

THE OAKLAND MAGAZINE UNIVERSITY

FALL 1984



From farm to the forefront of educational leadership — how Oakland
is meeting the challenges . . . page 12

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On the cover: One of the early barns from the Meadow Brook Farms estate, given to Michigan State University by Matilda R. and Alfred G. Wilson in 1957 to found Oakland University. An article focusing on the changing shape of the university begins on page 12.

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FALL 1984

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Editor's Choice

**"The times change
and we change
with them."**

— Lothair I (795-855)

THIS IS AN ISSUE about change. It is also an issue of change.

In preparation for the 25th anniversary celebration that began this fall, much effort was expended in tracing the origins of the living, breathing entity we call Oakland University.

A natural outgrowth of this work has been a sharpening focus on what this institution is today. What are Oakland's strengths and weaknesses academically? How well does it serve its varied constituencies, both on and off campus? How is it facing its fiscal challenges? What are its plans for the future, both short- and long-term?

Compelling questions. And the attempted answers are equally so. Development Director David Rodwell addresses the state of the university in his article, "Stronger, Nobler, More Vibrant." He finds that, as with any living thing that wishes to excel, Oakland has changed to meet its challenges.

When we speak of the institution, we, of course, are speaking of ideas and the people who generate them. I know of few programs that change on their own. We are constantly looking for fresh ideas, whether they be from our existing faculty, staff and students or from the constant influx of new talent in these groups.

One person well qualified to talk about change, both personally and in his field, is our new engineering and computer science dean, Thomas W. Butler Jr. And in this issue we let him do just that — talk. I think you will find his ideas enlightening.

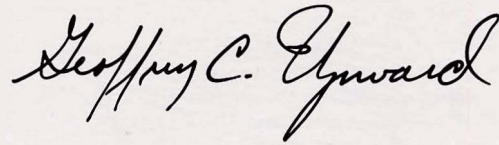
Perhaps nowhere is change more noticeably expressed than in the visual arts, as our 25th-anniversary exhibit in the Meadow Brook Art Gallery attested. Its statements on the flow and change in just one art collection over only 25 years speak almost as loudly as some of the art itself. You can see for yourself beginning on page 9.

You have no doubt also noticed some changes in the magazine. A contents page will serve as your menu for the selections that follow. "Up Front" summarizes important events that have taken place over the past quarter and highlights some that are forthcoming. "In Touch" has been expanded to include

news of faculty, staff and President's Club members as well as alumni.

The feature section has been opened up to allow more dramatic treatment of our major articles. This column will from time to time include observations from others, as the addition of the word "choice" in the heading so indicates.

You will see other changes in the issues ahead. We see change in the magazine as attempts at improvement. And improvement is what has brought Oakland University to the forefront of educational leadership and what will keep it there. Let us know what you think.



Bemis and Googasian come on board

Michigan Governor James J. Blanchard recently appointed two area residents, Donald Bemis of Utica and Phyllis Law Googasian of Rochester, to the Oakland University Board of Trustees.

Bemis, superintendent of Utica Community Schools, succeeds Arthur W. Saltzman. Bemis is president of the Macomb County Association of School Administrators, vice chairman of the Metropolitan Chapter of the National Foundation/March of Dimes and chair of the Special Education Mandatory Advisory Coordinating Council.

Googasian, who succeeds Richard H. Headlee, is an active community volunteer. She is president of the Temple Beth-Jacob Nursery School in Pontiac and Baldwin PTA in Rochester and is a director of the St. Paul Cooperative Nursery in Rochester. She was formerly vice president of the Oakland County Democratic party.

Bemis' and Googasian's terms expire August 11, 1992.

Former Governor William G. Milliken appointed Saltzman in 1970. He was reappointed twice, was chairman for two years and is currently director of advanced management at Michigan State University.

Headlee joined the board in 1976 and was reappointed twice. He is president of the Alexander Hamilton Life Insurance Co. of America, which is based in Farmington Hills, and was a candidate for governor in 1982.

Pledges: allocated and under way

More than \$92,000 of the gifts received during last year's Alumni Fund Drive has been allocated.

The following scholarship funds and special projects will benefit from the 1983-84 contributions: the Alumni Memorial Scholarship endowment, \$11,000; special grants for mature students with family responsibilities, \$10,000; Kresge Library, \$7,708; Graduate Research Grant endowment, \$3,500; Undergraduate

Research Grant endowment, \$3,000; golf course signs, \$2,700; the Continuum Center's second annual Conference on Promoting Mental Health in the Later Years, \$2,000; and a School of Human and Education Services research symposium with 40 national and international educators, \$2,000.

Additional projects

Additional projects approved for funding include: a catalog for next spring's Whistler Exhibition at Meadow Brook Art Gallery to be written with student assistance, \$1,500; a low-vision magnifier for the disabled to use at Kresge Library, \$1,325; the Alumni Athletic Fund, \$1,000; the anniversary planting at the Squirrel Road campus entrance, \$1,000; the Jewell Wibby Scholarship, \$1,000; development of film library capabilities for cinema-study students, \$768; piano benches for the department of music, \$690; a memorial planting area, \$500; the Arts and Sciences Advising Award, \$500; and the Oakland County architectural survey by alumni and the art history department, \$300.

The balance of funds has been distributed to alumni affiliate organizations and individual university departments.

According to Alumni Relations Director Joan Stinson, 1981 graduate Richard J. Wlodyga played an important part in the success of the 1983-84 fund drive. Wlodyga, a School of Economics and Management graduate who operates his own computer energy management systems company, is fund-raising vice president of the Alumni Association.

A steady growth of fund-drive totals can be seen over the past five years. In 1979-80 the total pledged was \$49,266, in 1980-81 \$72,361, in 1981-82 \$78,571 and in 1982-83 \$95,750.

This year's drive

This year's Alumni Telefund begins November 1 and ends November 20. The 1984-85 goal is \$90,000, up \$6,000 from last year's goal of \$84,00. The Telefund goal is part of a \$160,000 target set for the alumni fund-raising efforts this year.

Contributors may designate their gifts to a specific cause or make them unrestricted (allowing the university to distribute where funding is most needed).

Approximately 15,000 Telefund phone calls will be placed from the Katke-Cousins Golf Course clubhouse. Alumni volunteers are needed to assist with the campaign. For information on volunteering and/or pledging, please call the alumni office at (313) 377-2158.



Harold A. Fitzgerald, long-time friend of Oakland University.

In memoriam — Harold A. Fitzgerald

Harold A. Fitzgerald, president emeritus of the Oakland University Foundation and a long-time friend of the university, died October 15 at his Pontiac, Michigan, home. He was 88 years old.

Fitzgerald served his community through a 60-year association with *The Pontiac Press* (now *The Oakland Press*) — of which he was publisher from 1944 to 1966 — and various civic involvements.

He served Oakland University in numerous capacities. "His contributions were enormous," Donald O'Dowd, former president of Oakland, said. "He was the member of the community who contributed the most to the university in its early years. In Oakland University's first decade, he was the key person."

O'Dowd also recognized Fitzgerald through a memorial tribute given at the Oakland University Foundation's annual dinner on October 24.

Fitzgerald was the first chairman of the Oakland-Macomb Advisory Committee, which helped to set up Oakland University, and the first president of the Oakland University Foundation, the permanent organization that grew out of the advisory committee. The foundation provides financial support to the university and established the President's Club, University Associates and Century Club for fund-raising purposes. Fitzgerald became the first life member of the President's Club and a 13-year member of the President's Club Steering Committee.

