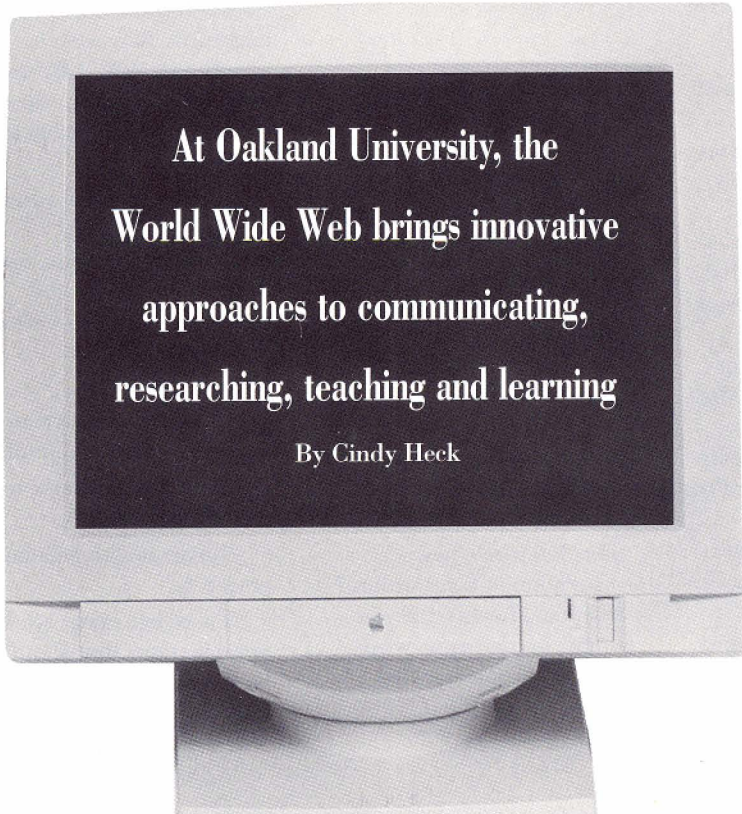
"Cover health-related research."

"There are many student organizations that should be recognized."

"This mag is too PC."



A Web of Learning



At Oakland University, the
World Wide Web brings innovative
approaches to communicating,
researching, teaching and learning

By Cindy Heck

Web mania is rapidly spinning its way throughout the world. An estimated 9 million Americans daily spend their personal and business hours surfing the 'net. The number of Internet Web sites has exploded into the millions as companies, individuals, organizations and universities jockey for position and presence.

Consider these twin signs of our technological times:

- Companies dumped \$66 million in advertising on the Web in the third quarter of 1996, a 43-percent increase from the second quarter.
- President Clinton vows in his 1997 State of the Union address in January to spend \$500 million for expanding Internet capacity at the nation's universities.

At Oakland University, the World Wide Web brings new and innovative approaches to communicating, researching, teaching and learning.

Surfin' Oakland

Whether you're interested in general campus images, degree programs or on-line admissions applications, Oakland's homepage offers a wide range of links and information.

OU in March launched an updated Web site: <<http://www.oakland.edu>>.

Major links include General Information, Academics, Admissions, Alumni, Campus Life & Services, and On-line Resources.

OU alumni may take advantage of the redesigned OUAA homepage with links to alumni events, calendars, individual alumni homepages, and a guestbook.

'A breath of fresh air'

New technology is revolutionizing classroom learning at Oakland. OU now has 10 classrooms that have a combination of VCRs, televisions and video/data projection systems. Instructors during class may access the Web using a laptop or through a personal computer.

With the new equipment, lessons may be much more compelling than traditional lectures. The new classroom also makes it easier for instructors to schedule services: using home or office computers, they can browse the university's video catalog, then schedule videos to play in classrooms automatically.

Kieran Mathieson, associate professor, Management Information Systems, School of Business Administration, says he accesses the Web in class.

"All of my notes, assignments, examples and schedules are on the Web," Mathieson says. "Students also use an on-line discussion forum to ask questions outside of class, so they don't need to physically find me. Everyone in the class sees the questions and my answers, so students learn answers to questions they didn't think to ask. It works well."

Kevin Early, assistant professor, Sociology, College of Arts and Sciences, likes the convenience of the new electronic equipment.

"It's a breath of fresh air," he says.

Early recently scheduled a video to play from a remote location. "That's the whole beauty of the

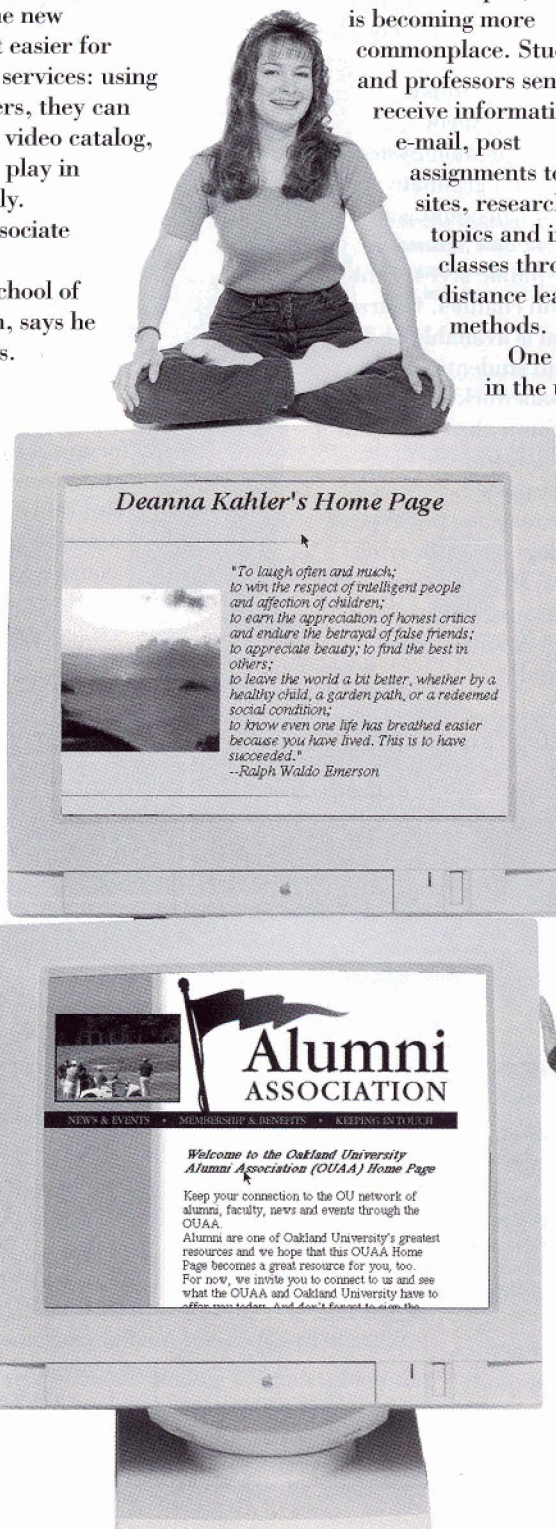
technology," he says.

