



OAKLAND UNIVERSITY

News

104 North Foundation Hall
Rochester, MI 48309-4401

A publication for faculty and staff

May 3, 1991



Fill 'er Up

Peter Hicks, set designer for Meadow Brook Theatre, has created a gas station on the stage that's complete with a 1949 half-ton Chevrolet pickup truck. The play, 'Pump Boys and Dinettes,' features down-home music and comedy of a rural southern town. The truck is owned by Thomas and Sandra Teague. She is a financial assistant for Meadow Brook Theatre and Music Festival. For details about the play, please turn to page 4.

Science Bldg. Takes Shape

Architectural plans for the proposed \$38.5 million Science and Technology Building are scheduled to be presented to the Board of Trustees for review on May 8.

As proposed, the building will be attached to the south side of Dodge and Hannah halls, with a courtyard between the structures. All three buildings will be connected.

The 186,465 gross-square-foot complex will consist of three floors with a basement, a two-story freestanding animal care facility linked by a bridge to the main building, and an eight-story office tower at the south entrance.

Space allocations at this point are as follows:

Basement — Shipping and receiving, physics teaching and research labs, engineering labs, and mechanical and engineering space.

First floor — Engineering labs, offices, computer space, classrooms, lecture halls and physics offices.

Second floor — Chemistry, research labs, teaching labs and offices.

Third floor — Biology labs, faculty offices and conference rooms.

Fourth through eighth floors — Mathematics department offices, labs and conference rooms.

Architect for the project is Harley Ellington Pierce Yee Associates, Inc. Oakland is working on the project with the state Department of Management and Budget Office of Facilities and Earl Walls Associates, a California laboratory design consultant. Full funding for the project has not yet been approved by the state.▼

Reddy Cited as Scientist of the Year

The director of the Eye Research Institute has been named Michigan Scientist of the Year by a Lansing museum.

The award from the Impression 5 Science Museum cites Venkat N. Reddy for his "scientific accomplishments and insightful research." Reddy is also a professor of biomedical sciences.

Reddy's long career in research related to diseases of the eye has earned him recognition from many organizations in the past. The Eye Research Institute has grown to become Oakland's leading single-source of external research funding.

Reddy was honored April 26 at the 10th annual Tribute to Science and Technology Awards dinner. Also cited were the Michigan

Manufacturers of the Year, Carlton and Michael Guthrie of Trumark, Inc., and Mid-Michigan Science Educator of the Year, Juanita Mitchell, who teaches at an East Lansing middle school.

During Reddy's early years in eye research, he collaborated with Everett Kinsey, the founder of the ERI. Together they established the basis for understanding the nutrient and electrolyte movement in the eye and defined the composition of the aqueous humor and clarified transport mechanisms.

More recently, Reddy's work on lens glutathione chemistry and oxidative stress has been of basic importance in understanding how the lens handles oxidative stress. He is a pioneer in fluid dynamics of the eye, and his

work has helped researchers understand the development of glaucoma. Among Reddy's most significant achievements has been the development of an X-ray-induced model for cataract studies.

Reddy's research activities have been reported in more than 120 publications. His research has earned him several national and international awards. Among them, the Friedenwald Award, the Alcon Research Recognition Award, the Award for Outstanding Accomplishments in the Field of Biomedical Research from the Association of Scientists of Indian Origin, the International Award for Outstanding Cataract Research from the Cataract Research Foundation in Japan and the National Eye Institute MERIT Award.▼



Thirty Ann Arbor public school students toured the Eye Research Institute on April 17 during Science Technology Week. Charlotte Dunlop holds one of the rats used for research.

Bellagio Beckons for English Prof

For the second consecutive year, an Oakland faculty member has been selected to study at the Bellagio Center in Italy.

Donald Morse, a professor of English, and his wife Csilla Bertha, were awarded Rockefeller Fellowships to work on their translations of four contemporary Hungarian plays. Last fall, composer Stanley Hollingsworth of the Department of Music, Theatre and Dance studied at Bellagio. Another past Oakland participant was Carlo Coppola, director of the Center for International Programs.

Bertha, a visiting scholar at Oakland in 1989-90, is a native of Hungary. She and Morse both have conducted research and taught in Hungary. They left for Italy earlier this week. About a dozen scholars and artists from around the world study at a time at Bellagio.