In addition, he helped organize the Macomb County Scholarship Committee and encouraged many other area residents to support Oakland.

Fitzgerald provided funds for Oakland's first residence hall, aptly named Fitzgerald House. His gifts to the university were also allocated to the scholarship fund, tribute fund, Kresge Library, Meadow Brook Hall, Meadow Brook Music Festival and athletic department, among others.

In a tribute given to Fitzgerald upon his receipt of the Boy Scouts of America Distinguished Citizen Award in 1977, O'Dowd stated: "In truth, every aspect of Oakland University is indebted to you for the scope and quality it has attained. We thank you for the energy, imagination, vision and affection that you lavished on this university. We hope that the university has made the contribution to the community that you envisioned when you helped launch us on our course."

Fitzgerald, who received an honorary doctorate from Oakland, is survived by his wife, Elizabeth; a daughter, Nancy F. Connolly; two sons, Howard H. II and Richard M.; nine grandchildren; and five great-grandchildren.

Alumni Memorial Scholarship winner named

Kimberly McDowell, a freshman at Oakland University from Paw Paw, Michigan, is the 1984 Alumni Memorial Scholarship winner.

The Alumni Memorial Scholarship carries a \$1,000 stipend and is renewable if its holder maintains a 3.25 grade point average at Oakland.

McDowell also received several other scholarships through Oakland, including an Honors College scholarship. She accumulated numerous academic honors at Paw Paw High School and was named its Student of the Year and 1983-84 National Merit Scholar.

She is majoring in biochemistry at Oakland. "Oakland is just the right size," McDowell said. "I'm currently working in the biological laboratory at the Institute of Biological Sciences' eye center. Not many universities can offer this type of an opportunity to a freshman."

In addition to her academic pursuits, McDowell plays center position on the Oakland Pioneers women's basketball team.

McDowell competed for the scholarship against 12 other finalists. Alumni Memorial Scholarship candidates are selected from the admissions office scholarship pool. They must have a 3.75 high-school grade point average or better



The annual Concours d'Elegance showcased classic automobiles from the past.

and a minimum 21 ACT score.

"The purpose of this award is to attract high-caliber students to Oakland," Joan Stinson, director of alumni relations, said.

The selection process for the Alumni Memorial Scholarship is somewhat different from that for other scholarships and includes a written essay exam, interviews and meetings with various representatives of the alumni board.

"These students need to be able to write and present themselves well," Stinson explained. "We're looking for future alumni leaders through this scholarship."

The Alumni Memorial Scholarship is supported through gifts to the alumni fund.

For the fund of it

Three fund-raisers held in July, August and September brought significant financial support to Oakland University's Meadow Brook Art Gallery, Meadow Brook Hall and Kresge Library.

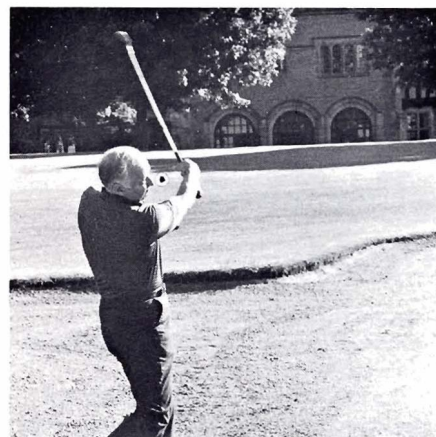
The Meadow Brook Art Gallery's 12th-annual Picnic on the Grass — featuring an auction of tablecloths, wall hangings, sculptures and related items created from sheets by Detroit-area artists — earned more than \$12,000 for the gallery. Approximately 250 people attended this July 18 event.

The annual Concours d'Elegance, held August 5 at Meadow Brook Hall, raised more than \$60,000 for the hall. Chrysler Corporation Chairman Lee Iacocca was honorary chairman for this event, which showcased classic automobiles from the

past, and Robert E. Larivee Sr. of Group Promotions, Pontiac, Michigan, was general chairman.

This year's Glyndebourne Picnic, sponsored by the Friends of the Kresge Library, generated \$18,000 for the library. This formal picnic, patterned after the British summer opera festival near London, England, is in its 13th year at Oakland. More than 200 university and community guests brought gourmet dinners in picnic baskets and were entertained by organist Jay Valle and Eddie Schick's band.

Recreation, P.C.-style



On July 16, President's Club members practiced their swings and their backhands. The President's Club Golf and Tennis Day featured continental breakfast, golf and tennis play at Meadow Brook Hall, lunch and prizes for winners.

Summer sports camps flourish

More than 700 sports enthusiasts attended this summer's Oakland University Sports Camps, offered from mid-June through early-August at Oakland's athletic facilities.

Adults tuned their golf swings at the Katke-Cousins Golf Course (and enjoyed two nights and meals at Meadow Brook Hall) and worked on their tennis games at the Oakland University Tennis Courts.

Youth chose between boys' and girls' basketball, coed golf, coed soccer, coed swimming, girls' volleyball, all-sports and motor development camps.

Youth stay on campus in residence halls for most of the camps, with the exception of those that are held on weekends.

"The kids get more personal attention at our camps than at those sponsored by some of the larger schools. We pride ourselves on this. The ratio of coaches to campers is extremely low, about 1-5," Sports Information Director Stan Blackford said.

A wide variety of sports camps will again be offered next summer.

Teaching Excellence Award conferred

Nigel Hampton, an associate professor of English, received the third annual Teaching Excellence Award during commencement ceremonies at Baldwin Pavilion on September 16. The award, presented by the University Senate Teaching and Learning Committee, features a \$1,000 stipend provided by the Oakland University Foundation.

Hampton, who received his B.A. from Alabama's Livingston State College in 1956 and M.A. and Ph.D. from the University of Connecticut in 1967 and 1971 respectively, came to Oakland in 1971.

Hampton specializes in American and British literature and the romantic poets of the 19th and 20th centuries. He also teaches journalism and rhetoric.

An artistic success

The university's Arts-for-Youth Camp, offered each July for children between the ages of 6 and 14, was fully enrolled this



Coed soccer, one of the many camps offered in Oakland University's Sports Camp program, was well attended.

year. Sixty participants received instruction in art, dance, music and theatre and mime. At the camp's conclusion, participants gave presentations in the Varner Recital Hall for parents and friends.

Other special features of the camp were a picnic and a concert at the Meadow Brook Music Festival and, for older children, a tour of Meadow Brook Hall.

Fifteen percent of the participants in the first camp in 1983 returned this summer. Because of space limitations, dozens of applications could not be accepted this year. The Center of the Arts, program co-sponsor with Oakland Schools, plans to offer two camps next year, July 8-19 and July 29-August 9.



At the conclusion of Oakland University's Arts-for-Youth Camp, participants gave public presentations in the Varner Recital Hall.

A most distinguished alumnus

Barry Klein of Bloomfield Hills, Michigan, is the 1983-84 Distinguished Alumni Service Award (DASA) winner. Klein received the award at the fall commencement proceedings, held September 16 at Meadow Brook Music Festival's Baldwin Pavilion.

The DASA recognizes individual graduates who have demonstrated continued exceptional service to the university and its alumni association over a period of years, or achievement of excellence in the planning and implementation of a special project that has singular impact on the university or alumni association.

Klein is the immediate past president of the Oakland University Alumni Association Board of Directors and has served on numerous alumni committees. He was previously in charge of the alumni association's Telefund campaign.