Gregory Patterson, assistant professor, dance, Department of Music, Theatre and Dance, CAS, says, "I like the accessibility it's creating for the class." He shows documentaries in his *Dance History and Appreciation* course.

Head of the class

All over campus, the Web is becoming more commonplace. Students and professors send and receive information via e-mail, post assignments to Web sites, research topics and instruct classes through distance learning methods.

One leader in the use



Parents and students embrace e-mail

Parents and students are increasingly using e-mail to replace phone calls and letters.

"I never have stamps," says student Jenna Blahunka. "My parents keep me updated on family stuff, and I e-mail all my friends at other universities to find out what they're up to."

Blahunka regularly corresponds with her 5-year-old brother.

"He drags my parents to the computer to help him with it," she says. "It's his first year in kindergarten so he tells me any exciting news."

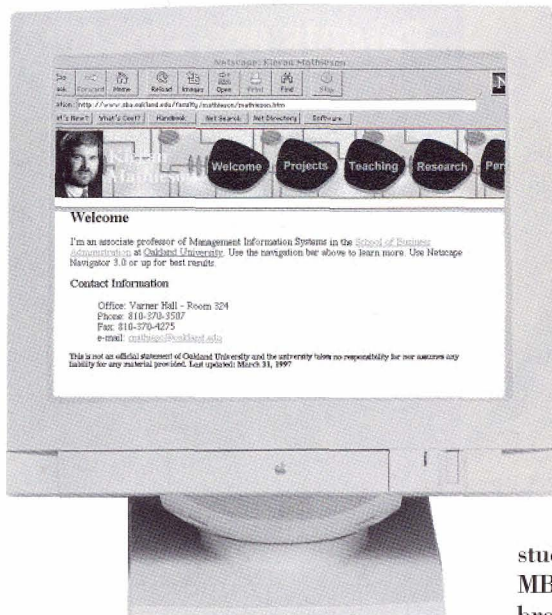
Marty Houser, a student and Van Wagoner residence hall director, helped convince his parents to go on-line.

"We correspond three to four times a month," he says. "My mom writes more; that is, when she can get my dad off the computer so she can use it."

The Housers keep Marty up-to-date on family gatherings, birthdays, anniversaries.

"I don't write letters," he says. "I e-mail my aunt, uncle and some cousins at other universities, too. It's a great way to get updates from friends that I don't talk with regularly on the phone."

Deanna Kahler CAS '92 (top) sits above her personal Web page <<http://www.oakland.edu/~dlkahler>>. OU student Marty Houser (left) leans on e-mail to communicate with his parents.



Kieran Mathieson, associate professor, Management Information Systems (right), looks toward his Web page <<http://www.sba.oakland.edu/faculty/mathieson/mathieson.htm>>.

and development of the Web on campus is the School of Business Administration. SBA's homepage provides a link for Web development and its graduate students serve as consultants to OU departments and schools. In fact, John Tower, SBA associate dean, teaches a class in Web technology where students plan and implement their own Web site. The class is open to undergraduate Management Information Systems

students and graduate MBA students, and is also broadcast on Channel 74, the OU public access cable television channel. Course material is available on the Web and students submit their homework via the Web. Tower then checks to ensure assignments have been completed.

"The tools for this type of technology are improving dramatically," he says. "We use software such as Internet Assistant for Word and students learn to

add images, animation, audio and video clips as they progress."

This fall, Mathieson will teach a course called *Web Sites for Marketing* in conjunction with other MIS and marketing faculty.

"Companies want to recruit students with this type of training," Tower says.

Cutting their teeth

Business isn't the only source where students can learn about the Internet.

Consider Ramune Mikaila's *Transitions to Nursing* course: her two-page computer assignment involves a complete tour of the Web. Mikaila, special instructor, School of Nursing, says students visit the *New York Times* Web site to study health care headlines, participate in chat forums, browse the latest articles in professional nursing journals and visit other university Web sites that describe continuing education courses available on the Internet.

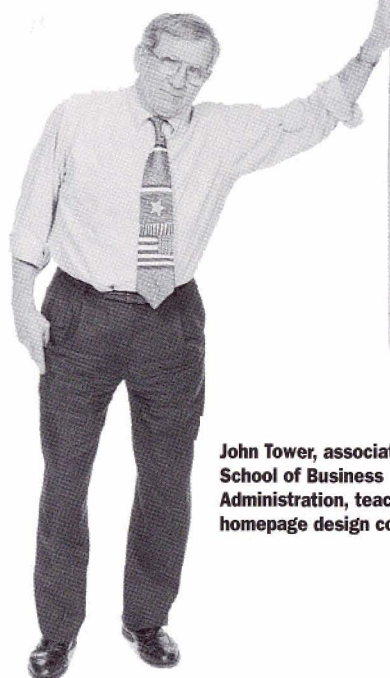
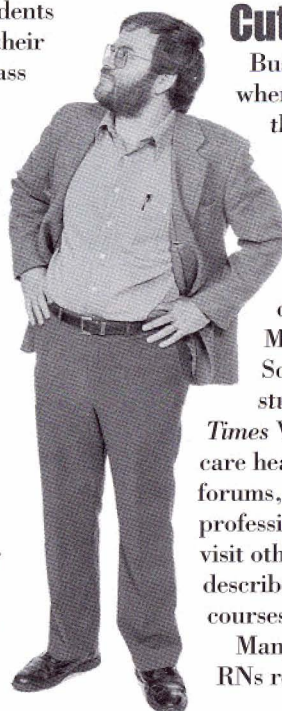
Many of Mikaila's students are RNs returning for their BS

degrees in nursing. "Some are frightened of using computers to access the Web," Mikaila says.

Mikaila's assignment is designed to help students become familiar with the computer, with e-mail and with Netscape,

computer software designed to access the Web.

Gary Moore, associate professor, SON, developed the school's Web site. He has incorporated links to search engines such as Medscape, Medline and two health-care sites in his Netscape tutorial.



John Tower, associate dean, School of Business Administration, teaches homepage design courses.