During their five-week stay at the cultural center retreat, Morse and Bertha will translate *The Heretic*, *Caligula's Governor*, *The Wedding Feast* and *To Survive*.

Morse says the plays are important because they tell of social and political repres-

sion in Hungary and Rumania. The playwrights are virtually unheard of in the Western world, Morse says, and within their own countries their works are suppressed.

"These playwrights literally do not exist in the official histories of the theatre," Morse says.

Morse says the work is timely, in that the minorities originally from Hungary are persecuted unmercifully in Rumania. The Rumanian government has tried for years to lessen the influence of cultural and ethnic minorities by dispersing them throughout the population. In that area of the world, Transylvania is to Rumania what Kurdistan is to Iraq.

"I think it's a very important project," Morse says. "I'm just delighted that the Rockefeller Foundation would think so, too."

Morse says the plays are different from what Americans are used to seeing at theatres. "These plays are very unlike anything we're used to in the United States. These are all plays of ideas. We tend to focus on the psychology of characters and action," he says.▼

Thanks, Faculty and Staff!

Howard Sims, chairperson of the Board of Trustees, offers the following comments to the university community:



Sims

"The recent report on gifts to Oakland University to the Board of Trustees included reference to an unusual number of significant contributions from members of the faculty and staff. Total faculty and staff giving thus far in 1990-91 is on a pace to match the substantial level of over \$80,000 attained during each of the last two years.

"Personal giving from our own staff is a special inspiration for all of us. This is particularly true for a publicly assisted institution and particularly important during these current times of a tightly constrained general fund budget.

"A substantial internal commitment like this is often a benchmark against which potential external contributors measure their own levels of interest. Your contributions and those of your colleagues make the case clearly for OU.

"It is a distinct honor for me to express on behalf of the Board of Trustees sincere gratitude to all our faculty and staff who give so handsomely to the advancement of Oakland University. We encourage all members of the OU Family to continue to support the excellent programs we all believe in so strongly."▼

Wealth of Experience Leaving: 11 Retiring This Spring



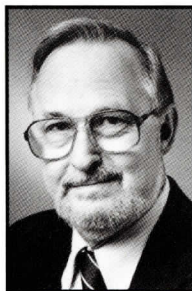
Rose Smith

At OU since:
1965
First position:
Senior clerk,
registrar
Current position:
Office assistant
II, registrar



William Jones

At OU since:
1964
First position:
Assistant
director of
admissions
Current position:
Associate
professor of
education



Edward Heubel

At OU since:
1961
First position:
Associate
professor
Current position:
Professor of
political science



Jean Braun

At OU since:
1969
First position:
Associate
professor
Current position:
Professor of
psychology



**Robert
Williamson**

At OU since:
1962
First position:
Professor
Current position:
Professor of
physics



David Evans

At OU since:
1969
First position:
Visiting professor
Current position:
Professor of
engineering



Claire Murray

At OU since:
1960
First position:
Clerk II,
admissions
Current position:
Administrative
secretary, arts and
sciences



Harvey Arnold

At OU since:
1967
First position:
Associate
professor
Current position:
Professor of
mathematics



David Meyer

At OU since:
1974
First position:
Visiting
assistant professor
Current position:
Associate
professor of
education

Photos of the
following two
professors were
unavailable:

Roger Marz
At OU since:
1964

First position:
Assistant
professor
Current position:
Professor of
political science

Paul Michaud
At OU since:
1969

First position:
Visiting
associate professor
Current position:
Associate
professor of history

Short of Money? Try Financial Planning Class

Get a grip on your personal finances! Get enrolled in Oakland's unique consumer course, *Do-It-Yourself Financial Planning*, starting May 21.

Hey! Stop procrastinating before you totally trash your financial future.

Offered by the Division of Continuing Education, the 10-session class meets from 6:30-9:30 p.m. in the Oakland Center. Tuition is \$245, but your spouse may attend free. Such a deal. It truly is a good deal because maybe you're not willing (or rich enough) to hire your own personal financial planner; but you need to know how to handle and maximize your personal finances to plan for goals such as a new house, reducing taxes or retirement.