University Research Committee issues award

Arun K. Roy, recipient of the first Research Excellence Award given by the University Research Committee, was cited for his original contributions to biomedical sciences and for expanding scientific knowledge pertaining to hormone action.

Roy and his associates have investigated biochemical mechanisms through which hormones influence body functions for more than ten years. A professor of biological sciences, Roy has received more than \$1.8 million in grant funds since coming to Oakland in 1969.

He most recently was awarded an \$800,000 five-year grant from the National Institutes of Health to study Alpha 2u Globulin, a gene that Roy first discovered and named in the early 1960s. Scientists who are studying the mystery of aging and such endocrine disorders as diabetes are focusing on this gene. Roy obtained his Ph.D. from Wayne State University in 1965.



EDUCATING ENGINEERS

An interview with Dean Thomas W. Butler Jr., School of Engineering and Computer Science

On May 16, 1984, the Oakland University Board of Trustees appointed a new dean of the School of Engineering and Computer Science, Thomas W. Butler Jr. of Greenwich, Connecticut. Formerly vice president and corporate officer in engineering and research with AMF, Inc., Butler brings more than 25 years of industrial, research and academic experience to Oakland. Butler, affiliated with the University of Michigan's Department of Electrical and Computer Engineering for more than 20 years, served as director of the U-M Cooley Electronics Laboratory from 1970 to 1974.

He is a consultant to more than 15 industrial corporations and has written extensively within the engineering field, including two books: *Planned Innovation — A Dynamic Approach for Selecting, Evaluating and Guiding Successful Development of New Products* (with Frank R. Bacon Jr.); and *Planned Innovation, Second Edition, a Dynamic Approach to Strategic Planning and the Successful Development of New Products*. Butler received his Ph.D. in electrical engineering from the University of Michigan in 1961. He lives in Royal Oak with his wife, Jeanne.

The OU MAGAZINE's new writer, Nancy E. Ryan ('82), spoke with Butler about engineering, his career and his plans for Oakland shortly after his arrival on campus. Highlights of their discussion follow.

— ed.

Ryan: How did you become interested in engineering? What were your major areas of interest?

Butler: When I was a boy — maybe 17 or 18 years old — I couldn't decide whether I wanted to be a doctor or an engineer. So I asked my father to help me. He took me around to talk to a

number of his friends. Some were doctors and some were engineers. The engineers were very friendly, they loved their work. They didn't make an awful lot of money, but that didn't seem to matter. I decided then and there that I would go ahead and make a career of engineering, and I've loved every minute of it.

But in relation to an engineering emphasis, I was again rather undecided. I liked mechanical engineering and I particularly liked aeronautical engineering — because I liked to fly and I built model airplanes. So I talked to a number of engineers who said that perhaps electrical engineering would be best for me because I could go in so many different directions from there. With a little more effort I could go into mechanical engineering, and from that I could branch into aeronautical engineering. But there's a premise we all go by, that you're an engineer first and an electrical or mechanical engineer second. Basically you're an engineer, and you should be able to perform and move fairly well from one discipline to another.

Ryan: Why did you come to Oakland University and what are your short- and long-term goals for its engineering program?

Butler: Let me answer the bigger question first — why I decided to come back to a university. I've been in universities all my life: I've spent time at universities, then gone to industry and vice versa. I decided to leave industry this last time and come back to academia because I feel there is a crisis in higher education, particularly in engineering education, in such areas as increasing student/faculty ratios, faculty salaries,

faculty shortages and very serious laboratory equipment obsolescence. It's reached almost epidemic proportions. And I've always said to myself that if there was ever anything I could do to help, I'd like to do it. In fact, I've been encouraging a number of very talented people who are taking early retirements and really don't need big salaries to come back and spend a little bit of time with the educational institutions. Education isn't simply a matter of social responsibility, it's a matter of survival — the key to being productive and competitive and to economic growth. Without it, we're in really serious trouble.

I chose Oakland University for a couple of reasons. Number one, I chose the state because I hail from Michigan and I like it here. I didn't want to go to a large university because I think it's too difficult to move a large institution into changing in some of the areas and methods that we have to have. Oakland is just about the right size. It's in the middle of the auto industry, with about 12,000 students; it's growing; it's dynamic; and it's got great people with whom I think I can work. It's not so small that it can't move, and it's not so big that it can't change.

In relation to my short-term goals, I believe that we have to bring in updated equipment, CAD (computer-aided design) equipment for example. We have to try to raise the level of faculty salaries as soon as we can to retain the good people we have, and we have to do what we can to interact with industry, to make them understand our situation. I think this goes back to the concept of building a strong research operation — we have to build a strong research arm.

I'd like to convince industry that we should institute an industry/faculty loan program — IBM does a bit of this I think — where they loan us people on a short-term basis. I also feel that the Oakland Technological Park will be great for both the community and university. Real-world teaching — interaction of academia and industry — will benefit our process.

From a long-term point of view, at a university we can work on fundamental, basic problems that do not require immediate payback. Immediate payback is a fact of life in the industrial workplace. The federal government, universities and industry must all work together to ensure that this research requirement continues to be productive.

Ryan: What do you believe to be the engineering field's greatest impact on society today?

Butler: A number of important events have occurred in the last 30-40 years. There have been two major innovations: nuclear energy and computers, innovations that revolutionized the world. And there's the jet engine, which changed air transportation dramatically. Forty years ago, the top air speed was 400 mph . . . now it's 3,500 mph. I feel that the next major breakthrough will be in genetic engineering. We can already replace much of the human body, consider for example prosthesis development. You will see much done in the areas of engineering/ dentistry and engineering/medicine as these disciplines work together.

The computer, with its ability to make rational decisions, will be a great ally as time goes on. The computer can interface in so many areas, for instance "high tech" manufacturing in the automobile industry. We can't continue to go offshore in automobile manufacturing. Oakland University's

robotics and automation center will lead us into this type of manufacturing methodology, which will help take us out of the predicament we are in. There are also tremendous breakthroughs occurring in the communications field. Electronic mail — granting access to computer terminals states and countries away — will change the way we now do business.

Ryan: How do engineering graduates now fare in terms of supply and demand?

Butler: Engineering students are now in great demand. Bad publicity a few years back put us a little bit behind, but we now have a tremendous backlog of work and are in need of engineers. The job opportunities for both undergraduate and graduate engineers are now especially good. This is what I tell my son, who will soon graduate with an engineering degree.

But we have a problem: too many undergraduates are dropping out of our graduate programs. We need to rethink our methods of teaching at the graduate level . . . a good many of these individuals are forced to travel as part of their jobs or have other restrictions. We must repackage our programs and be able to educate our people away from the campus. Perhaps we could have a reverse co-op program at the graduate level — where graduate students work one semester and then spend the next semester in study situations. We must also provide stimulating teaching experiences; whether it's by using more modern technology at a higher level or incorporating solid video productions into our teaching methods.

Ryan: What constitutes a well-educated engineer? How important do you feel general education studies are to the engineering student?

Butler: The ideal situation would be

three years in liberal arts — learning the fundamentals of English, foreign language, public speaking, political science, psychology, economics and more — plus three or four years in engineering school. But this is too expensive. However, our engineers must have more background in the arts. They must be able to make the move from engineering technology to engineering management. This is a problem right now: many are fine technically but lack important communication and people-oriented skills. They must attain these skills, either from academia or industry, either early on or later on — and the earlier the better. Universities must meet these demands, the students must be more well-rounded. We need to pursue different formats for education, different approaches. Maybe the secondary schools could help us with this.

