

inside OAKLAND

OAKLAND UNIVERSITY
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News briefs for Oakland University colleagues

breaking NEWS

Oakland Center plans lower-level renovation

Oakland Center is indeed a vortex of change.

Besides a new campus information center that is to open next January, plans include remodeling the lower level except for the Bookcenter. New features will include centralized student organization spaces; a games room with video games, pool tables and probably air hockey; a TV lounge; new meeting room spaces; a quiet study lounge and a computer lab with about 20 stations.

Construction will probably start in June 1998 and end in January 1999, says Richard Fekel, director, Oakland Center.

A renovation committee consists of students, faculty and staff.

Oakland Center is also in the early stages of planning a copy center in the building, featuring duplicating, mailing and packaging services.

And new this fall on Pioneer Court's east wall is an electronic sign on which OU departments and student organizations may advertise campuswide events.

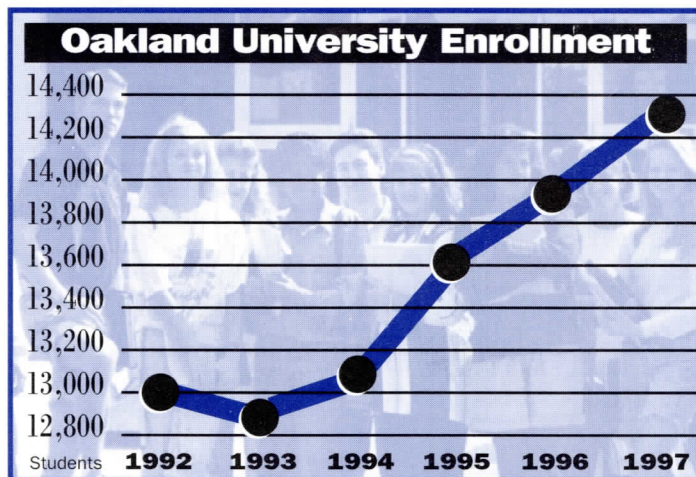
To advertise on the sign, call 3230 or visit the reservations office, 118 OC.

OU records highest enrollment ever in 4th consecutive year of increases

Oakland University recorded its highest enrollment total ever, in a fourth consecutive year of increases — 14,379 students are enrolled this fall term. The headcount is up 3 percent compared to last fall's enrollment of 13,956.

OU President Gary D. Russi attributes the climb to new market-driven degree programs, unique competitive scholarship opportunities such as the Applied Technology in Business program, growing corporate and industry partnerships and strong academic programs.

"This comprehensive campus is in its 40th year and continues to increase its programs, facilities and resources," Russi says. "Oakland continues to add



market-driven degree programs geared to real-world needs."

Oakland continues to be recognized for its excellence in edu-

cation and its affordability. OU is included in *America's 100 Best College Buys 1997-1998* by John Culler & Sons.

Building featured on magazine cover

The cover story for the September 1997 issue of *Engineered Systems* magazine features Oakland University's Science and Engineering Building.

Pictured on the cover are mechanical engineer David Kistler and Ray Mora, associate director, Plant Engineering and Construction Management, Campus Facilities and Operations, standing in front of the building.

The cover headline reads: *Brave New Campus: Oakland University opens new state-of-the-art Science and Engineering Building.*



Strategic Indicators chart explained

In the special issue of *Inside Oakland* focusing on Creating the Future, a chart listing Strategic Indicators did not include an explanation.

Here is the explanation: In order to assess the university's implementation of the Oakland University Strategic Plan, since January 1996, each division and academic unit has been asked to submit one to three indicators of success on a monthly basis. These indicators have been catalogued in the Office of the President and reports have been made by vice presidents

and deans to the Board of Trustees at FPAC and UAAC meetings.

This reporting structure is an effective tool to chart OU's progress in implementing the plan.

To date, OU has catalogued nearly 1,000 indicators. Vice presidents and deans have been extremely responsive to this reporting structure and all units portrayed in the chart are progressing well, OU President Gary D. Russi reports.

Academic Affairs includes the library, institutional research and assessment, admissions, academic computing, etc. Office of the President includes General Counsel/Board of Trustees, equity, diversity and compliance and government relations.

what's COMING

Look for these stories in the next issue of Inside Oakland.

- **Classroom style helps students learn from questions.**

Communications Associate Professor John Bello-Ogunu says questions can help students learn, if their teachers maintain a positive classroom climate.

- **Breathe a little easier with more knowledge.**

If adult asthma sufferers learn more about their condition, will they have fewer asthma attacks? Two OU researchers answer these and other questions.