Instructor Brace K. Case will show you

how to define objectives, how to prepare your net worth and cash flow statements, and how to determine if your financial resources are positioned to meet your goals — and if you don't have any goals, he'll see that you get some.

The best part is that you will be forced to do what you've been putting off — pulling together all your financial documents, such as insurance, employee benefits, investments, taxes, retirement and estate planning, etc. Then you will learn *what to do with them*.

That is your homework: assembling and analyzing your own financial information, and determining where you stand now, where you want to go, and what to do to get there.

At no time will you be asked to reveal or discuss your personal finances in class, nor will you hear a sales pitch for any financial products. You will, however, use an easy-to-read textbook that's great for post-class reference.

Who attends this type of class? Last term there were several people from OU; a small group of management people who came down from Grand Blanc; a couple of single parents; a certified management accountant who brought her CPA spouse; and a young attorney whose spouse is in the guidance and counseling field. Ages ranged from thirty-something to retirement years.

Don't lose out; class size is limited. Call 370-3120.▼

— By Julie Clatworthy

Our People

Send your brief items about professional activities or honors to the News Service, 104 NFH.

PRESENTATIONS

JUDITH K. BROWN, sociology and anthropology, addressed the National Organization for Women, North Oakland County/Oakland University Chapter, on *Identifying Potential Batters: An Anthropological Perspective*. She also addressed the Troy Junior Women's Club on *Other Women's Lives: Women Around the World*.

CHRISTOPHER CLASON, modern languages and literatures, read a paper, *The Theme of Death in Three Poems by Richard Exner* at the 95th annual meeting of the Michigan Acad-

emy of Arts and Sciences, held at Eastern Michigan University. At the International Symposium on Germanic Languages and Literatures: Cultural and Linguistic Diversity, held at Ohio State University, Clason read *Die Lebens-Ansichten des Katers Murr: Romantic Perspectives on 'Us' and 'Them.'*

Two faculty members of the School of Business Administration gave presentations at the International Academy of Management and Marketing Conference in Detroit. ALEKSANDRA GLOWACKA presented *An Environmental Framework for Studying Marketing to Eastern Europe*. LIZABETH BARCLAY presented *Let's Get Serious: Humor as a Concept in Organizational Behavior*. In addition, DONALD MAYER served on the program committee and the SBA was one of the sponsoring institutions.

BARBARA LINDSEY, modern languages and literatures, presented *The Destruction of the Temple Within: An Examination of Selected Characters in Grillparzer's Works*. The presentation was at the 95th annual meeting of the Michigan Academy of Arts and Sciences, held at Eastern Michigan University.

AL LEDERER, business administration, chaired a session on *Information Systems Personnel and Individual Differences* at the Association for Computing Machinery Special Interest Group on Computer Personnel Research Conference. He also presented a paper at the Athens, Ga., conference, *The Validation of a Political Model of Information Systems Development Cost Estimating* with coauthor JAYESH PRASAD. The paper was published in the *Proceedings* of the conference.

BARBARA MABEE, modern languages and literatures, was coordinator of the opening session of the annual Conference of Women in German held in Minneapolis. She presented *My Story - Our Story: Then, Now, Whenever*. She presented *Gender Roles, Relationships Between the Sexes, and Technological Rationality: Three GDR Women Writers Explore the Topic of 'Geschlechtertausch'* at the 14th annual Conference of the German Studies Association in Buffalo. At the 95th annual meeting of the Michigan Academy of Arts and Sciences, held at Eastern Michigan University, Mabee presented *Mystical Encounters, Borderlines Between Self and Other, and Images of Femeness in Musil's 'Tonka.'* She presented *The Witch*

as *Double: Irma Traud Morgner's 'Amanda'* at the 12th International Conference on the Fantastic in the Arts, held in Fort Lauderdale. Also at that conference, she chaired a session, *Fantastic Potpourri*.

T.J. WHARTON, business administration, presented *Inventory Planning System Effectiveness: A Comparison of Distribution Requirements Planning and Reorder Point* and *A Survey of Manufacturing Practice* at the National Decision Sciences meeting in San Diego. Coauthors of the first were DAN REID and LEE KRAJEWSKI. EDNA WHITE coauthored the second.