One additional problem is that most of us teaching business disciplines have never had any formal teaching instruction. We have good backgrounds, but because we're good in research doesn't necessarily mean that we're going to be good teachers. A strong approach addressing "teaching how to teach" is called for. We need to learn new teaching methods. Maybe drama teachers could demonstrate how to make classrooms come alive for a constant revitalization of the teaching process.

Frank T. Cary, former International Business Machines (IBM) chief executive officer and 1982-83 co-chairman of the National Task Force on Education for Economic Growth, once said, "I am convinced that in the United States we are practicing the '6 Rs': remedial writing, remedial reading and remedial arithmetic." I think he has a point, and that we must do something about it. ■



ART A' LA BARRON

Anniversary Exhibit Honors Meadow Brook Art Gallery Patrons

by Nancy E. Ryan

COMBAS' "Bataille, Violence, Genocide," "Raton, Laverurs" (1982) and Middendorf's "Canal Street" (1981) — being exposed to art by new expressionists. Works by these artists were presented at the Museum of Modern Art in New York this summer.

The Barrons also recently purchased two of Detroit's Gordon Newton's creations, "Red Cabin Tilt Structure" (dinosaur #2) and "SDX. Satellite De" (High Tech Assembly). Newton, a central figure in Cass Corridor's 1960s-70s artistic community, balances ideas and materials with high-tech expressionism.

The exhibit, presented in celebration of Oakland University's 25th anniversary, showcased contemporary works of art accumulated by Florence and S. Brooks Barron over the last 25 years.

The gallery previously exhibited "Personal Preferences," an initial showing of paintings and sculptures from the Barrons' collection, in 1967. Meadow Brook curator Kiichi Usui mounted both shows (only seven works were repeated).

The Barrons' collection has grown in size and scope since that first exhibition. Many of the artists represented in 1967 were relatively unknown — especially to Detroit-area residents. They are now highly acclaimed within art circles. But the Barrons have also continued to incorporate new talent into their assemblage.

Recognized as trendsetters and talent scouts by Detroit's art community, the Barrons have played an important role in the development of Meadow Brook Art Gallery. They founded the Meadow Brook Art Gallery Associates (S. Brooks Barron was its first president), a community volunteer group that stimulates interest in Meadow Brook Art Gallery exhibits, identifies sponsors, encourages art enrichment projects and assists Oakland University by soliciting funds and works of art.

The Associates hosts a number of special events, including the popular Picnic on the Grass (the Barrons have presided as Picnic on the Grass chairpersons). This annual event, featuring an auction of original paintings on sheets, began in 1972.

Nearly 70 Michigan artists participated in this summer's "12th Picnic on the Grass and Tablecloth Auction," including Tyne Klewe, a 76-year-old self-trained artist, bird lover and one-time chef who once lived with 40 cages of birds in a Detroit apartment. When caring for the birds became too much of a chore, Klewe gave them away. He now paints brightly plumed birds on bed-sheet canvases.

Florence Barron — one of metropolitan Detroit's leading interior designers — purchased Klewe's "Birds" (1984), a wall hanging adorned with festive birds, at the most recent Picnic on the Grass.

Three other artists new to America — European neo-expressionists Jean-Charles Blais, Robert Combas and Helmet Middelndorf — were also featured in the anniversary exhibit. The Barrons

Combas' "Bataille, Violence, Genocide," "Raton, Laverurs" (1982) and Middendorf's "Canal Street" (1981) — being exposed to art by new expressionists. Works by these artists were presented at the Museum of Modern Art in New York this summer.

The Barrons' collection contains multiple works by artists Richard Artschwager, Malcolm Morley, Frank Stella, Cy Twombly, Andy Warhol and Terry Winters.

The Barrons introduced Artschwager's work to Detroit. Three of his pieces grace their collection: an untitled acrylic on textured board (1976), a formica piece entitled "Wall" (1967) and "Ch" (1963), fashioned from wood and formica.

Malcolm Morley, a British painter who has lived in New York since 1958, created three others — "Diving Champion" (1967), from his earlier realist period, and "French Legionnaire Being Eaten by a Lion" (1984) and "Lone Ranger" (1984), recent endeavors with animal themes.

Six works by Frank Stella, some old and some new, were exhibited. They included "Mary Lou Loves Frank" (1963), which had been on loan to the Detroit Institute of Art, and "Series Shard V" (1982), a mixed-media lithograph.

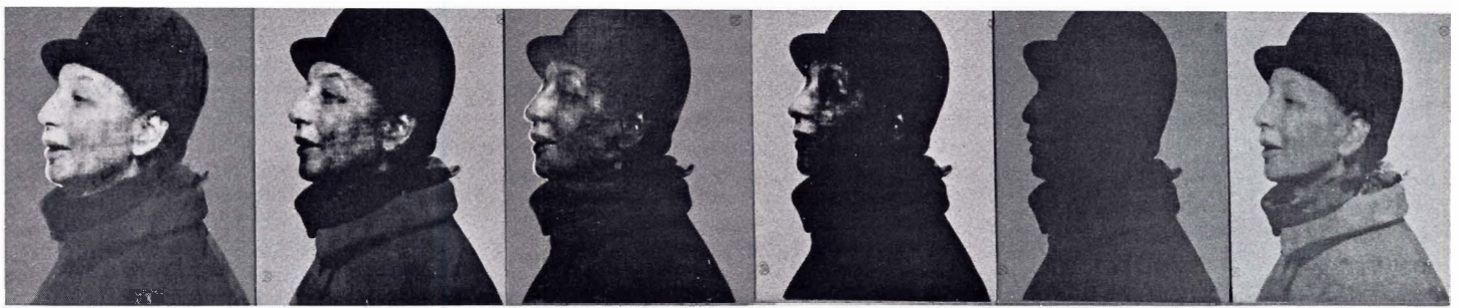
Cy Twombly's "Virgil" (1963), "Portrait" (1963) and "Blackboard" (1963) make rhythmic statements. In "Blackboard," Twombly explores the movement of "writing" as a rhythmic pattern with paint and crayon treatments.

Andy Warhol, painter of the fascinating and famous, created "Self-Portrait" (1963), "Jackie" (1964) and "Portrait of Florence Barron" (1964) — all multi-panel works of acrylic on canvas.

The Barrons' collection also contains two works by Terry Winters — "Theophrastus' Garden" (1982), an oil on canvas landscape in browns and greys, and "Palisade" (1975).

The exhibit that follows the Barrons' collection at Meadow Brook Art Gallery has a totally different theme: "Courtyard, Bazaar and Temple: Tradition and Textile Expression in India" can be viewed from November 11 through December 7. ■

A pictorial review of "Contemporary Art in the Collection of Florence and S. Brooks Barron" begins on page 10.



