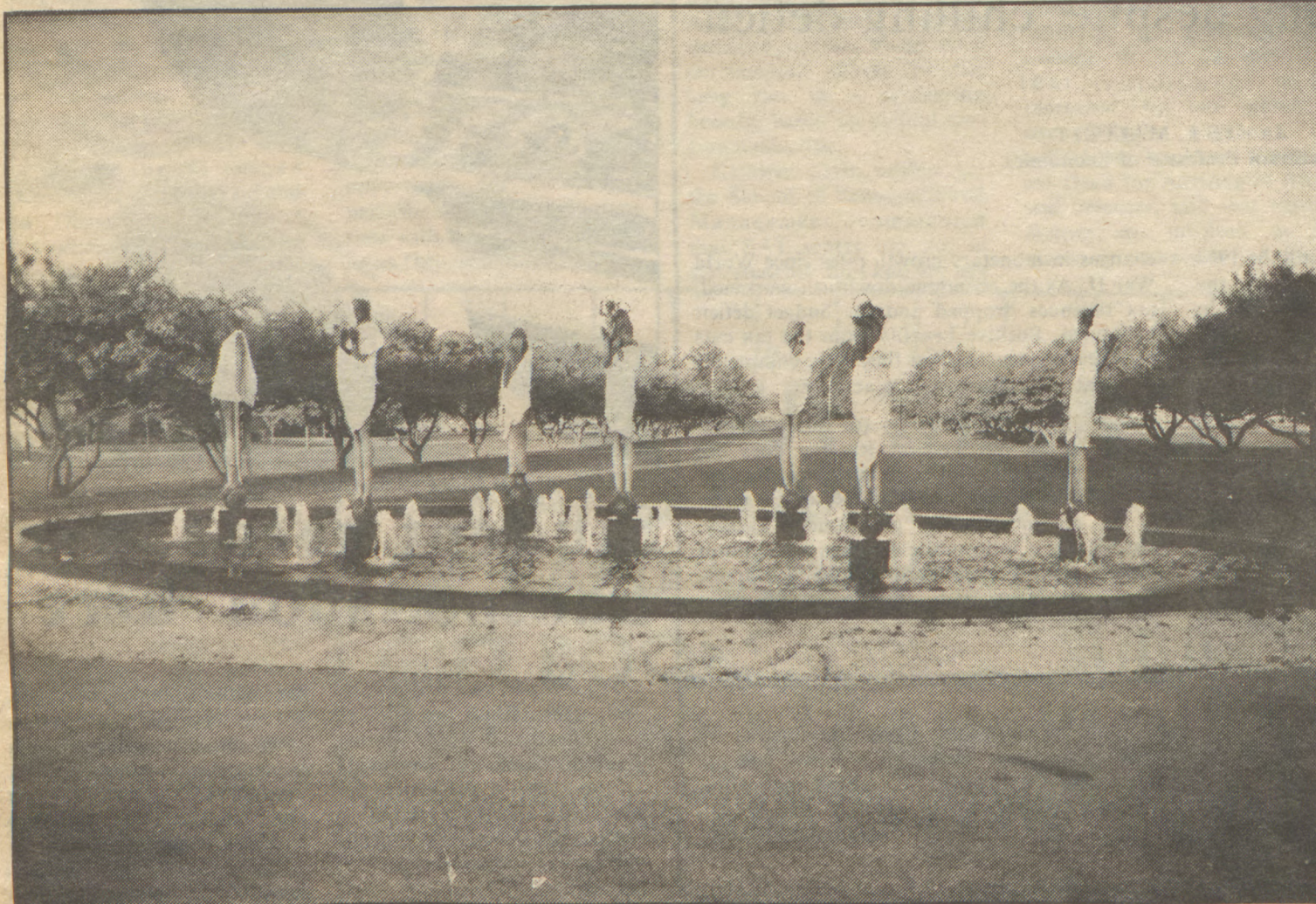


THE OAKLAND SAIL

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It's Toga Time

The Oakland Sail/Merrellyn Ashley

Once again the "Saints and Sinners" become victims of the annual toga party held by Vandenburg East's "Phelta Thi." The fountain dwellers have traditionally been dressed in Halloween garb, subjected to bubble baths and covered with various bathroom tissues.

SAT scores down

By PAUL BIONDI
Staff Writer

For the first time in three years, the verbal skills portion of the Scholastic Aptitude Test (SAT) declined by one point in the national averages while the mathematical skills portion increased by one point.