RONALD RAPIN, modern languages and literatures, presented *Dali and Lorca: Influences of Surrealism in Spain* at the International Conference on Surrealism and the Oneiric Process in Literature and the Visual Arts. It was held at West Georgia College. He presented *The Influence of St. John of the Cross on the Poetry of Federico Garcia Lorca* at the 95th annual meeting of the Michigan Academy of Arts and Sciences, held at Eastern Michigan University.

PUBLICATIONS

CARLO COPPOLA, modern languages and literatures, and international programs, wrote, *Pizza di Pasqua: A Culinary Memoir*, for the *Culinary Historians of Ann Arbor Newsletter*.

BARBARA MABEE, modern languages and literatures, wrote *Loyola College's Berlin Seminar: A Report for the GDR Bulletin*.

AL LEDERER, business administration, wrote *Critical Dimensions of Strategic Information Systems Planning* for the winter issue of *Decision Sciences*.

RONALD RAPIN, modern languages and literatures, wrote *Juan Benet's 'Volverás a Región': Oneiric Discourse on War* for the book, *War and Revolution in Hispanic Literature*. Editors were BOLAND ROY and ALUN KENWOOD.

T.J. WHARTON, business administration, wrote, *An Assessment of Current Manufacturing Approaches: Opinion and Practice*, for the *Production and Inventory Management Journal*. Coauthor was EDNA WHITE. An article, *Manufacturing Planning and Control Performance: How Well Are We Doing?* with coauthor DAN REID, appeared in the same journal.

SALLY SILK, modern languages and literatures, wrote *The Dialogical Traveler: A Read-*

ing of Semprun's *Le Grand Voyage*. It appeared in *Studies in Twentieth Century Literature*.

PAUL KETCHUM, biological sciences, wrote *Menaquinol-Nitrate Oxidoreductase of 'Bacillus halodenitrificans'* for the April issue of *Journal of Bacteriology*. Coauthors were GERARD DENARIAZ and JEAN LEGALL.

CONFERENCES

PAMELA MARIN, continuing education, attended the Learn from Success seminar at the University of Nebraska Center for Continuing Education. It was sponsored by the Continuing Studies Department of Marketing.

HONORS

PATRICK NICOSIA, budget office, was named Adviser of the Year at the Student Organization Recognition Night. Nicosia was cited for his work with Theta Chi Fraternity.

PAUL KETCHUM, biological sciences, has been elected president-elect of the Michigan Branch of the American Society for Microbiology. Following a one-year term as president-elect, he becomes president on July 1, 1992.

Funding Opportunities

The Office of Research and Academic Development has details about sources of external funding. Stop by 370 SFH or call 370-3222.

National Science Foundation

Small business innovation research in cellular biosciences, biotic systems and resources, behavioral and neural sciences, and critical systems engineering. Up to 200 awards of \$50,000 each. June 17 deadline.

National Institute on Aging

Research on economic and health issues related to life expectancy and retirement. Dynamics of life-course transitions, and cross-sectional and trends analyses on such topics as extent of private health insurance coverage for older people, costs to employers of retiree health benefits and how economic conditions of the elderly vary by minority groups. June 1, October 1 and February 1 deadlines.

Jobs

For information on position openings, call the Employee Relations Department Job Hotline at 370-4500.

- Electron microscopy technician, C-9, Department of Biological Sciences.
- Dispatcher, miscellaneous, Department of Public Safety and Police.
- Staff physician, miscellaneous, Graham Health Center.
- Coordinator for leadership development and commuter services, AP-6, CIPO.
- Admissions adviser, AP-6, Office of Admissions and Scholarships.
- Social science research associate (part-time), AP-6, Office of Institutional Research.

The *Oakland University News* is published every other Friday during the fall and winter semesters and monthly from June-August. Editorial offices are at the News Service, 104 North Foundation Hall, Oakland University, Rochester, MI 48309-4401. The telephone is 370-3180. Copy deadline is noon Friday of the week preceding the publication date.

- James Llewellyn, senior editor and news director
- Jay Jackson, staff writer
- Rick Smith, photographer

Quote

"Jeepers!"

— Dennis Mitchell

Bits & Pieces

Upward Bound Seeks Grads

Graduates of the Upward Bound program are invited to silver anniversary celebration events scheduled from June 28 through August 4.