- **Faculty/staff spotlight: Rob Burns.**

Rob Burns, a library technician, is living proof that career advancement can take many twists and turns.

- **Research may lead to noninvasive detection of arthritis.**

Yang Xia, assistant professor, Physics, has found a way to use magnetic resonance imaging (MRI) to "see" collagen fibers and other molecules in bone cartilage.

Feeling the communications overload? Read on . . .

E-mail and voicemail, cell phones and faxes, beepers and modems. The communications revolution has been touted as a boon to business, but it's just possible that we're being swamped under too much of a good thing.

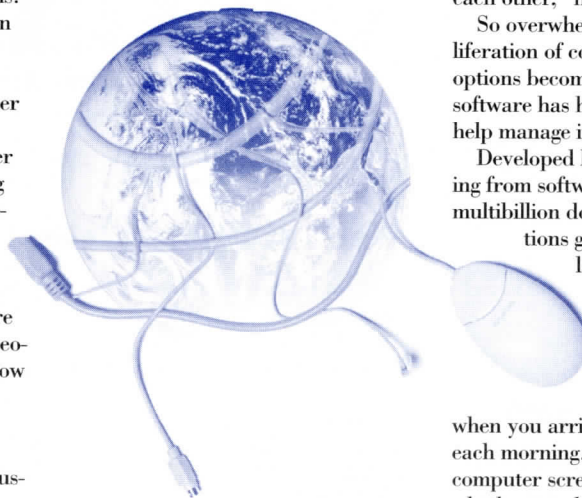
Chia-Poh Tai, manager, User Services, Academic Computing Services, says that things sometimes get a bit sticky.

"Multiple ways of communication sometimes complicate things," he says. "Where before you only had to worry about people calling you by telephone, now you need to worry about them contacting you via three, four or five different channels. This sometimes confuses the issue, in that extra time and effort may be needed in order to do verification and/or follow-up."

Indeed, as David Haskin said in the May 1997 issue of *Computer Shopper*, "Most busy professionals are painfully familiar with the difficulty of finding a single message under the usual avalanche of e-mail, faxes and phone calls."

Even more to the point, in an article published in *Fortune* magazine that same month, writer

Michael H. Martin put it this



way: "Before taking off for a business trip, it's de rigueur to check your voice mail, fax, pager and E-mail — the one you forget will be the one with that urgent message from your boss."

According to *Time* magazine, one corporate leader — Charles Wang, chairman of Computer Associates International — actually banned intra-office e-mail from 9 a.m. to noon and 1:30 p.m. to 4 p.m., calling it a disaster. "My managers were getting 200 to 300 e-mails a day each and

employees had stopped talking to each other," he says.

So overwhelming has this proliferation of communications options become that a variety of software has hit the market to help manage it all.

Developed by companies ranging from software startups to multibillion dollar communications giants, the goal largely is to funnel incoming information into one easily accessed "mailbox." That way, theoretically,

when you arrive in the office each morning, a glance at your computer screen will tell you whether you have e-mail, voice-mail or faxes, where the communications are from, and when they arrived.

The products are marketed under names like Unified Messenger (from Octel Communications), Intuity (from Lucent Technologies) and Communicate (from Communicate Laboratory).

While the software still has its failings, according to industry reviews, it takes a sizable step toward taming the communications tiger.

Oakland's 'Think Success' TV ads to air this fall

Channel 2, October 20-24, *Fox 2 Eyewitness News*, 5-6:30 p.m.

Channel 2, October 21, *French Kiss* (movie), 8-10 p.m.

Channel 4, October 27-31, *Newsbeat at Five*, 5-6 p.m.

Channel 4, November 1 or 2, *Newsbeat at Six*, 6-6:30 p.m.

Channel 4, November 2, NFL, Jacksonville vs. Pittsburgh, 4-7 p.m.

Channel 2, November 3 - 7, *Fox 2 Eyewitness News*, 5-6:30 p.m.

Channel 2, November 3, *Ally McBeal*, 9-10 p.m.

Channel 2, November 4, *Diehard with Vengeance*, 8-10 p.m.

Channel 4, November 8 or 9, *Newsbeat at Six*, 6 - 6:30 p.m.

Channel 7, November 9, *Into Thin Air - Death on Everest*, 9-11 p.m.

Channel 4, November 10, *Caroline in the City/Naked Truth*, 9-10 p.m.

Channel 50, November 11, NHL, Red Wings vs. Colorado, 8-10 p.m.