Hopes for an upward trend were triggered in 1982 by the first increase in 19 years, but were crushed when the average test scores for this year hovered only one point above the all-time low of 424 in 1980-81.

"This year's slight drop in verbal scores, plus the implications of a long-term decline, may mean that schools need to pay closer attention to developing such skills as reading comprehension and other verbal reasoning abilities," said Robert Cameron, research director of the College Entrance Examination Board. But Cameron added that "television, outside reading, serious conversation, cultural activities or the use of telecommunications rather than writing influence verbal development as much as schoolwork."

The one-point rise in math skills that halted a 19-year skid was apparently due to a two-point rise in the women's average, while the men's scores remained unchanged, according to College Board president George Hanford.

(see SAT, page 15)

Consultant to raise funds

By CINDY MOOTY
Staff Writer

Despite the fact that a full-time consultant is in residence, a year or two is still needed before money will start rolling in from OU's forthcoming fundraising campaign.

In October 1982, the consulting firm of Brakeley, John Price Jones, Inc. was hired to conduct a feasibility study of OU's fundraising options.

The study entailed an internal examination of OU's role in basic and applied research, the quality of its programs, and its ability to assist area industry. In addition, an external study was conducted of the surrounding area to test businesses' reactions to the campaign.

As a result of their findings, the Board of Trustees authorized the firm to start the actual campaign at its Aug. 17 meeting.

"The reputation of the firm is important," said OU President Joseph Champagne. "They are one of the most competent and responsible firms in the country . . . They are a first-rate firm."

Brakeley has raised funds for the University of Chicago, Harvard, Stanford University,

Yale, Purdue, the University of Southern California, and Vanderbilt, and Champagne is confident that OU will be as successful as the rest.

"We have, in our judgement, hired the best firm for this. Brakeley is at such a level that they won't take anybody, but they had said they would be honored to work with us. We thoroughly researched it and they are the best," said Champagne.

Donald A. Wiley, Jr., the Consultant-Vice President of Brakeley, is a full-time resident on campus at this phase, and said he'll be her at least a year getting the campaign launched.

There are three steps in the fundraising process, according to Wiley. First they form a case—what Oakland's needs are and how much money will be spent on each. Second, they visit the various prospects to present the case; and finally, they form the leadership of the various groups.

"This is a very critical move for us in seeking public support," said Champagne. "We need a lot of ambassadors who are proud of the Oakland experience. You know, like the 'Say Yes to Michigan' campaign, we need a 'Say Yes to Oakland' concept.

"In this first stage, we are developing the institution's worthiness to have the campaign," he said. "I think that both the Student and Urban Affairs Mission and Priorities (S.U.A.M.P.) committee and the Commission on Academic Missions and Priorities (C.A.M.P.) are very good reasons that we are a responsible university and worthy of the public's trust."

Wiley said that, in OU's 25 years, the university has done some "pretty good things" but "now we have to look to the future."

Brakeley's job consists of organizing the campaign and advising the committees, but the firm won't go out and raise the money.

(see Funds, page 14)

Students earn big money during summer vacation

TULSA, OK (CPS)—University of Tulsa petroleum engineering major Sam Tisci doesn't have to stretch the truth when he tells fellow students what he did on his summer vacation—he found oil.

And Kelly Wellman a University of Alabama senior, doesn't have to embellish her reports of her summer, either—she won nearly \$25,000 on television game shows.

While most students use

the summer to rest, regroup or scrounge a job to help pay for fall semester, Tisci and Wellman managed to gain a degree of financial independence.

They didn't do it by design.

"The oil companies just weren't offering many jobs, especially to a junior who just wanted some experience over the summer," said the 22-year-old Tisci. "So I decided that if I was going to have a job over the summer, I'd have to make my own."

Tisci had been studying

(see Money, page 15)

Inside

•Theatre grad featured in newest Meadow Brook play, see story and review, page 5.

•Soccer team beats rival MSU, page 9.

GUEST COLUMN

Current economic climate: gradual warming despite chilling deficit

JAMES E. MALLETT
Assistant Professor of Economics

With little over one year to go until the 1984 Presidential elections, our thoughts turn to the task of evaluating our Chief Executive. In peacetime, domestic issues influence voters' decisions. One that dominates the voters' decision is their judgement on their economic well-being. It is these "pocketbook" issues that I will address in this article.