Past participants are asked to help with the planning and to help find classmates. Interested persons should call 370-3218.

Romberg Heads Major Gifts

A director of major gifts and planned giving has been appointed by David H. Rodwell, vice president for development and alumni affairs.

David F. Romberg is responsible for securing major gifts (above the President's Club level of \$1,250 a year for 10 years) and for planned giving. He will use his expertise in financial planning and in charitable estate planning to help others make gifts that will aid the university while securing tax breaks and other financial advantages for the donor.

Romberg has spent the past several years working on his own as an investment financial planner. Prior to that he was executive vice president of the St. Joseph's Foundation, a consortium of health-care facilities in Macomb County.

More Time to Get Tickets

Ticket-meister Pat Nicosia has received an extension from the Fisher Theatre for ordering tickets to *Les Miserables*.

Nicosia is taking orders for tickets to the 7:30 p.m. performances on December 22 and 29. Excellent lower balcony and upper balcony seats are available at \$31.50 and \$16, respectively. The deadline for ticket orders is noon June 3. Call Nicosia at 370-2370 to place an order.

Tickets will be available later this summer for the Tommy Tune musical, *Grand Hotel*, which will play at the Fisher in October. OU blocks will be on Sunday evenings. If interested, call Nicosia, who needs an idea of the demand for the area premier of this Tony Award-winning musical.

Summer Schedule Coming

The May 17 issue of the *Oakland University News* will be the last on the regular twice-a-month publication schedule until September.

The *News* will be published monthly in June, July and August. The copy deadlines and distribution dates are as follows:

	Deadline	In Mail
June issue	May 24	May 31
July issue	June 28	July 5
August issue	July 26	August 2

Distribution of the *News* is handled by Mail Room personnel. You should always receive your copy on the "in mail" date listed. If you do not, or wish to increase the number of copies your office receives, call the Mail Room.

If you would like a complete list of copy deadlines and publication dates for the 1991-92 academic year, call the News Service at 370-3180.

Print Shop Has Drop Box

Scratch "I didn't make it to the print shop on time" from your list of excuses.

Bob Underwood, coordinator of printing and reprographics, says a locked drop box outside the Print Shop entrance can be used for your printing orders after hours. A supply of requisition forms and manila envelopes is also provided for your convenience.

The box is accessible at virtually all hours.

Martha Stewart at the Hall

An authority on entertaining and elegant hospitality will visit Meadow Brook Hall to help raise funds for the Council for Preservation of Meadow Brook Hall.

Author Martha Stewart will be at Meadow Brook on May 10 for *A Day in May with Martha Stewart*. The program begins with a 10 a.m. coffee hour, Stewart's slide presentation on entertaining at 11 and a luncheon at 12:30 p.m.

Stewart's appearance is courtesy of K mart Corp. To sign on, call 370-3140.

On April 17, President Joseph E. Champagne, Provost Keith R. Kleckner and Vice President Wilma Ray-Bledsoe presented facts about Oakland to the House Higher Education Appropriations Subcommittee. The subcommittee hears from each public university before making recommendations on state funding for the institutions. Below are excerpts from President Champagne's remarks.

... It was exactly 10 years ago last month that I had the privilege of being named President of Oakland University. These past 10 years have been wonderful years in many respects. They have also been years which have challenged the universities in Michigan to continue to maintain the high quality effort for which they are nationally noted, but to do so under the severe budget constraints that the state has faced and continues to face.

... Two years ago I asked our University Senate to help us develop strategic guidelines which would lead us into the 21st century, again recognizing that the period of the '90s was likely to be a period of constrained financial resources. After two years of intense deliberation, the University Senate came forth with a set of strategic guidelines that are driven by three fundamental program principles.

The first principle related to excellence and that to achieve excellence given the financial constraints we faced, we must focus our efforts and deploy our resources accordingly. We simply cannot be all things to all people, and program growth for the sake of growth could be detrimental to the maintenance of quality of effort. We must deliberately focus our efforts with program precision within defined priorities. This process would help to ensure quality on the one hand and restrict unbridled programmatic growth on the other. Efficiency and relevance would guide our quest for excellence.

