

A G E N D A  
SAGINAW VALLEY STATE COLLEGE  
BOARD OF CONTROL

REGULAR MONTHLY MEETING  
Board Room--Wickes Hall  
November 21, 1977  
2:00 P.M.

- I. CALL TO ORDER
- II. APPROVAL OF MINUTES OF REGULAR MONTHLY MEETING HELD ON OCTOBER 10, 1977
- III. OFFICIAL REPRESENTATIVE OF FACULTY ASSOCIATION
- IV. REQUESTS TO APPEAR BEFORE THE BOARD
- V. COMMUNICATIONS
- VI. ADMINISTRATIVE REPORTS
  - 1) RECOMMENDATION FOR THE NEW CAMPUS PLAN
  - 2) REPORT ON THE SVSC BILINGUAL/BICULTURAL PROGRAM
  - 3) REPORT ON STUDENT RECRUITMENT FOR 1978-79
  - 4) RECOMMENDATION OF RESIDENCY REQUIREMENTS
  - 5) RECOMMENDATION OF THE SVSC MISSION STATEMENT
  - 6) REPORT ON SPONSORED PROGRAMS
  - 7) REPORT ON THE ENGINEERING AND TECHNOLOGY PROGRAM
- VII. COMMITTEE REPORTS
  - 1) EXECUTIVE COMMITTEE
  - 2) ACADEMIC COMMITTEE
  - 3) FINANCE COMMITTEE
  - 4) BUILDING COMMITTEE
- VIII. OTHER BUSINESS
- IX. ADJOURNMENT

JMR:omc  
11/14/77

## MINUTES

BOARD OF CONTROL  
SAGINAW VALLEY STATE COLLEGEREGULAR MONTHLY MEETING  
SVSC Board Room--Wickes Hall  
November 21, 1977

Present: Arbury  
Curtiss  
Gilmore  
Saltzman  
Suchara  
Zahnow

## Others

Present: Apsey  
Auernhammer  
Ayala  
Colvin  
Dickey  
Donovan  
Ferris  
Gilbert  
Graham  
Greagor  
Gross  
Hamilton  
Hanes  
Harbin  
Honn  
Peterson  
Rummel  
Ryder  
Sharp  
Smith  
Thompson  
Yien  
Press (3)

Absent: Kendall, excused

## I. CALL TO ORDER

Chairman Curtiss gaveled the meeting to order at 2:10 p.m. and noted there was a quorum present.

II. APPROVAL OF THE MINUTES

Mr. Curtiss asked if there were any additions or corrections. There being none, he called for a motion to approve the minutes as mailed.

BM-495      Dr. Gilmore moved the approval of the Minutes of the  
Regular Meeting held on October 10, 1977 as mailed.  
Dr. Suchara supported.

Ayes:        Arbury, Curtiss, Gilmore, Saltzman, Suchara, Zahnow  
Absent:      Kendall

Motion unanimously carried.

III. OFFICIAL REPRESENTATIVE OF THE FACULTY ASSOCIATION

Chairman Curtiss called for the official representative of the SVSCFA and noted there was no representative present.

IV. REQUESTS TO APPEAR BEFORE THE BOARD

Dr. Ryder advised that no one had requested to come before the Board.

V. COMMUNICATIONS

1. Welcome of New Student Government President

Mr. Curtiss welcomed Mr. Jim Donovan as the new student government president. He also stated that he was looking forward to working together with him the next year.

2. State Board of Education Meeting

Dr. Ryder noted that tomorrow evening Chairman Curtiss and he will represent SVSC at a meeting in Lansing of the State Board of Education, along with the other college or university presidents and their Board chairmen, to discuss important issues relating to the State Board of Education's responsibilities for Higher Education in the State.

In conclusion, Dr. Ryder observed that it will be interesting to see what comes out of this meeting.

3. Michigan Association of Governing Boards Meeting

Chairman Curtiss reported on the recent meeting at Wayne State University of the Michigan Association of Governing Boards. He indicated he felt it was one of the better meetings this group has had...there was some specific discussion on points of interest to Board members.

A fair amount of time was spent discussing the Open Meetings Act and how it is being applied at the various institutions, as well as what the organization of the Boards is under the Act.