President Reagan's radical economic policies are called "Reaganomics" by the press and politicians. As originally expressed by the President, these policies call for tax cuts to spur investment and saving, a stable monetary policy to reduce inflation, and reduction of government regulation on business to promote economic efficiency. Mr. Reagan promised that these policies would spur economic growth, lower unemployment and inflation, and balance the budget by 1983. Results to date have been quite disappointing. Unemployment stands at 9.3 percent, the budget deficit for 1983 will be a record \$200 billion, and the economy is just beginning to recover from the deepest recession since the Great Depression.

While it is doubtful that Reaganomics could have ever delivered all that was promised, it failed woefully for two reasons. First, previous administrations pursued policies which resulted in high rates of inflation. The second, and main, contributing factor was the lack of a stable monetary policy. Our nation's monetary authorities, the Federal Reserve, triggered the recession by reducing the level of monetary growth. This action deprived the economy of the fuel needed to finance economic expansion. The recession grew in severity because the Federal Reserve reduced monetary growth below announced targets and created the most erratic

changes in monetary growth rates since World War II. As the economic downturn worsened, tax revenues dropped and the budget deficit ballooned. Positive benefits from the tax cuts could have occurred, but they were completely dominated by the monetary actions.

Placing the responsibility for our economic condition on the Federal Reserve does not relieve the President of being evaluated for what has occurred. While the Federal Reserve is set up to be an independent government agency, historically it follows the economic policies of the President. Federal Reserve policy has largely been consistent with that of the present administration.

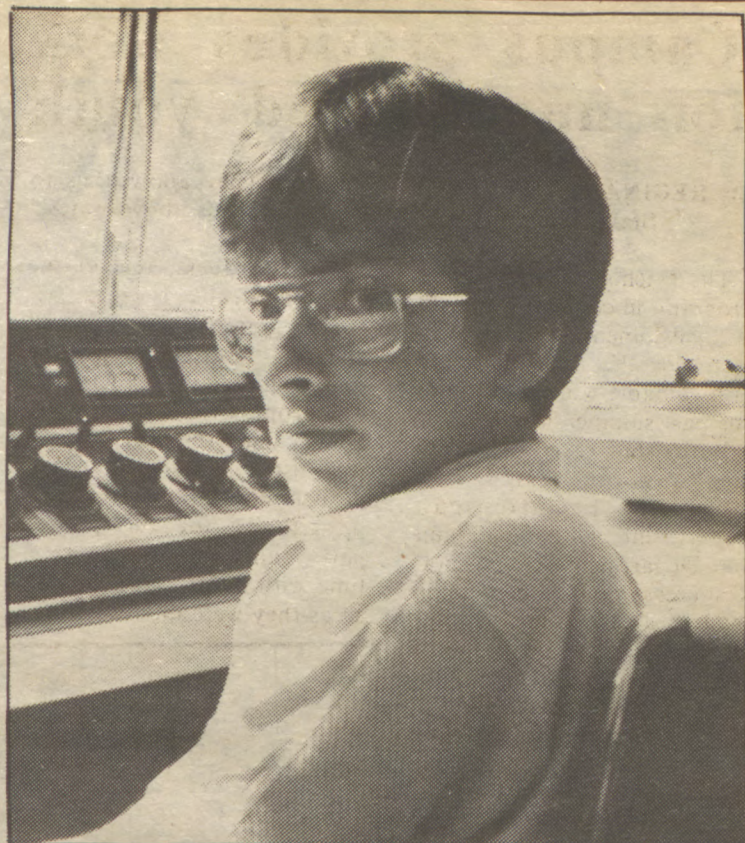
"I would give President Reagan low marks on keeping economic campaign promises and on promoting employment . . . high marks for reducing the inflationary spiral . . ."

—James E. Mallett

Therefore, I would give President Reagan low marks on keeping economic campaign promises and on promoting employment. He should be given high marks for reducing the inflationary spiral that has been destabilizing our nation's economy for the past two decades. One must be careful in evaluating the President on the budget. Attempts to balance the budget by raising taxes during the recession could worsen economic conditions by reducing total demand.

Any evaluation of economic policy would be incomplete without considering the impact of those policies on future economic prospects. Previous administrations of Johnson, Nixon, and Carter gave us policies which promoted short-term prosperity but at the price of long-run economic instability. The current international debt situation and the severity of our past three recessions are in large part testimony to these short-sighted policies. If the Reagan Administration can resist the temptation to over-stimulate the economy in order to enhance re-election prospects, then the President deserves higher marks on the economy than his immediate predecessors.