The second set of principles related to diversity. We must continue as a university to achieve much greater cultural diversity and to provide more effective opportunities for disadvantaged students or those who come to us from a diverse cultural background. Additionally, our students must become increasingly aware of the diverse cultures of all major societies of a world which is becoming increasingly interdependent and which will call more and more on America for guidance and strength.

Improving the diversity of the workforce at all levels is an integral goal and is receiving priority attention. For example, in 1985 most of the black staff at the director, manager, or major administrative level reported through a single division. We recognized how counterproductive this was to our goals such that

by 1990 the number of black employees at the levels mentioned had more than doubled, but they were spread throughout the institution. Just as examples, the vice presidents of finance and administration and academic affairs have made such significant appointments of black administrators as the director of purchasing, manager of employment, supervisor of student accounts, supervisor of the heating plant, dean of the School of Business Administration (incidentally the only black dean of an American Assembly of Collegiate Schools of Business fully accredited school is at Oakland), assistant provost and director of academic services, and chairperson of the biology department. Governor Engler has reduced our number of black executives by one through the appointment of Oakland's director of corporate relations to the directorship of a major state commission.

In addition to these major appointments, key appointments of minority persons have been made at assistant manager levels and in the service where opportunities for upward mobility should be significant. While I report this progress with some pride, frustration is frequently experienced in the search for more faculty. Our full complement of King/Chevez/Parks scholars and fellows is filled. Much progress in diversity is to be made, but we are certainly trying with great determination and success.

The third set of principles related to an effort we called collaboration. If we are going to achieve the curriculum objectives and priorities set forth, we must do so in cooperation with other institutions of society, be they public or private, such as school districts, hospitals, labor unions, business organizations, municipal governments, and so on. We simply cannot bear the burden of education alone. We must actively educate our students in concert and cooperation with those organizations who will employ our graduates. The cost and complexity of education demands this level of collaboration, a process which adds a genuine measure of program relevance as well.

I thought that this brief history was important because it demonstrates that for the past 10 years, we have been under constant internal strategic evaluation as to how to maintain an excellent and responsive program and to do so as efficiently and cost effectively as possible. You know the statistics as well as I.

Oakland University receives less than the average state appropriation per full-time student, and we also charge less tuition than the average public university in Michigan. In fact, in the last two years we increased tuition and required fees at the lowest rate of the state institutions. We genuinely feel that we pro-

vide the people of Michigan a very efficient and excellent program, operating at below both the average state appropriation and tuition per student. Simply put, Oakland is a good deal for the student and the state.

We have bolstered our efforts by a considerable amount of financial fund raising. In fact, we have more than tripled our annual fund raising success and we have likewise tripled the amount of outside grants and contracts we receive for educational programs and research activities during the past 10 years.

We are seeking alternative and supplemental methods of financing our programs because we recognize that to depend so heavily on the state, when the state is facing severe financial shortages, would be naive on our part. We are taking seriously our role in relieving the state of its educational financial burdens.

Obviously, I support very strongly the Governor's proposed 4 percent increase for next year. What will this mean to us? With the best projections we can make at this point in time in respect to anticipated enrollment for next year and expected costs of operation, we project that in order to keep tuition increases at less than 10 percent, we will have a budget deficit of approximately \$1 million, perhaps slightly less. We are prepared to make the necessary cuts, just as we have made cuts in excess of \$6 million during the period of the 1980s while making the progress we have. In the last two years we eliminated 25 faculty positions using attrition as a means. We have scaled back on our energy consumption by very effective cost-saving measures, which in the last four years have resulted in \$1.3 million worth of savings in our utility budgets alone. We are doing everything that we can to maintain quality and relevance on the one hand and to be as efficient as is institutionally possible on the other hand.

We genuinely respect the dilemma that you as legislators face. We are trying to meet institutionally the challenges before us at a time when the educational needs of our society are becoming more and more complex, demanding and costly to meet. We are very aware of the financial problems faced by the state. We are trying to do our part in the funding partnership between the state and the institution. ...▼

Kleckner: Oakland an 'Excellent Value for Students'

The following remarks are excerpted from Provost Keith R. Kleckner's appearance before the House subcommittee.

This next portion of Oakland's testimony deals with a significant element of institutional expense — faculty costs — and also with the attendant value received — that is, faculty effectiveness and productivity.