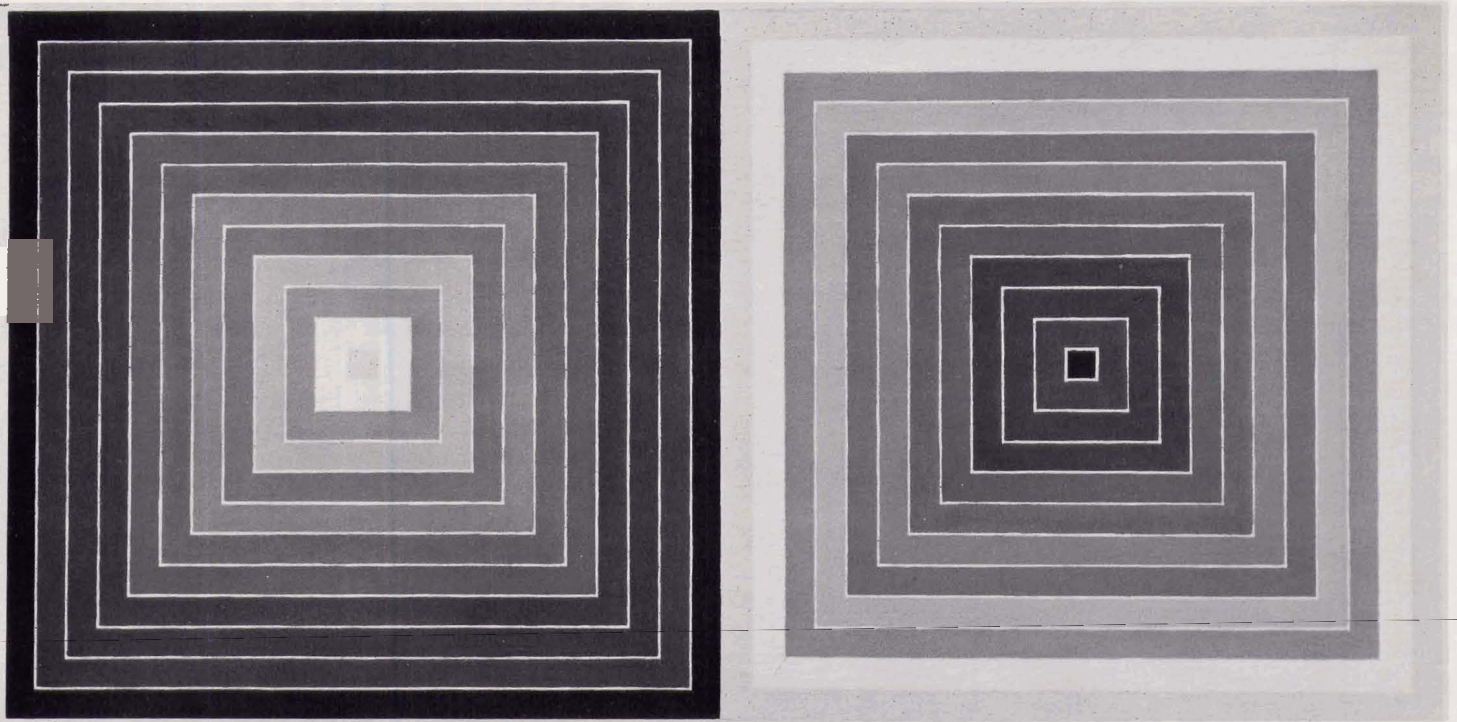
"Portrait of Florence Barron" by Andy Warhol, 1964-65, acrylic on canvas.

"Flowers & Fruits" by Wallace Ting, 1984, watercolor on paper, four panels.



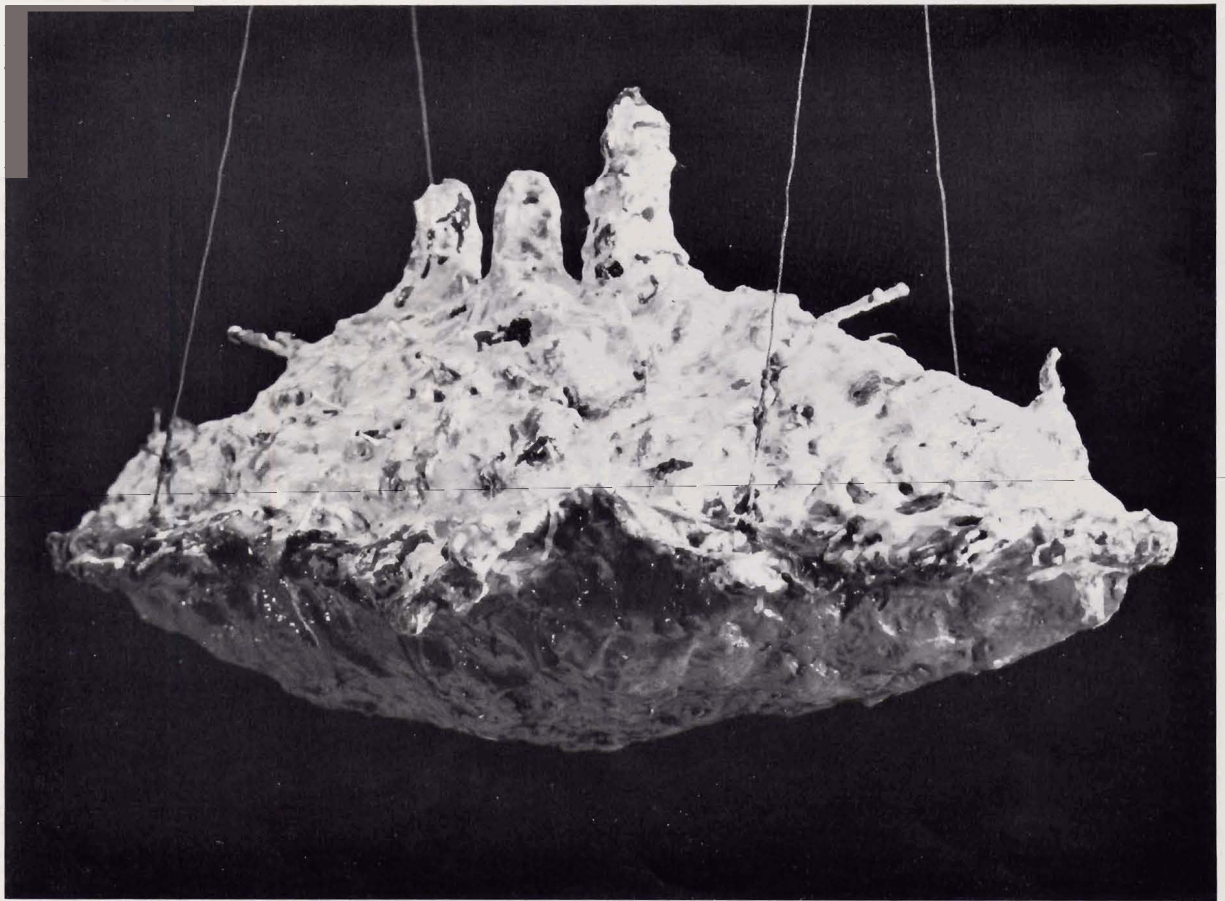
"Canal-Street" by Helmet Middelndorf, 1981, acrylic on canvas.





"Minor Drag" by Frank Stella, 1967, acrylic on canvas.

*"Battleship"
by Claes Oldenburg,
1962,
burlap soaked in plaster
over wire frame
painted with enamel.*





STRONGER, NOBLER, MORE VIBRANT

by David H. Rodwell

Through 25 years of striving
toward excellence in all
endeavors,
Oakland University
has produced some
startling results

A STATISTICAL COMPARISON between Oakland University's inception and 25th anniversary year catalogs a stunning degree of change.

Growth came to Oakland in many specific areas: number of students enrolled, number of faculty members, tuition costs, number of degrees conferred and size of operational budgets. Graphs throughout this article illustrate these related changes — painting a vivid picture of Oakland at its 25th year.

President Joseph E. Champagne expressed the broader dimensions of change in an address in August of this year:

"To have come from a handful of programs that started out in converted farm buildings to a large complex of classrooms, laboratories and office buildings housing more than a hundred different academic areas of study, including several at the level of the doctorate, is nothing short of a miracle of commitment.