Pat Ketcham, learning resource lab manager, SON, observes nursing students as they explore the Web for specific assignments, as well as for other purposes. Students use e-mail to discuss current articles and information for nursing care plans, research demographics for presentations on community health implementation, download proposed health care legislation from state government sites and hunt for jobs in different geographic locations.

"Younger students may be fairly computer literate, but many haven't taken the time to really explore the Web," she says. "We try to increase their comfort level and knowledge."

The School of Education and Human Services joined the Web rush by providing its faculty with a template for developing their own personal homepages.

Graduate students in Bob Christina's classes are required to use standard educational databases such as ERIC (Educational Resource Information Center) for their research. Christina, associate professor, Reading and Language Arts, says some students are familiar with search engines that look for information but "it's a moving target for them. There's such a variety of sites and things keep changing."

Most of his students are practicing educators so their time for

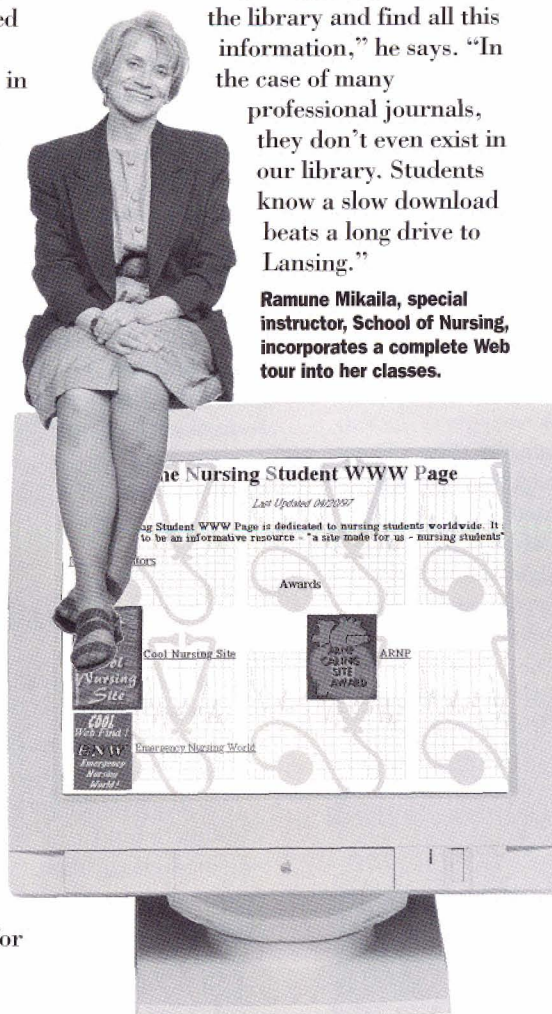
research is limited. Their biggest frustration can be the slow connections from their home computer to the university's often overloaded system, he says.

Christina, though, feels students appreciate what the Web can offer in terms of research.

"The alternative is to sit at the library and find all this information," he says. "In the case of many

professional journals, they don't even exist in our library. Students know a slow download beats a long drive to Lansing."

Ramune Mikaila, special instructor, School of Nursing, incorporates a complete Web tour into her classes.



Check out these resources

excite — A listing of on-line books of reference and tutorials on the Internet, for beginning to advanced users: <<http://www.excite.com>>.

Take Global Village's Internet Tour — A good beginner's guide for an interactive tour of the Internet: <<http://www.globalcenter.net/gweb/tour.html>>.

The Internet Companion by Tracy LaQuey — A history of the Internet touching on subjects like netiquette, ethics and how to use on-line resources and services:

<<http://www.obsus.com/obs/english/books/editinc/obsxxx.html>>.

Big Dummy's Guide to the Internet by Adam Gaffin with Jörg Heitkötter — A comprehensive guide for the Internet written in easy-to-understand language: <http://www.ccs.neu.edu/Cobwebs/BigDummy/bdg_toc.html>.

The Cyberspace Portal by Infomedia — Teaches how to build your own Web pages, play Internet games or look for a new job: <<http://www.informediacom.com>>.

Four 11 — The Internet's largest white page directory: <<http://www.four11.com>>.

Glossary

E-mail Electronic mail allows you to send private and group communications and graphics electronically over the Internet.

Internet Computer network that branches around the world and connects individuals, institutions, businesses and organizations.

html Hyper-text mark-up language is the computer coding used in the publishing of Web pages. It includes codes within the text that define fonts, layouts, graphics and links to other pages.

listserve An electronic mailing list that allows the same message to be sent to many different electronic mail addresses.

modem A device that uses a regular phone line to connect your computer to other computers.

on-line The state of being connected to other computers via the Internet.

Web page A location on the Internet that is maintained by a group or individual which consists of an individual page and additional pages that provide information through text, graphics and possibly other media.

World Wide Web The Web is a massive reference resource. Often called the Internet.

URL Common for Uniform Resource Locator, an Internet address.

OUAA board welcomes 3 new members

Three individuals on June 9 joined the Oakland University Alumni Association Board of Directors.

Stanley A. Babiuk CAS '73, of Rochester Hills, is senior vice president, Facility Planning and Project Development, at ANR Pipeline Company.

Larry J. Baylis, DO, CAS '85, of Clarkston, is president of the M-15 Family Medical Center, PC, Clarkston.

Joseph Angileri SBA '80, of Franklin, is partner in charge, Michigan Tax Practice, Deloitte & Touche.

In January, Mary Lee Gwizdala MAT '78 was appointed to the OUAA Board of Directors. She has taught since 1960 in all grade levels, including college Spanish.

In other news, the OUAA Board of Directors elected the following alumni:

- Officers: Marianne Fey CAS '80 (chair), McCann-Erikson; Daniel Medow SBA '71 (vice chair), Standard Distributing, Inc.; James Wilbert SBA '73 (treasurer), Coopers & Lybrand; Leo Bowman CAS '76 (secretary), 50th District Court; John Flick SECS '77, MS '81, (immediate past chair), Pollak Corporation; Randal Golden CAS '78, DOC Optics Corporation (at-large steering committee member)
- Alumni affiliate representatives: James Getchell SECS '67, General Motors Corporation; John Ganfield SBA '81, NBD Bank; Bradley Driscoll

Jr. CAS '66, Mid South Data Systems; Jacqueline Long SON '81, North Oakland Medical Center; Melanie Brown CAS '94, Office of Senator Gary Peters

Chemistry reunion rescheduled

About 500 chemistry majors were invited to a July 11-12 reunion, which had been set for July 4.

Professor Ronald Hites CAS '64 of the University of Indiana was set to receive a distinguished alumni award.

Reunion events included a building tour, luncheon, golf and a Meadow Brook festival performance by the Detroit Symphony Orchestra.