Oakland University is very cognizant of the costs of its services, both to its students and to the state of Michigan. It is institutional policy to keep these costs as low as is consistent with quality instruction. We contend that both the state of Michigan and our students receive excellent value for their respective investments in Oakland University.

Believing that the *sine qua non* of institutional excellence is a highly capable and dedicated faculty, Oakland recruits nationally. A quick perusal of the faculty roster in our catalog will show the impressive array of first-line universities across the country at which Oakland's faculty trained. In order to attract people of this caliber we must offer compensation which is competitive on a national scale.

So where is Oakland on that scale? Using 1990-91 figures, Oakland's average salary for full-time faculty is \$45,300, only \$1,280 above the national average for four-year public colleges and universities. On the other hand, Oakland's average salary for full-time faculty is a full \$2,200 below the average for Michigan public universities. ... Perhaps the best test of whether Oakland's salaries are high or low is to examine output measures, that is faculty workload. Look first at teaching.

Between 1979 and 1987 Oakland's student/faculty ratio was consistently the state's highest among the public, four-year universities. In 1989-90 Oakland had the fourth highest student/faculty ratio. Thus, if for 1989-90

one looks at average faculty compensation per FYES, Oakland ranks eighth (from the top) among the 15 institutions at \$2,381/FYES. And, it should be noted, there is no inclusion of teaching assistants in this figure for Oakland because Oakland does not utilize graduate students as substitutes for faculty in the classroom. This very respectable productivity is all attributable to faculty.

... Thus, taking account of both quality and quantity of instructional output, we maintain that faculty costs at Oakland University are very reasonable. However, teaching represents only a portion of our faculty's regular, ongoing endeavors. Oakland's faculty also engage in significant research.

We at times hear a view that research is only done, or should only be done, at certain universities, that what little, if anything, of consequence is accomplished at the "other" institutions is by definition costly and could be carried out more effectively at the so-called research universities. A close look at Oakland shows a very different picture.

As a mid-sized institution, Oakland makes no claim of kinship with the state's largest universities in either breadth or overall volume of research. Nor do we aspire to such kinship. However, by carefully targeting its limited resources to areas of special opportunity, Oakland has created the framework for its faculty to make research contributions which stand tall on national, and sometimes international, scales. Just a few examples:

- The tires of all U.S.-flag commercial aircraft are required by the Federal Aviation Administration to be inspected by a procedure developed at Oakland University.
- Oakland physicists, working in collaboration with neurologists at Henry Ford Hospital, have recently made major advances

in understanding the underlying mechanism of migraine headaches.

- Several years ago an Oakland biochemist was invited to present his research on the relationship of certain liver enzymes to human aging to the Nobel Committee in Stockholm.
- Oakland's Eye Research Institute, the only major group in the U.S. conducting basic ophthalmological research outside of a medical school, receives more federal funds for cataract research than does any other university except Columbia. Institute faculty have won major national and international prizes for the results of their studies.

I could go on with further examples of cutting-edge research activities of Oakland's faculty, activities which not only represent significant contributions to a variety of important problems, but which also bring considerable non-state dollars into Michigan each year. Indeed, Oakland ranks fifth among the 15 public, four-year universities of Michigan in total external annual funding of research.

I conclude by reiterating the opening point of my remarks, namely that Oakland University is committed to giving both the state and our students full measure for their respective investments in us. Whether one uses for a yardstick Oakland's state appropriation per FYES (which was \$3,639 in 1989-90, eighth highest in the state) or whether one uses our tuition per FYES (currently \$2,325, also eighth highest in the state), we believe our faculty and university do indeed render full measure, and more. We invite your visit to our campus for a first-hand view of Oakland's effectiveness and efficiency.▼

Universities Tighten Admissions Standards

Lafayette String Quartet Bids Farewell in Concert

Yes, Mom, I Do Live Quite Comfortably Here

It's Time to Load Up on Laughs with Meadow Brook's 'Pump Boys'

Four to Receive Nightingale Awards for Nursing Professionalism

Events

June 3-4 - Charlie Gehringer Meadow Brook Golf Classic, all day, Katke-Cousins Golf Course. Call 370-3140.