"To have grown from no research to the fifth largest research university in this state in two-and-a-half decades . . . is a great achievement . . .

"All of this happened in 25 years despite the terrible cyclical recessions and even the recent depression that this state has struggled through. Despite the enormous student revolts of the late '60s, this institution, even then in its infancy, was strong enough to withstand these pressures and to emerge not a scarred institution but a stronger, nobler, more vibrant and dynamic institution."

This kind of university is a far cry from that envisioned by the university's intellectual pioneers in the late '50s. The immediate post-Sputnik era provided educational ferment, a determination to break out of the straitjackets then perceived to limit American higher education.

Charged with beginning a new university in Oakland County as a result of Matilda and Alfred Wilson's gift of 1,500 acres and \$2 million, administrators and faculty at Michigan State University (MSU) conceived a far different institution than that which had evolved in East Lansing.

To authenticate their plans, to add credibility and prominence, they and the new university's foundation

created the Meadow Brook Seminars. To those meetings came a "who's who" of American leadership in higher education and national affairs.

There were the presidents of Vassar, Pennsylvania State, California Tech, New York University and Columbia. There were Henry Luce, the editor-in-chief of Time, Inc., and Henry Steele Commager, the distinguished Amherst historian. The president of the Ford Foundation and faculty from Harvard, Carnegie Tech, Swarthmore, MIT, Yale and Stanford were also there.

They shared a worthy challenge: to provide counsel for what soon would become Oakland University. They did more than confirm the thinking already contributed by faculty and administrators at sponsoring MSU.

"They served to strike the sophisticated academic tone and rigorous, intellectual style that many felt distinguished MSU-Oakland in its early years. They fostered a faculty ethos and motivated students to accept a mystique of uniqueness . . ." George Matthews, professor and later interim president, wrote in 1978.

They were participants in the Meadow Brook Seminars, charged with facing profound questions of academic philosophy, theory and the components of excellence.

The seminar panel on liberal education struck a theme that dominated early university history. Chancellor D.B. Varner, editor for these deliberations, and colleague Thomas H. Hamilton recorded the feeling: "There should be a de-emphasis of such things as courses, credits, examinations and formal teaching. A great deal more stress should be given to students learning.

"We have put far too much emphasis on a student attending class for a given number of hours each week and listening to a lecture . . ." And, they added, "Desirable intellectual outcomes can be expected only in an atmosphere consciously made propitious for intellectual activities . . . There are things to be avoided, such as intercollegiate athletics; sororities and fraternities; the course system; the lecture system; the proliferation of course, grades and examinations; and rigid departmental organization."

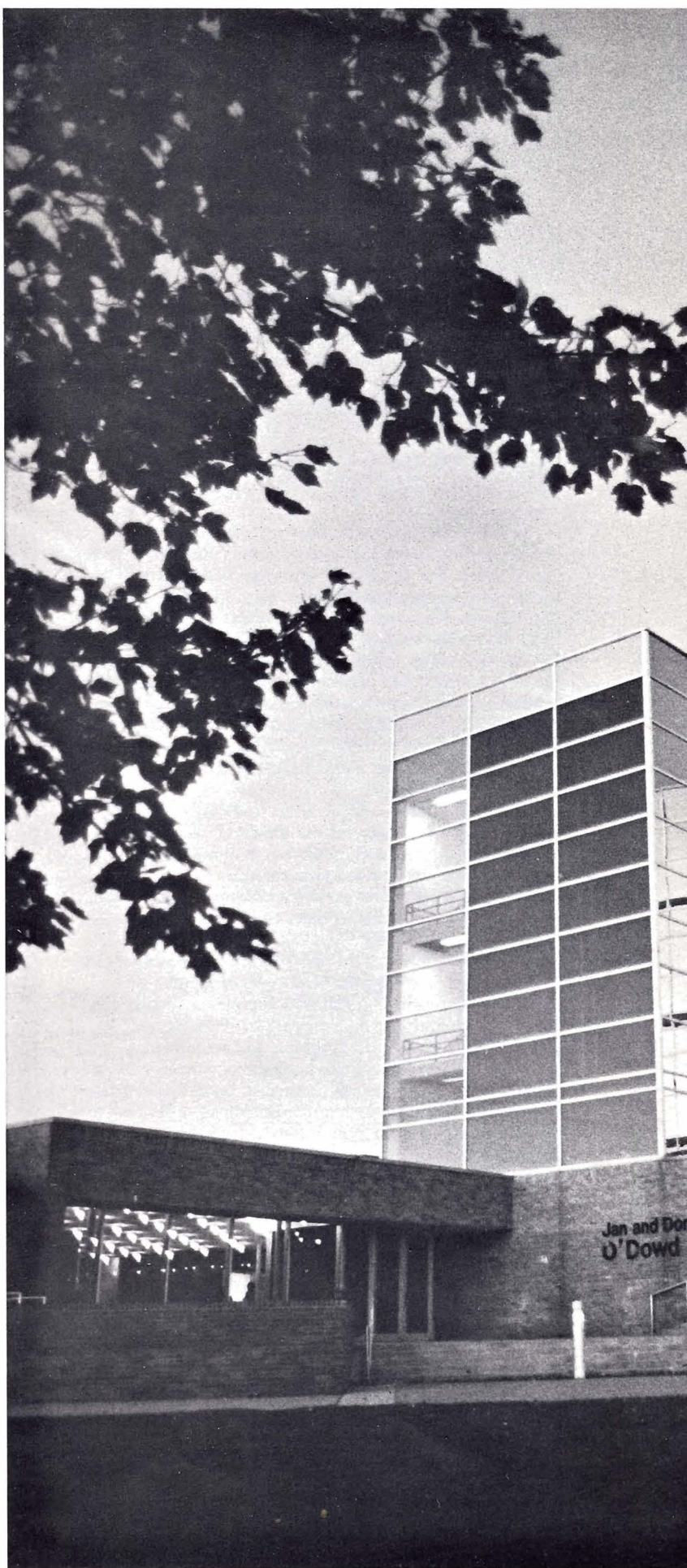
This concept of the road to excellence reached its zenith with the legendary failure of half the 570 members of the freshman class at the hands of the 24 founding faculty. Still, 146 graduated at the first commencement in 1963, 74 in education.

Today, with the passage of 25 years and conferral of more than 27,000 degrees, the idea of excellence has evolved 180 degrees from those early years. Virtually all "the things to be avoided" have become standard operating procedure.

Perhaps the die was cast in 1966 when Chancellor Varner proposed " . . . a rapidly growing institution destined to be a large and complex university . . . The curriculum would be expanded; degrees would be offered at the bachelor's level, moving rapidly to master's level work in most, if not all, departments; and plans initiated to offer the Ph.D. in certain areas . . . The public and community activities of the university would be substantially expanded."

Sixteen years later, in a preface to the July 1982 "Statement of Role and Mission" adopted by the board of trustees, President Champagne summarized the intent to "emphasize four essential ingredients for the direction of Oakland University during the '80s: excellent and relevant instruction; high-quality basic and applied research and scholarship; responsive and effective public and community service; and a comprehensive schedule of student development activities."

continued on page 14



The work of several action-oriented commissions created by the president further the 1980s' definition of excellence. They include the Committee on Academic Mission and Priorities, chaired by Vice Provost and Graduate Dean George Feeman; the Committee on Student and Urban Affairs, chaired by Dean of Students Rosalind Andreas; and the Task Force on Public Service, chaired by Professor Jacqueline Scherer of sociology.