Scholarship redesign complete

The Oakland University Alumni Association finished streamlining the alumni scholarship application and selection processes for all affiliates.

Now the association is working to fund scholarships through endowments, aiming to raise \$100,000 in two years. The association also raised the minimum scholarship amount to \$2,000, up from \$300-\$2,000.

OUAA Scholarship Review Committee members are Marianne Fey CAS '80, Gregory Demanski CAS '63, Daniel Medow SBA '71, Lynn Westfall Gross SBA '87 and Penny Zielinski MAT '77.

Show your support by donating to help deserving students. Call (248) 370-2158 for more information or to donate.

Hone your volunteer skills in '98

Catch up with friends, get the insiders' view on Oakland University trends, chat with OU President Gary D. Russi and, as a thank you, enjoy lunch, golf and more at a volunteer conference.

The spring 1998 event will offer OUAA's 700 volunteers tips on how they can perform their jobs quicker and easier.

Read future issues of *Oakland University Magazine* for details.

President's Club now includes OUAA membership

Help Oakland University with a tax-deductible gift, gain networking opportunities and receive the latest news about the Oakland University Alumni Association — all at once.

Joining the President's Club, an association of significant contributors to the Oakland University Foundation, now includes OUAA membership.

Many companies will match your gift, lowering your cost for the President's Club membership fee.

Check your employer's guidelines. For information, call (248) 370-2159.

Nursing reunion set for August 8

Join School of Nursing alumni for cocktails, appetizers and the roasting of Francis C. Jackson, nursing associate professor, at the school's 20th anniversary celebration.

Help plan the event with the nursing reunion committee: Laverne

Perrollaz '80, Jacqueline Long '81, Janette Tylawsky '75, '78, Sue Rogers '82, LeAnn Miskowski '83, Gloria Latimer '84, Kim Farstvedt '92, Cheryl Mascolo '92, Regina Holloway '93, Kristy Tryon '94 and Tami Trosien '92.

Call (248) 370-4081.

Alumnus to tout 'lab on a chip'

Howard Birndorf CAS '71 says his San Diego company, Nanogen Inc., will revolutionize the business of diagnosing diseases by using computers and biology. Tests currently performed in test tubes will be done instantly on the surfaces of microchips.

He will speak at Oakland

University September 12 about biotechnology and its future.

Call (248) 370-2158 for more information.

Celebrate in grand style

Word is getting around about the splendor of the OUAA awards banquet.

Attendance at the event jumped from 85 its first year in 1994 to 350 last year. About 500 are expected this year for the September 12 cocktail and dinner reception, complete with musicians and the grandeur of historic Meadow Brook Hall.

Winners include:

- Distinguished Service Award: John F. Flick SECS '77, MS '81, vice

president and general manager, Pollak Corporation

- Distinguished Achievement Award: Howard C. Birndorf CAS '71, chairman and CEO, Nanogen, Inc.

- Odyssey Award: Denise C. Pike CAS '83, president, Think Twice Foundation

- Spirit Award: Mel E. Gilroy CAS '89, lieutenant, OU Police Department; and Jenny J. Gilroy CAS '73, assistant registrar, Records, Oakland University

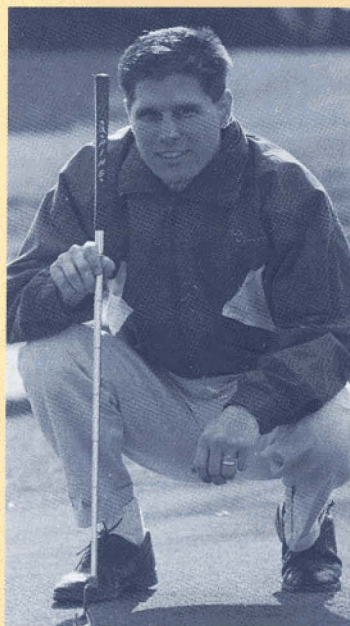
Call (248) 370-2158 for more information or tickets; invitations will be mailed to OUAA members — watch the mail.

Why I joined the OU Alumni Association



"The first reason I joined OUAA is to keep in touch with my alma mater. The second is because it's a great opportunity to give back to the school. A university is only as good as its alumni. Through the OUAA, you get several benefits. Meadow Brook Theatre is my favorite OUAA benefit. OUAA makes it easier for me to continue enjoying Meadow Brook Theatre."

—Melanie Brown CAS '94
Legislative Aide
Michigan State Senator Gary Peters
Democrat 14th District



"Joining the OUAA is a way to stay in contact with what's going on at Oakland. It's a small way to give back. Golf is probably the second most important reason I joined. When I was in school, I enjoyed the Katke-Cousins Golf Course very much. Now that I'm in business, I can entertain customers on one of the nicest courses in Michigan. My customers wouldn't be able to play there otherwise."

—Don Korn SBA '88
assistant vice president
Investment Management Department
First Chicago NBD Bank Detroit



Former Chrysler Executive Vice President Stephan Sharf and his wife, Rita, committed \$2 million on June 3 to Oakland University. Stephan Sharf said, "We want to encourage Oakland University to strengthen its partnerships and ties to the community. We hope our gift will inspire even more new program growth and provide creative new opportunities for students of the future, building on the success of the university in recent years. Oakland University has a vision of service to southeastern Michigan, and Rita and I believe in it."

Retired Chrysler vice president gives \$2 million to OU

Former Chrysler Executive Vice President Stephan Sharf and his wife, Rita, committed \$2 million to Oakland University to advance the institution's mission of preparing learners for the 21st-century workplace.

In making their gift, the Sharfs said they would like the money used as a catalyst to raise significantly more money for the rapidly growing institution.

The Sharfs expressed initial interest in having the gift used to help construct a new golf course on a section of unused university acreage. They hope their gift will inspire other philanthropists to contribute the additional \$2 million that would be needed to complete the privately funded project. Like the existing Katke-Cousins Golf Course, the second course would be used as a vehicle to attract friends and potential donors to the university's academic and service programs through the President's Club of the Oakland University Foundation. President's Club members currently contribute \$1,500 per year and now provide approximately \$1 million in annual gifts to the OU Foundation. Sharf believes the new course could

generate more than \$1 million a year in new gift revenue.

The OU Foundation is a private, nonprofit corporation comprised of business, civic and community leaders that advances Oakland University with financial support of scholarships, internships, academic programs and research.

By donating funds to build a second golf course, the Sharfs acknowledged the foresight of the founders of the original Katke-Cousins Golf Course, a vision that has provided the institution with many benefactors who developed their interest in OU through their interest in golf.