While some will insist that President Reagan be judged on economic "fairness," this judgement rests with the values of each voter. One point should be made, however. Desires for more social programs and more equal income distribution should be supported by the populace through higher taxes. Attempts to finance such programs by creating deficits and "printing" money will lead to greater economic instability. This instability will inevitably hurt the poor and the middle classes over the longer run.



Jim Elliot at work at WOUX.

Student needs new transportation here

For the past two and a half years Jim Elliot, a junior Computer and Information Sciences major, has depended on the SEMTA bus system to get him to and from school.

Now he, like several others, will have to find another way to get here.

For Elliot, alternative transportation may be quite limited. He has spinal bifida and is therefore confined to a wheelchair. "I was born with a spine that was separated. All the nerves controlling from the waist down are inactive. I have no control in my legs," he said.

The bus he has used is equipped with hydraulic lifts, making access possible for Elliot and other disabled riders.

Last month the Southeastern Michigan Transportation Authority (SEMTA) announced the cancellation of

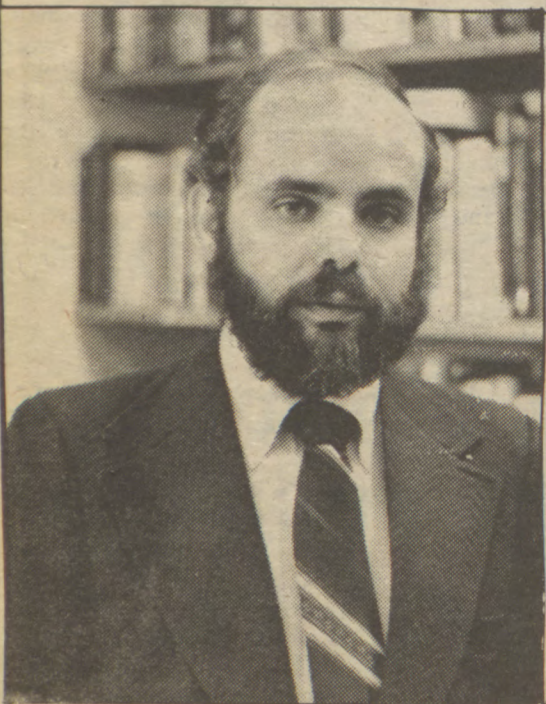
the Walton-Perry Connector, the bus serving OU. It was part of a series of cutbacks resulting from a \$16.6 million deficit, after SEMTA was unable to get the funding necessary to keep the busline operating.

"Now the only possibility I have is if they can get me from my house directly here," Elliot said. "But if that doesn't work I'll have to get my parents to bring me."

"They would do it, and probably without complaint. But it would be an inconvenience. They would have to plan their whole day around bringing me and picking me up."

Elliot did take driver education classes in high school, with instruction in using hand controls. However,

(see Elliot, page 14)



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Campus provides work for unemployed youth

By REGINA CALABRESE
Staff Writer

The Michigan Youth Corps Program, in cooperation with OU, gave unemployed 18 to 20 year olds the opportunity to gain valuable work experience this past summer.

With a state grant of \$49,370, the program, which also included the Michigan Department of Education and the Department of Natural Resources, gave 28 people the chance to earn some summer spending money and, perhaps, funds for college.

"I'm glad OU participated in the program because the effects of what we're doing will last a number of years," said OU Horticulturist Al Nordheden.

His group is responsible for the rest benches that line the freshly-groomed nature trails, erosion control measures, and the removal of fallen trees.

According to Richard Moore, Associate Director of Campus Facilities and Operations, the workers improved the appearance of OU by painting buildings, the fence along Perimeter Road and the white fence leading to the Meadow Brook Estate.

Dave Strubler of the Employee Relations Department had two of the workers in his office as clerical assistants.

"My two assistants were a great help throughout the

summer. They allowed us to keep our heads above water," he said.

Ann Gardocki, one of the aides in Strubler's office, felt the program was helpful and added, "I'm glad for the opportunity and experience. The people I worked with were always understanding." There was also a career day with a host employer that provided an opportunity for the project participants to spend some time with influential people in areas they were interested in.

SAT

All the data makes it "obvious that much more remains to be done if we are to raise the level of secondary school performance," said Hanford.

With one out of every five SAT-takers planning to major in business, verbally deficient scholars could have detrimental effects in the long run in a profession broadly based on skillful oral communication.

Kathleen Clark, advisor for the School of Economics and Management, commented that SAT scores are not in OU students' files and are not

used for entrance considerations. But she points out that "fewer students would be admitted" to OU if the tests were used as an entrance criterion.