Still to come is an intense report to be published this fall by the Commission on University Excellence, chaired by Professor J. Curtis Chipman of mathematical sciences. Its presidential charge is to look at how well the university is doing what it is committed to do.

Excellence at Oakland University today thus stands at a level where rigorous institutional examination can be turned on even this most cherished of goals.

Certainly the signs of its basic health are everywhere about. A vigorous faculty researches, publishes, creates, composes, wins external grants in rigorous competition, but most of all, teaches well. Oakland meets these criteria. In a survey of 2,500 alumni early this year, the institution received unusually high marks for its academic work.

There is excellence, too, in developments that Meadow Brook Seminars participants could never have anticipated. The flourishing Meadow Brook Music Festival remains unparalleled on any university campus in America. Meadow Brook Hall, theatre and art gallery form, with the festival, a unique and lively dimension.

The university has found unusual and effective ways to advance its public service. In addition to large-scale continuing education classes stands the work of special agencies. Such enterprises include the Continuum Center, the Adult Career Counseling Program, the Ken Morris Labor Studies Center and the Exercise Physiology Laboratory.

The pursuit of excellence even finds expression in the fast-approaching reality of the Oakland Technology Park. With one building near completion and a second soon to begin, it is no longer a dream.

The single barrier to greater excellence remains the lack of sufficient funds to meet fundamental and profound needs. Kresge Library, once the pride of the early university, urgently needs long-planned expansion to double its size. Chronic shortages of faculty offices and laboratories inhibit full effectiveness. The university must continue major investments in all levels of computer development. Teaching and research equipment urgently require substantial funding.

With state funds largely limited to operating needs, large-scale capital investment from private gifts and grants represents the best potential for sustaining the excellence to which the university is committed.

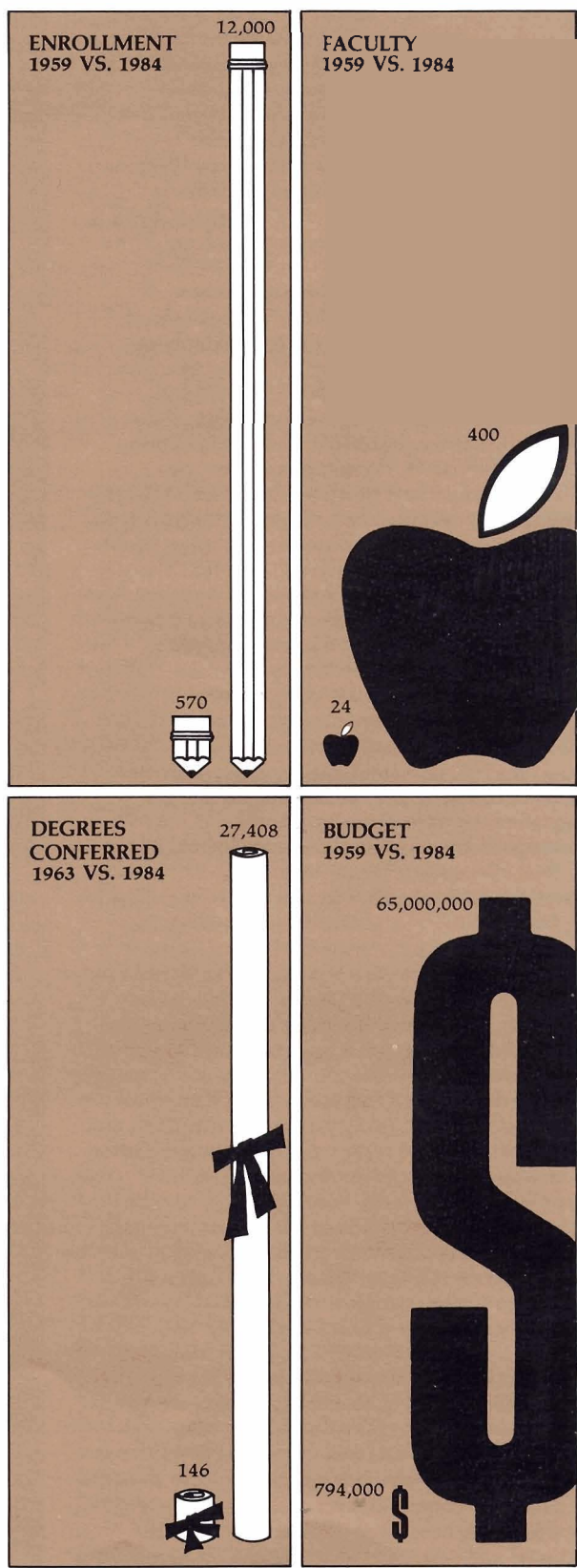
For that competitive effort, Oakland University can present an unusually strong case:

- Its human resources of faculty and staff appear by any measure to be outstanding.
- Its alumni more and more often appear with records of accomplishment and positions of achievement. Their survey response indicates a highly positive attitude.
- Its state funding turned the corner of stabilization this fall to once again advance substantially.
- Its community "outreach activities" represent an unusually diverse and vigorous set of enterprises, enriching the lives of thousands.
- It has become an active partner in the region's economic revitalization.

In his "State of the University" address to the faculty this fall, President Champagne brought all of this together in a single challenge: "Let us take the opportunity of the 25th anniversary to resolve to find

new avenues of exposure and to seek new thrusts for relevance, in order that we may enhance our reputation for scholarship and expand public awareness of our purpose, our programs and our commitments to excellence." ■

David H. Rodwell has been involved with university development and external affairs since 1956 at New Mexico State University, Trinity University of Texas, Rice University and Berry College of Georgia. He joined Oakland University in February as director of development.



Susan Odgers was awarded the Thomas C. Ruble Fellowship for the second year to complete work on her doctoral program in counseling at Wayne State University in Detroit, Michigan. She also has been named district winner of the 1984 Handicapped Professional Woman of the Year award by the Pilot Club International.

William G. Webb Jr. received an Associate of Divinity degree from the Southwestern Baptist Theological Seminary in July 1984.

1980

Paul Plotkowski recently married the former Doreen Blinks. Approximately one dozen Oakland alumni were reunited at the wedding.

1981

Lorraine Campbell is a news director at WJKS-TV, an NBC affiliate in Jacksonville, Florida.

James Konarski and **Dorothy Alford** ('82) were married July 28 and are residing in Troy, Michigan.

1982

Robert L. Johnson has been named a lecturer in the School for Associate Studies at Lawrence Institute of Technology in Southfield, Michigan. He is a manufacturing engineer at Pontiac Motor Division and the vice chairman of the Society of Manufacturing Engineers.

Rosie O'Toole has accepted a position with Automated Data Processing (ADP) in Indianapolis, Indiana, as technical consultant in treasury management services for banks in the Midwest. Most are located in Indiana, Kentucky and Tennessee.

Nancy (Saranen) Ryan has joined the publications department of Oakland University as staff writer/editor. Prior to joining Oakland, she was associate editor at ARABIANS magazine, a national monthly publication devoted to the Arabian horse. Ryan and her husband, Joseph, live in Lake Orion, Michigan.

1983

John Rhadigan has been named sports reporter for the WJRT-TV News Team in Flint, Michigan. Rhadigan won an Associated Press award for "Best Live Sports Program" for "The Lion Locker Room," a show he produced while at WJBK-TV in Detroit.

FACULTY/ STAFF

Former Oakland President **Donald O'Dowd** and his wife, **Jan**, have moved to Fairbanks, Alaska, where he became president of the University of Alaska in July. He will have responsibility for a system of three four-year universities, eleven community colleges and twelve rural education centers that stretch from Kotzebue to Ketchikan and from Adak to Fort Yukon.