"We would be delighted to further the Katke-Cousins tradition by building an additional golf course," said Sharf, a longtime OU Foundation director. "The existing course has really helped the university build friends in the community."

Should the new course be built, it would be named after the Sharfs, Russi said. If the golf course project is not fully funded, the Sharfs will designate another university initiative as the beneficiary of their gift.

The Sharfs last August committed \$125,000 to fund a

Computer Integrated Manufacturing Laboratory in OU's new Science and Engineering Building. They have also previously established two endowments: the Stephan Sharf Endowed Scholarship, awarded annually to Chrysler Corporation employees or their children, and an endowment to support book purchases at the Kresge Library.

Involved with OU for more than 20 years, first through the Meadow Brook Music Festival, the Sharfs have held virtually every major volunteer role at the university. Stephan Sharf has served on numerous boards and committees, including the OU Board of Trustees, the Enduring Legacy Campaign for Kresge Library, the Gift Development, Budget and Appropriations Committee of the OU Foundation, and the Strategic Planning Task Force for Undergraduate Education.

Sharf currently serves as a member of the OU Foundation Board. Rita Sharf is a member of the new Meadow Brook Theatre Advisory Board, continuing her commitment to the arts and to Oakland's outreach programs.

Career/Accomplishments 1990s

Frank J. Brown SBA '92 has been recently promoted to store manager for the F.W. Woolworth store in Birmingham, Alabama.

Marie Celine Bulaclac MSN '95 had her master's degree project published in the professional journal *Nursing Management*. Bulaclac created and coordinated an employee wellness program, then evaluated it. Bulaclac is manager, Community Health Services, Oakland General Hospital.

Christina Carmichael (Thomas) CAS '95 was named clinical research associate for Innovex, Inc., California. Innovex is the world's largest clinical research organization. Thomas married Terrence C. Carmichael of San Jose, California, in December 1996 and they reside in the Los Angeles area.

Scott Higgins CAS '90 has completed his Ph.D. in film studies from the University of Wisconsin. Higgins presented a paper at the Edinburgh Festival in Scotland in August 1996.

Ann Marie Kurrasch CAS '90, MM '96, is an elementary school instrumental teacher for Detroit Public Schools and a composer. Her music was recently performed by the Birmingham Musicales at their annual presentation of music by American composers.

Anthony Markel SECS '95 has accepted a position as project engineer at the National Renewable Energy Laboratory, Golden, Colorado. Markel is involved with researching the use of alternative fuels in transportation.

Nicholas H. Pesch CAS '91 was promoted to account specialist for Surgical Dynamics, Norwalk, Connecticut.

James Peters CAS '96 has joined the staff of Campbell-Ewald in the Henry Business

Management team as a project coordinator.

Marla M. Salazar SBA '96

has joined the staff of Eastern Michigan University as computer systems network administrator, College of Technology. Salazar has worked at North American Financial Services, Bloomfield Hills; Ford Motor Company, Dearborn; and Ross Mortgage Corporation, Oak Park.



Marla M. Salazar SBA '96

Stacie R. Stump (Seitz) CAS '92

is an attorney with the Grand Rapids firm Smith, Haughey, Rice and Roegge. Stump received her law degree from University of Illinois College of Law.

David M. Stokes CAS '93

has been appointed technical services special project librarian within the Edith Garland Dupre Library at the University of Southwestern Louisiana. Stokes received his MSLS in 1996 from Wayne State University.

Hello, Mrs. Wilson

The last person Carrol White-Beuttner CAS '67 expected to bump into late in the evening outside her Hill House room was Oakland University benefactor Matilda Wilson.

White-Beuttner, a music major, had returned to Michigan State University-Oakland at age 35 after 15 years as a correspondent at Mueller Brass, Port Huron.

Wilson's late visits took the head resident by surprise.

"She would come over with Chancellor Woody Varner and I would run into her in the halls," White-Beuttner says. "She liked being around students."

White-Beuttner remembers Wilson as a charming, friendly and down-to-earth person.

"She was wonderful and a lot of fun," she says. "She made us all feel like we were part of her family."

White-Beuttner moved to Las Vegas after graduation and taught music from 1979-92. Retired now, she travels and teaches music part time.

But the best part of her life, she says, was her campus experience. Especially those late-evening chats with Mrs. Wilson.

"I had my graduation party at Meadow Brook Hall," she says. "And, of course, Mrs. Wilson was there. What a great time we had."



WHAT A SURPRISE: Carrol White-Beuttner CAS '67 fondly remembers bumping into Matilda Wilson outside her residence hall room.

Nancy Valassis CAS '91 was cast in *All About Murder*, a murder/mystery benefit play for Oakland University's Department of Music, Theatre and Dance.

Denis Wecker-Seipke SEHS '92 has been named manager of Environmental Programs at Perry Johnson, Inc. PJI is a Southfield-based multinational training firm, offering services in quality management systems.

Jeffrey S. Young SEHS '92 has completed the Basic Cryptologic Technician Administrative School at Naval Technical Training Center, Corry Station, Pensacola, Florida.

1980s

James Belkoff CAS '88 has joined the advertising agency Campbell-Ewald as a senior writer in the Chevrolet



Louise B. Collins CAS '80

Creative-Retail/Wholesale Group.

Steven M. Chegash SECS '88 recently accepted a position as a decision support systems analyst at Detroit Edison.

Louise B. Collins CAS '80 has joined the law firm Howard & Howard. Collins

has more than 15 years of experience in the financial services industry. She has presented informational and training sessions, as well as serving as co-editor and contributor to the *Quarterly Legal News Update*. Collins is a member of the Oakland County Bar and the American Bar associations.

Craig Condon SECS '87 has joined the staff of Simpson Industries as product test engineer. Simpson Industries is a Tier 1



Gerald H. Gajewski CAS '80

automotive and heavy duty supplier. Condon is working in the product development test laboratories in Plymouth, and is pursuing an MS degree in electronic and computer control systems from Wayne State University. He expects to graduate this July. His wife **Carole (Shahly) SBA '89** gave birth to a daughter, Allison Shahly Condon, on June 22, 1996.

Nancy Dossin MA '86 has established through her psychology practice a teen support group to discuss suicide, addiction and other important issues relevant to this age group.

F. Luke Frye CAS '84 is a team field manager-Detroit Zone at Chrysler Corporation, and is currently attending

Northwood University's MBA program.

Gerard H. Gajewski CAS '80 has been appointed director of Argentine Operations for Textron Automotive Company.