Also discussed was public support for private education. There is a Bill in the House which would provide funding to private colleges at a level of \$1,000 per student below current state appropriations for public higher education which means that if the Bill passes, private colleges now will be getting about half as much per student as the public institutions are getting...this he believed would be generally the same amount as community colleges now get.

The basic premise of public support for private institutions is not at issue, Mr. Curtiss pointed out. There has been public support for private institutions for some years. The current Bill, he thought, would approximately double the appropriation level and would assure private institutions of an amount equivalent to \$1,000 less than the average support for state institutions...without any accountability to the State Board of Education and without much legislative accountability. Mr. Curtiss concluded that it was of concern to members of the Governing Boards...not that private institutions are there...their presence is welcomed...but the question is beginning to be raised as to when the private institution is private.

Proposals for a Coordinating Body for Higher Education were also discussed at some length. They have been kicking around since at least 1974 and now appear to be picking up steam again. This can be accomplished either by an Amendment to the Constitution of the State of Michigan or, as is currently being proposed, the creation of a statutory Coordinating Board with advisory authority only, which would be responsible to the State Board of Education.

Extensive discussion on this topic did not resolve the issue one way or the other, Mr. Curtiss said, pointing out that it should be kept in mind that the Michigan Association of Governing Boards cannot commit any institution. It is just a forum for discussion. It was decided, however, that there obviously is some reason for the call for greater coordination...one way to understand the problem would be for Board members of public institutions to have a conference probably sometime in the spring, assuming the presidents are willing to go along with it, at which time the challenges that are facing Higher Education in Michigan over the next ten years would be discussed. He concluded that he expected more would be heard about this conference...it will probably be held in April or early May of 1978.

Dr. Suchara stated she would like to comment, or have the records show, that the leadership from the Saginaw Valley State College Board of Control is really outstanding...a 'prejudiced' observation she made, upon admitting herself to the first part of the meeting. She indicated she was happily surprised to see how attentive other Board members were to the remarks being made by Mr. Curtiss and Mrs. Saltzman, who took the lead on many of the issues presented. She concluded that her perception was that in some of the larger institutions there is an attitude, judging from the silence, that maybe some of the threats will go away... but they won't go away within the state, as Mr. Curtiss had been discussing.

Dr. Ryder responded that while Dr. Suchara was making that sort of comment... and because Thanksgiving is coming up...he would just like to say that he was very thankful to have the excellent Board that SVSC has. The commitment on the part of members of the Board, in terms of contribution of time and effort, and to the institution is exceptional. He concluded he had seen other Boards in action and all he could say was that there is none better. Mr. Curtiss expressed appreciation for the bouquets.

Mr. Curtiss advised that the Michigan Association of Governing Boards has tentatively scheduled its next meeting for Thursday, February 16, 1978, at the SVSC campus. Usually, he said, the meeting is preceded by a tour of the host campus. All of the SVSC Board members are invited to attend.

4. Regional Workshop of Association of Governing Boards of Universities and Colleges and the Education Commission of the States.

Chairman Curtiss advised that several of the SVSC Board members and the President attended this 24-hour workshop in Dearborn, Michigan last week. He noted that it was a very interesting workshop and that he had distributed copies of three of the principal addresses to Board members who had not attended.

Mr. Curtiss noted that he thought it was the first time...at least in recent history...if not ever, that the Association of Governing Boards and the Education Commission of the States have co-sponsored a regional workshop on problems facing Higher Education. No particularly easy solutions were afforded attendees, he concluded, but indicated he felt that this kind of in-service training for trustees is badly needed and will only make those who take part in such programs more effective in their trusteeship of Higher Education institutions.



Saginaw Valley State College  
2250 PIERCE ROAD  
UNIVERSITY CENTER, MICHIGAN 48710  
(517) 793-9800

## STUDENT RECRUITMENT FOR 1978 - 79

### I. COUNSELING FUNCTION OF ADMISSIONS OFFICE

TO INFORM PROSPECTIVE STUDENTS ABOUT SAGINAW VALLEY STATE COLLEGE AND ITS ACADEMIC, ATHLETIC, AND CAMPUS LIFE PROGRAMS.