George F. Feeman, formerly vice provost and dean of the Graduate School, returned to the faculty as a professor of mathematical sciences October 1, 1984. Feeman, who has a Ph.D. from Lehigh University of Bethlehem, Pennsylvania, will spend this year in Cairo as a member of a United States educational team that will assist Egypt in developing a major technical institute. He helped

implement a curricular development project in Nepal through the Agency for International Development in 1975-77 and later spent several months in Qatar on a similar assignment.

Mike Ozga has replaced Jack Gebauer as university wrestling coach. Gebauer resigned in September. Ozga worked out with the wrestling team at Eastern Michigan University of Ypsilanti, Michigan, and was formerly an assistant wrestling coach at Marquette High School in Marquette, Michigan. He has an associate degree in business administration from Macomb Community College and currently works as a nuclear medicine technician at Basha Radiology in Royal Oak, Michigan.

Venkat M. Reddy, director of the Institute of Biological Sciences and a professor of biomedical sciences, recently received a \$25,000 research recognition award — the Friedenwald Memorial Award — from the Alcon Research Institute. Reddy, who holds a Ph.D. from Fordham University of Bronx, New York, received total grant support of \$3.2 million for studying cataracts and glaucoma from 1968 through 1984. His major research support has come from the National Eye Institute (one of the National Institutes of Health's 11 institutes). Reddy is a member of the National Advisory Eye Council and a trustee for the Association for Research in Vision and Ophthalmology (ARVO). He is also the Arvo's 1985-86 president-elect.

Norman Susskind, a professor of French (Modern Languages and Literature Department), authored *The French Correction*, a book that addresses some of the problems that repeatedly occur in advanced study of the French language. The book, published by the Yale University Press, is in English with examples in French. Susskind received his Ph.D. in French and romance philology from Yale University and has taught at Oakland for more than 20 years. He specializes in medieval and Renaissance literature and also teaches rhetoric and contemporary European literature. *The French Correction* is now available at the University Bookcenter.

Barry S. Winkler, associate director of Research and Development and an associate professor of biomedical sciences, has received a \$525,000 four-year grant from the National Institutes of Health for his research on "Initiating Mechanisms of Light Damage in the Retina." Winkler's research is designed to analyze the mechanisms involved in the damaging effects of visible radiation upon the photo-receptor cells of the retina. Winkler received his Ph.D. from the State University of New York in Buffalo. He joined the Institute of Biological Sciences' staff in 1971.

PRESIDENT'S CLUB

New memberships in the President's Club of the Oakland University Foundation bring the total as of October 15, 1984 to 676. New members joining since publication of the summer 1984 OAKLAND UNIVERSITY MAGAZINE are:

Mr. & *Mrs. Daniel J. Adamczyk ('65),
Rochester
Mr. & Mrs. Robert T. Alex,
Farmington Hills

*Ann Dulas Arner ('75), Birmingham
Mr. & Mrs. Charles H. Ball, Rochester
Mr. & Mrs. Anthony V. Battaglia,
Rochester (*Marcia '73)

Thomas E. Beaty, Mt. Clemens
Mr. & Mrs. Thomas W. Butler Jr.,
Rochester
Mr. & Mrs. Calvin C. Coolidge,
Warren

Mr. & Mrs. Mark Cykowski, Birmingham
Mr. & Mrs. Lawrence C. Dailey,
Orchard Lake

Mr. & Mrs. Michael J. Duerr,
Metamora

Donovan H. Givens, M.D., Southfield
Peter M. Grant, Birmingham
Lloyd T. Harper, Troy
P.B. Hellens, Franklin Village
Charles L. Henritzky,
Grosse Pointe Farms

Mr. & Mrs. John M. Hoffman,
St. Clair Shores

Mr. & Mrs. Philip J. Houdek,
Southfield

Mr. & Mrs. Franklyn M. Huff,
Clarkston

R.F. Lackey Jr., Lenexa, Kansas
Ronald A. Marino, Troy

Dr. & Mrs. Otis V. McKinley, Romeo
Mr. & Mrs. Michael J. McPherson, Troy
Mr. & Mrs. John F. Mills, Birmingham
(*Kathy '76 and *John '72)

Mr. & Mrs. James K. Moran, Rochester
Barbara Jean Pace, Drayton Plains
Mel E. Riecher, Sterling Heights
Mr. & Mrs. Louis R. Ross,
Bloomfield Hills

David P. Smith Jr., Birmingham
Dedrick F. Stearns, Bloomfield Hills
Mr. & Mrs. Geno Toffanetti,
Farmington Hills

G.V. Vaishampayan, M.D.,
Bloomfield Hills

Mr. & Mrs. Raymond W. West,
Lake Orion

Mr. & Mrs. Robert Zobl, Rochester

*alumni of Oakland University

Calendar

NOVEMBER

Alumni Telefund

Katke-Cousins Clubhouse November 1-21

Man, Beast and Virtue*

Varner Studio Theatre November 1-25

All My Sons

Meadow Brook Theatre November 1-25

"Courtyard, Bazaar and Temple: Traditions of Textile Expression in India"

Meadow Brook Art Gallery November 11-December 7

OU Board of Trustees Business Meeting

Lounge II, Oakland Center November 21

Meadow Brook Hall Christmas Walk

Meadow Brook Hall November 28-December 9

The Miracle Worker*

Varner Recital Hall .. November 29, December 1,2,7-9,12,14-16

A Christmas Carol

Meadow Brook Theatre November 29-December 23

DECEMBER

President's Club Christmas Reception

Meadow Brook Hall December 2

Oakland University Alumni Association

Board Meeting

Kresge Library December 3

School of Economics and Management Alumni

Affiliate Meeting

Oakland Center December 4

Meadow Brook Estate Christmas Concert*

Varner Recital Hall December 6-9

Christmas Sale: Holiday Gifts, Toys & Ornaments Created by Artists

Meadow Brook Art Gallery December 11-23

OU Board of Trustees Business Meeting

Lounge II, Oakland Center December 19

The Importance of Being Earnest

Meadow Brook Theatre December 27-January 20

JANUARY

Winter Semester Registration January 2

Classes begin January 3

Oakland University Alumni Association

Board Meeting

Lounge II, Oakland Center January 7

William Doppmann, pianist*

Varner Recital Hall January 13

OU Board of Trustees Business Meeting

Lounge II, Oakland Center January 16

"Chinese Art from Michigan Collections" and "Ceramic Art of Korea"

Meadow Brook Art Gallery January 27-March 3

A Case of Libel

Meadow Brook Theatre January 24-February 7

*Center for the Arts production

KEEPING IN TOUCH

THE OAKLAND UNIVERSITY MAGAZINE keeps you informed about - and in touch with - Oakland University and its many programs, alumni and friends. Please use the space below to send us news (appointments, promotions, honors, marriages, children and other activities) about yourself or your Oakland University friends. Moving? Send us your new address right away. Let's keep "in touch"!

Parents — we know that you also enjoy reading THE OAKLAND UNIVERSITY MAGAZINE, your source of university and alumni news. Feel free to use the space below to pass along pertinent information about your children.

Name _____ Major and class _____

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☐ Check here if this is a new address.

News and information (be sure to include your year of graduation and maiden name, if applicable):

Mail to: Oakland University Alumni Relations Office, 266 South Foundation Hall, Oakland University, Rochester, MI 48063.