Gene Grabowski Jr. SBA '89 has been named senior business analyst, Frontier Communications Inc., Bingham Farms. His responsibilities include development of statistical and financial models to determine the direction of Frontier's domestic and international long-distance customer base. Grabowski has also served since 1994 as policy adviser to the Heartland Institute, a free-market policy organization located in Palatine, Illinois.

Jerrold Graham MPA '83 has been hired by the City of Albion as human resources director. Graham began his career as a police officer in Bloomfield Hills, then became village manager and chief of police for Almont. He later became city manager for Montrose. He attained his juris doctor degree from Detroit

From the other side

Cliff Coleman CAS '82 would gaze at the stacks of press releases on his desk.

For 11 years as a WJR-AM producer, he took pride in knowing which ones would become good stories.

Coleman is now putting that knowledge to use as an account executive for Marx Layne & Company, Farmington Hills.

"I'm helping to create those stacks for others now," he says. "I'm calling producers, editors and other news people about our clients and services. It's fun to see the business from this side."

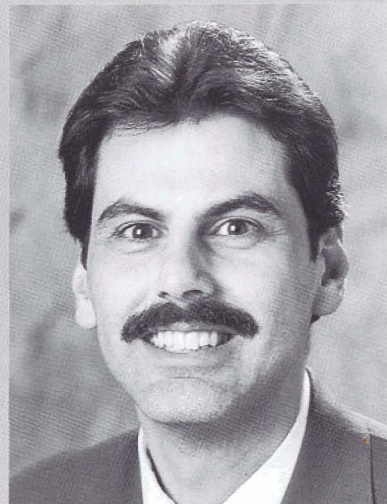
Coleman of Macomb Township says he enjoys researching and seeing his story ideas in print or on the air. "It's a rush," he says.

Before WJR, Coleman served as an account executive for Event Management Corporation, a Grosse Pointe Farms public relations firm.

At WJR, he produced the *J.P. McCarthy Morning Show*, one of the most popular drive-time programs in the country.

His best advice: in order to succeed, you must adapt to change.

"Build and maintain relationships," he says. "Because life is full of change and you never know where you may end up."



Top of the Cliff: Cliff Coleman CAS '82 takes pride in knowing what is a good story idea for Marx Layne and Company.

College of Law and has been a practicing attorney since 1994.

Gregory M. Havrilczak MA '89 has been appointed chairman, Department of Social Science, Notre Dame High School, Harper Woods.

Donald G. Hillebrand SECS '84, MS '86, Ph.D. '95, has been named a fellow to the principal science advisory body for the president of the United States. Hillebrand, senior engineer, Minivan Vehicle Development, Chrysler Corporation, is the Society of Automotive Engineers fellow to the White House Office of Science and Technology Policy. The fellowship is for a one-year term.

Hillebrand will provide technical support to automotive and industrial research and development and to the Partnership for a New Generation of Vehicles program at the Department of Commerce.

Sherry Huffman (Guidi) SBA '84 has been named employee relations manager with the Detroit Newspapers Agency. Huffman spent the last three years in the human resources department of the Observer & Eccentric Newspapers.

Anita Irons (Schamante) CAS '87 has accepted the position of co-op coordinator, Placement Office, Oakland University. Since graduating, Irons has worked in advertising and marketing, as well as technical recruiting. While a student at OU, Irons sang and danced with the Meadow Brook Estate Show Ensemble (USO tour 1987) and was on OU's pom-pom squad.

Alisa Clapp Itynre CAS '89 completed her Ph.D. in English from the University of Illinois in May 1996. Itynre has accepted a job as an instructor, Department of English, Purdue

University. Itynre married Ronald Itynre in June 1996.

Kevin R. McDonald CAS '86 is a staff physician in the emergency departments of Detroit Receiving and Grace hospitals. McDonald graduated from Wayne State School of Medicine in 1992 and completed emergency medicine residency at WSU/Detroit Medical Center in 1995.



Alan Pinnick SECS '81

Ronald A. Miller MAT '83, a principal for Oakwood Elementary School in Portland Public Schools, was recognized during "Principals' Week" in February as designated by Governor John Engler.

Alan Pinnick SECS '81 was named Engineer of the Month for December at Lockheed Martin Aeronautical Systems. Pinnick is a senior engineer in the company's Project Design division.

Vicki Robb CAS '83, president and owner of The George Edmond Group, Inc., announced that the custom publishing company has joined the Michigan Quality Council as a sustaining member. The MQC, headquartered at OU, was created in 1993 to promote Total Quality Management practices in business, educational institutions and organizations throughout Michigan.

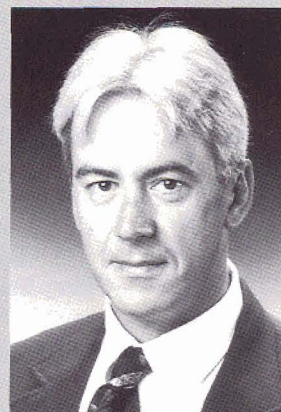
Laura Saul-Edwards CAS '86 is a government relations representative for American Academy of Family Physicians, Washington, D.C.

David A. Stiteler Jr. SBA '88 has been promoted to senior budget analyst at Macomb County.

Paul A. Stodulski SBA '89 was named vice president and treasurer for the Real Estate Development & Investment Company, Southfield.

A bad day swimming is better than...

Scott Teeters SEHS '79 believes a bad day swimming is still one of the best days in the lives of his Eastern Michigan University swimmers.



"This is a great time in their lives," says Teeters, of Holly. "It's important to learn and move on."

POOL OF KNOWLEDGE: Scott Teeters SEHS '79 loves the teaching aspect of coaching swimming.

Teeters left Oakland University's Live Y'ers last fall to join EMU as head women's swim coach. Live Y'ers involves students aged 4-22 who compete in the United States swimming circuit. In nine years as coach, Teeters' teams notched YMCA national championships in 1992 and '94. Teeters says his most rewarding experience is watching the maturation process of his swimmers. His least favorite: paperwork.

Teeters' wife Terri works at Oakland as coordinator, Health Maintenance Programs, Meadow Brook Health Enhancement Institute.

"She's 'Jill Health,'" he says. "She's so into fitness and that rubs off on me. She's definitely a positive influence on me and my team."

Teeters says his goal is to place someone on the Olympic team.

"This blows my mind that I get paid to do my hobby," he says. "I love what I'm doing."

Randy Straughen CAS '89 received his JD and MBA from Wayne State University in May 1996, and passed the Michigan Bar in November 1996. Straughen is an administrator at the law firm Maddin, Hauser.

Leanne DeFever Swarts SEHS '84 has been appointed to a two-year term as parent representative on the Board of Directors of the Autism Society of North Carolina.