### II. COLLEGE SELECTION - WHY THE STUDENT APPLIES FOR ADMISSIONS

A. THE FOLLOWING REASONS WERE LISTED AS DETERMINING FACTORS FOR APPLYING TO SVSC:

#### \* TRI-COUNTY STUDENTS

1. CLOSE TO HOME
2. LOW COST
3. SMALL SIZE
4. CO-OP PROGRAM
5. SPECIFIC ACADEMIC PROGRAM
6. NO APPLICATION FEE
7. ATHLETICS
8. HONORS PROGRAM

#### \* OTHER MICHIGAN COUNTIES

1. SMALL SIZE
2. LOW COST
3. ATHLETICS
4. NO APPLICATION FEE
5. SPECIFIC ACADEMIC PROGRAM
6. CO-OP PROGRAM
7. RESIDENCE HALLS
8. HONORS PROGRAM

- \* B. THE FOLLOWING PEOPLE WERE LISTED AS PERSONS MOST RESPONSIBLE FOR STUDENTS APPLYING TO SVSC:

1. HIGH SCHOOL FRIENDS OR BROTHER/SISTER
2. HIGH SCHOOL COUNSELOR
3. HIGH SCHOOL TEACHER
4. PARENTS
5. ADMISSIONS REPRESENTATIVE
6. MYSELF

\* RANKED IN CHRONOLOGICAL ORDER OF IMPORTANCE.

### III. GEOGRAPHICAL ORIGIN OF STUDENTS FOR FALL '77

(SEE MAP ATTACHED)

### IV. DEPLOYMENT OF ADMISSIONS STAFF

- A. ADMISSIONS REPRESENTATIVES' TERRITORIES
- B. HIGH SCHOOL VISITATION
- C. COLLEGE NIGHTS
- D. REVERSE COLLEGE DAY
- E. PUBLICATIONS
- F. ADMISSIONS OUTREACH PROGRAM



VI. ADMINISTRATIVE REPORTS

1. Recommendation for the New Campus Plan

On the basis of input from the total college community and by means of visual aids, Robert Greagor of Rossetti and Associates presented the new campus plan to the Board.

He indicated that the charts would be left for review, invited changes where appropriate, and concluded the statement is being prepared and would be ready by the first of the year.

2. Report on the SVSC Bilingual/Bicultural Program

Dr. Robert Yien, Acting Vice President for Academic Affairs introduced Adolph Ayala, Director of SVSC's Bilingual/Bicultural Teacher Training Program. Professor Ayala reported that SVSC is becoming know as a bilingual/bicultural center across the country, as the program here has been one of the most successful anywhere. The program at SVSC is one of only four in the state which has received federal funding. It is also tied in with three area school districts and is the only one that operates directly through a joint written agreement.

3. Report on Student Recruitment for 1978-79

Mr. Dick Thompson, Director of Admissions, distributed copies of the "Student Recruitment for 1978-79" report (see Attachment) and reviewed it. In addition he projected an enrollment increase for next fall of 6-7%. Thompson informed the Board that part-time enrollment is increasing. He noted that the mature adults recruitment plan will enlarge this group even more and thus increase the burden on academic support services. He indicated that high school visitations are still extremely important to attracting students and attributed additional success to exhibits at county fairs and malls, community service involvement and the College's publications programs.

Mr. Gene Hamilton, Director of Center of Placement and Continuing Education Services, advised the Board that the cooperative education program is now involving more employers than ever before and he and John Broadfoot are meeting with business and industry representatives to make them more aware of SVSC's services in counseling for admissions of the adult student at the plant or business site, continuing education courses, seminars, and conferences and placement of SVSC students or alumni.

4. Recommendation of Residency Requirements

Dr. Ryder cancelled this item out because it was not ready to be presented.

In place of this item, Dr. Ryder substituted two Athletic Resolutions.

4. Athletic Resolutions

A. SVSC Football Team

RES-361

Dr. Suchara offered the following resolution for adoption:

WHEREAS, The Saginaw Valley State College "Fighting Cardinals" football team won the annual "Axe Bowl" football game with Northwood Institute on November 11, and

WHEREAS, The victory gave the Cardinals team its first winning season ever, with a 6 won - 5 loss season and a tie for third place in the Great Lakes Intercollegiate Athletic Conference, and

WHEREAS, Defensive end Lynn Conway, nose guard Jack Hatt, linebacker Jim Reese and offensive back John Waters were all named to the National Association of Intercollegiate Athletics (NAIA) District 23 first team and Reese and Waters to the All-Great Lakes Intercollegiate Athletic Conference first team as well, and

WHEREAS, Kicker Joe Slater's 59-yard field goal was the third longest in NAIA history, John Waters set a single game individual and team record for the longest kickoff return in the GLIAC and defensive back Ken Tolfree set a school record for three interceptions in one game,

NOW, THEREFORE, BE IT RESOLVED, That we extend appreciation to the whole football team and these individuals in particular for their outstanding athletic achievements.