Clark also added that the standards for entrance into the economics and management majors have been raised from a 2.5 grade point average to 2.8. In spite of that, enrollment has increased by two percent over 1982-83.

Sheldon Appleton, Associate Dean for Advising of Arts and Sciences, said that many factors are involved in a statistical analysis of this

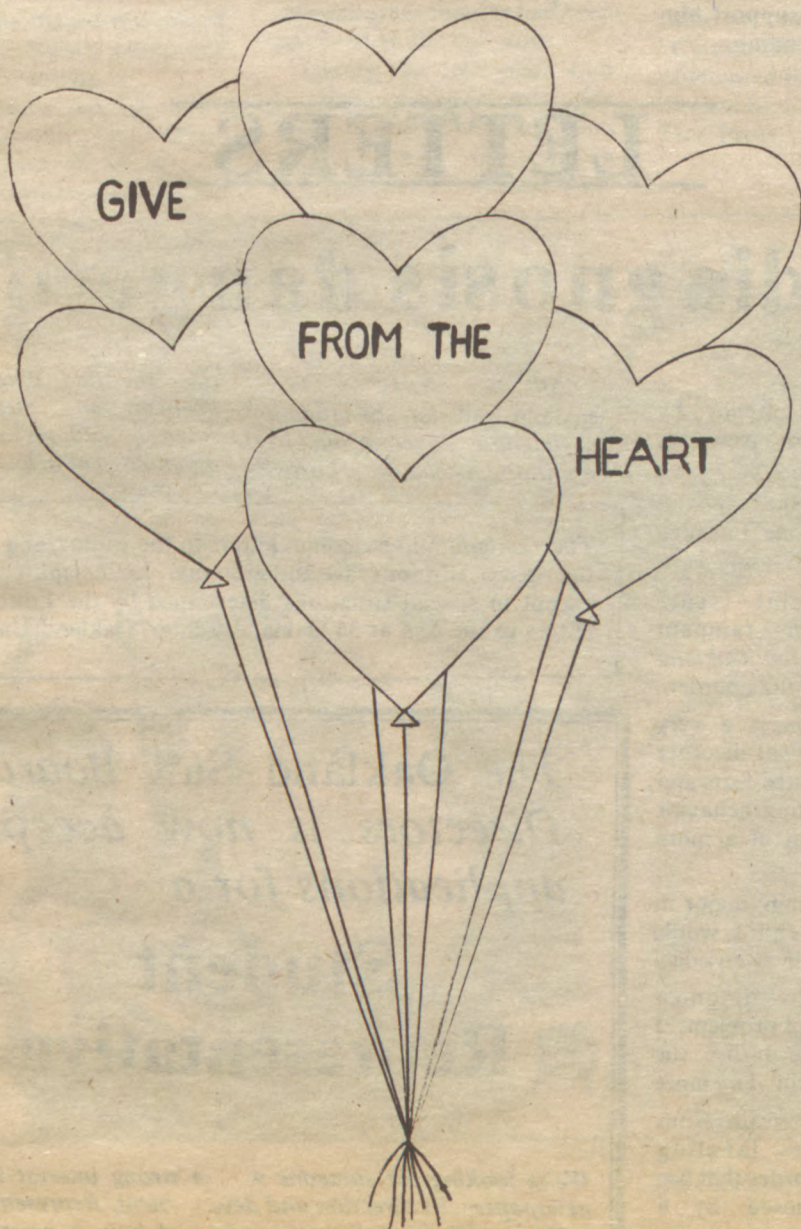
nature and that the one point decline can be attributed to any one of a number of things.

He said that a change "that insignificant doesn't mean diddley" in the scope of a national testing procedure.

"How many batters start pulling their hair out because they're only batting .299 instead of .300?" Appleton asked, questioning the accuracy of the test results. He noted that national public opinion polls usually deviate about plus or minus three percentage points.

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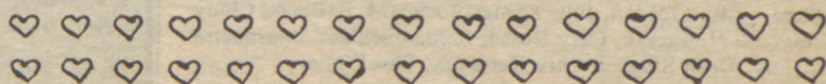
FINAL WEEK!



OU Blood Drive October 24-26

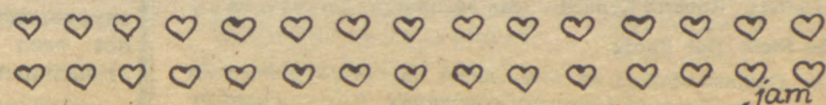
Donor Sign Up Table in the OC
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Donor Sign Up Table outside VB Cafeteria
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