Mary Beth Tierney CAS '87 completed her doctorate in community nutrition at Cornell University last year. Tierney is currently employed as a temporary assistant professor, Ithaca College.

David Wellnitz SECS '81 has been promoted to manager, Software and Embedded Controls Group, AeroVironment.

Matt Witte SECS '84, MS '86 and Ph.D. '93, has accepted a position as emission development engineer, Chrysler Corporation, Chelsea Proving Grounds.

1970s

Barbara Allman (De Fazio) CAS '72, MAT '78, wrote a book, *Her Piano Sang*, which was published. The book is a biography of Clara Schumann. Allman previously taught elementary school and became a reading specialist and the editor of *Schooldays* magazine.

David W. Baker SECS '71 was promoted to business superintendent at St. Clair Power Plant.

Craig P. Beyers SECS '72, has been promoted to principal, American Management Systems, Inc. Beyers is also an associate of the AMS Center for Advanced Technology and a member of the Software Development and Information Technology Knowledge Center. Beyers is a member of the Society for Software Quality and serves on the Program Committee for the Washington, D.C., Software Process Improvement Network.

Leo Bowman CAS '76, judge for 50th District Court, Pontiac, was recently presented

the Spirit of the Community Award by Oakland Community College.

Paul P. Clement SEHS '78, retired lieutenant colonel of the United States Air Force, is now working as civilian chief, Personnel Readiness Operations, Air Force, Robbins Air Force Base, Georgia.

John Flick SECS '77, MS '81 joined the Pollak Corporation, El Paso, Texas, as vice president and general manager.

James Foulkrod BA '79 has formed a business with **Susan Knowlton SBA '91** to develop software for automotive engineering program management. They can be reached at (248) 608-2883 or through e-mail: <foulkrj@mich.com>.

Wanda F. Gunn SEHS '78 was named the deputy director of Community Case Management Services, Detroit. The agency provides case management services to more than 1,000 mentally ill adults and children annually, and has 50 social workers on staff.

Think early — and often

Rose Hirsch CAS '72 has learned an important lesson in the working world: Think early — and often.

"It's easy to put yourself in a little box and identify with the job title given to you," says Hirsch, of Huntington Woods. "Think beyond the box and you will be surprised at how many new opportunities you will find."

Hirsch saw an opportunity at Sinai Hospital, and has made the most of it. She is the acting director for Corporate Communications and Marketing, a position she did not train for in college.

Hirsch earned a BA in Chinese language and civilization at Oakland and an MA in East Asian studies and an MSW in community social work, both from Wayne State University.

"I like the variety of my work and the opportunity to talk with key community leaders," she says. "I enjoy seeing my ideas solidified and put into practice."

In her current position, Hirsch is responsible for public relations, media relations and community relations, and she acts as hospital liaison.

"I credit my liberal arts education at Oakland for providing me a broad education to handle this position," Hirsch says. "No matter what field you are in, a strong liberal arts background gives you a solid foundation to help you succeed."



WORLD OF SURPRISES: Rose Hirsch CAS '72 credits her broad liberal arts education for helping her to succeed in the business world.

Get with it

From clogs to rap music, Eleanor Reynolds SEHS '74 keeps close tabs on popular trends as Oakland University's director of the Department of University Housing (formerly Residence Halls).

"Students keep me young," she says. "In order to help students, you need to understand their likes, their challenges, their music. I can get with it."

Reynolds, of Bloomfield Hills, has dedicated her career to education. She has been in her current position since 1982, and served four years prior as director of Residence Life at the University of Detroit. She describes her biggest challenge as helping troubled students, particularly those with alcohol or drug problems.

"Students seem less assured these days," she says. "They are much more worried about their future."

Reynolds is a team-builder who prides herself on fostering collaborative relationships and being assertive in decision making. "I don't like surprises," she says.

Her goal in life is to become a dean of a school. For now, though, she is happy keeping up with Toni Braxton.



IN THE KNOW: Eleanor Reynolds SEHS '74 prides herself on keeping current with the latest trends.

John Jamian CAS '77, former state representative, has been hired as partner at Kheder & Associates, a Lansing-based lobbying firm.

David V. Kinsella CAS '73 is currently serving as legislative affairs director for the Illinois Council of the Society for Human Resource Management. Kinsella is a 1977 graduate of the University of Illinois College of Law, and is a shareholder in the Chicago law firm of Burditt & Radzius. His specialty is in the area of labor and employment law.

Anne C. Levy CAS '72 has co-authored a book, *Workplace Sexual Harassment*, Prentice Hall Publishing.

Sandra A. Miller SECS '78 has been named a principal at Hewitt Associates LLC. Miller is responsible for managing the Sales Force Consulting practice for North America.

Beverly Paurazas MAT '78 received her doctorate in education from the University of Michigan in December 1996. Paurazas wrote her paper on *Elementary School Accreditation*.

Kenneth H. Seibel SBA '79 is logistics engineer for the US Army tank program. Seibert has supported soldiers in Bosnia, Desert Storm and Egypt.

Jerome Solomon CAS '74 has been promoted to software development team leader at Compuware Corporation. Solomon is responsible for design, planning and management of software package development in IBM Assembler language.

Marlene Stark MA '79, a former history instructor, is currently researching to write a book for teachers on *New Views of Early History* with a metaphysical focus.

James Sugarman CAS '73

has been appointed chief financial officer for the American Lung Association of Southeastern Florida and elected to the Board of Governors of Leadership for Palm Beach County, Florida.

Robert A. White MS '70 has accepted a disability retirement at EDS because of cardiomyopathy.

James Wilbert SBA '73 has been appointed market managing partner at Coopers & Lybrand, Grand Rapids.

Edward P. Williams CAS '73 is president and owner of the newly created Secure Futures. Williams is a certified insurance counselor and financial adviser. Williams was appointed liaison between the Oakland University Alumni Association Board of Directors and the President's Club.

Letha D. Williams CAS '79

has been named director of Marketing and Communications for the Southeastern Michigan Chapter of the American Red Cross, the fifth largest U.S. chapter. Letha has also published a short story, *Another Voice* in the *Detroit Metropolitan Magazine*, and completed a novel, *Accidental Knowledge*.

Rube Lavel Word MAT '72, MAT '82, has completed 30 years of teaching, 23 in the Pontiac School District. Word is now involved in mentoring other teachers through the Action Resource Center of Oakland University.

Cathleen S. Zepelin (McDonald) CAS '77 was recently appointed to the Board of Directors of the National Association of Psychometrists. Zepelin works as a psychometrist for the Veterans Administration Medical Center, Ann Arbor.

1960s

Michael Dengate SBA '69, quality control manager, First of America Bank, has been elected to the United Way of Oakland County Board of Directors.

ABBREVIATION KEY

BGS	General Studies
CAS	College of Arts and Sciences
MA	Master of Arts
MAT	Master of Arts in Teaching
MBA	Master of Business Administration
MM	Master of Music
MPA	Master of Public Administration
MS	Master of Science
MSLS	Master of Science-Library Science
MSN	Master of Science Nursing
MSW	Master of Science-Social Work
SBA	School of Business Administration
SEHS	School of Education and Human Services
SECS	School of Engineering and Computer Science
SHS	School of Health Sciences
SON	School of Nursing

Michael L. Duff SEHS '68 is one of the principal owners of Great Lake Sports Publications, Inc., publishers of the *Michigan Golfer*, *Michigan Runner* and *Great Lakes Skier* magazines.

Barry Klein CAS '68 has designated at least \$40,000 from the sale of his recently published book, *Sex, Drugs and Rock & Roll*, to establish the George R. Klein Memorial Scholarship at Oakland University. The scholarship will fund post-master's degree candidates studying substance abuse counseling in OU's School of Education and Human Services.

Mary Wermuth SEHS '65, MA '69 and MA '81, has accepted a new position as chair, Department of Humanities, International Academy, Bloomfield Hills. Wermuth spent last summer teaching in Sydney, Australia.

Engagements/Weddings

Michelle Marie Calver MAT '95 has married Bradley Robert Newman. Calver is an

elementary school teacher for Brandon School District.

Chris A. Diedrich CAS '91 married Marianne D. Mason on October 10, 1996. They honeymooned on the East Coast, and reside in Bryan Center, Michigan.

Monica Chantel Frisch SBA '95 has married James B. Kuhn.

Michael Lee Newsock CAS '88 has

announced his engagement to Jomac Keehu. They plan a July 1997 wedding.

Rory Diane Roberts SBA '96

has announced her engagement to Scot Crissy. They plan a November 1997 wedding.

Birth Announcements

Rosemary Haacke (Natzel) SEHS '88, MAT '94, and Lawrence Haacke SBA '87 announce the birth of their

second child, Jacob Alan Haacke. Jacob was born on December 31, 1996, and joins his sister Lauren, who is 4 years old.

Michael L. Landry, D.C. CAS '83, and his wife Creina E. Landry announce the birth of their twin girls, Lane Beatrice and Keely Morina, on May 4, 1996. They also have a 3-year-old daughter, Addison Catherine. The Landrys are practicing chiropractors in Australia.

Kathleen M. Walton CAS '82 and Daniel Allen announce the birth of their daughter, Patricia Mary Allen. Walton is an attorney

in private practice and president, Wayne County Juvenile Trial Lawyers Association.

Death Notices

William C. Stahl SHS '84 Saturday, January 4, 1997



Patricia Mary Allen

Calendar of Events

July 28, 1997

OUAA 22nd Annual Golf Outing, Katke-Cousins Golf Course

August 3, 1997

Meadow Brook Hall Concours d'Elegance, on the grounds of OU's Meadow Brook Hall

August 8, 1997

School of Nursing alumni reunion, OU's Meadow Brook Music Festival

September 6-7, 1997

OUAA Booth at Rochester's Art and Apples Festival

September 12, 1997

Fourth Annual Alumni Awards Banquet, OU's Meadow Brook Hall

October 4, 1997

Residence Hall Staff Reunion, Department of University Housing (formerly Residence Halls)

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Division I-AAA move already justifies the risks

By Keith Langlois

Let's admit this up front: Oakland University's basketball team won't ever push Michigan's off the front page.

The Pioneers are about as likely to reach the Final Four as Coastal Carolina or Troy State or Northern Arizona. Moving to Division I-AAA and playing Central Connecticut State on a snowy mid-week night in February when the Pistons are playing up the road, the Red Wings down the road and the Wolverines are on TV perhaps means you'll still be able to do a quick head count of the OU audience.

To judge the decision — impossible to do now with the collegiate athletic landscape changing so rapidly, and with such uncertainty — you first must know what the OU administration expects from the step up in class. It does not expect to join the Big Ten and fight for audience share and media attention with Michigan and Michigan State.

What it expects is to increase the university's profile. Oakland University looks around, sees itself in the heart of a county with tremendous resources — a population base, an enviable per-capita income, a mushrooming economy fueled not by heavy industry but by technology — and wants in on the opportunity. OU's leaders want to ride the wave and see where it takes them, and the move to Division I-AAA is only one component of an integrated plan to get there.

Pioneers Athletic Director Jack Mehl, who oversaw a similar transition at Florida Atlantic University, spearheaded the information gathering that led OU administrators to the overwhelming conclusion that Division I-AAA was a worthy vehicle. Mehl

crunched numbers and concluded that for an initial annual outlay of about \$250,000, OU could make the leap. Now, nobody's so jaded as to scoff at a quarter-million dollars, but in the big picture, it's one-quarter of 1 percent of OU's annual budget — .25 percent.

Have you priced advertising lately? A quarter-million bucks buys you about seven seconds worth of Super Bowl advertising. It buys you a dozen pages or so of big-city newspaper pages. Try producing and distributing a snazzy recruitment video for \$250,000 — and you still have no guarantee it gets seen.

At the risk of gross oversimplification, OU's move to Division I-AAA is a case of nothing ventured, nothing gained. Worst-case scenario? Ten years from now, the Pioneers weigh the rewards and decide Division II was a more comfortable fit.

In the meantime, the media's airing of the decision's merits has raised OU's image in the public consciousness enough to justify the meager risks all by itself.

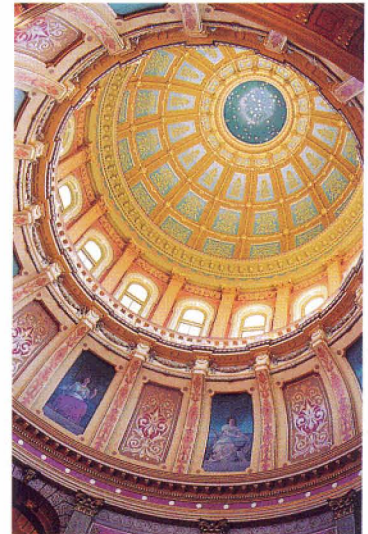
Keith Langlois is a sports columnist for The Oakland Press.



Making Capitol Gains



Oakland University students, faculty, staff and alumni gather on the steps of the state capitol in Lansing to celebrate OU Day at the Capitol May 21. OU visitors met with legislators and attended committee meetings. OU students also received a briefing on how state government works.



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