Mrs. Saltzman supported.

Ayes: Arbury, Curtiss, Gilmore, Saltzman, Suchara, Zahnow  
Absent: Kendall

Resolution unanimously adopted.

B. Cross Country Team

RES-362

Dr. Suchara offered the following resolution for adoption:

WHEREAS, The Saginaw Valley State College cross country team under Coach Dr. Doug Hansen won the Great Lakes Intercollegiate Athletic Conference championship with a perfect 15-point shutout by winning all of the first five places against eight other teams, and

WHEREAS, The Cardinal harriers won the National Association of Intercollegiate Athletics District 23 title with a near-perfect total of just 19 points, with seven runners finishing in the top 12 and all qualifying for the national NAIA championship, and

WHEREAS, The Cardinal team finished second in the National Association of Intercollegiate Athletics national meet on November 19 at the University of Wisconsin - Parkside, and

WHEREAS, Team captain Pete Hallop with a career-low 24:53 run for the five miles and runner Brad Shaw with a 24:58 effort each earned all-American honors in the national championship meet, and

WHEREAS, Pete Hallop, Pat Fitzgerald, Mike Heath, Brad Shaw, Mike Ducharme, Ken Jerzierski, and Greg Henry were each named to the NAIA District 23 All-Conference Team, and

WHEREAS, Coach Doug Hansen was named District 23 Coach of the Year for the sixth time,

NOW, THEREFORE, BE IT RESOLVED, That we pay tribute to the SVSC cross country team for its outstanding accomplishments in the GLIAC athletic conference and in regional and national competition. A team like this, which compiled a 64-0 dual and invitational meet record this season despite not having a track on campus, deserves both our applause and admiration for its monumental achievements under difficult circumstances.  
Mrs. Arbury supported.

Ayes: Arbury, Curtiss, Gilmore, Saltzman, Suchara, Zahnow  
Absent: Kendall

Resolution unanimously adopted.

5. Recommendation of the SVSC Mission Statement

Copies of the proposed Mission Statement had been mailed to members of the Board. Dr. Peterson was present to answer any questions pertaining it. During the discussion, Mr. Curtiss suggested a need for a change and read a statement that he had prepared.

"In the context of state needs and the offerings of other institutions, and with an appropriate and equitable admission policy, our mission is to afford the student an effective and efficient educational process which, by its excellence, will lead the student to a more productive and rewarding life."

Dr. Ryder asked the Board to accept the proposed mission document as a working statement which will become more specific as it is actually written out and modified.

BM-496      Mrs. Saltzman moved the acceptance of the SVSC Mission Statement as a working statement.  
Mrs. Arbury supported.

Ayes:        Arbury, Curtiss, Gilmore, Saltzman, Suchara, Zahnow  
Absent:      Kendall

Motion unanimously carried.

6. Report on Sponsored Programs

Copies of the Sponsored Programs report were mailed. Mr. Cy Smith, Director of Sponsored Programs, reported that he had received a letter from the Department of Health, Education and Welfare informing him the SVSC will be receiving funding for the Nursing Program when the money is available. Other than that, he had nothing new to report.

7. Report on the Engineering and Technology Program

Mr. Eldon Graham, Director of Engineering and Technology, advised the Board that the enrollment has increased from 30 student majors four years ago to 140 at the present, with a substantial increase expected once Pioneer Hall opens for classes in January. By using masonry and pre-stress concrete beam construction, Pioneer Hall has been built with no cost overruns and a final building price of slightly under \$2 million or \$45 per square foot. Labs are to be developed over the next few months. The new electrical engineering technology program is expected to be running by September with a few courses offered during spring/summer. There will be no smoking in classrooms, which will be carpeted, although there will be smoking areas outside. The building has central fire alarm and public address systems.

After the meeting, Mr. Graham invited all that were in attendance to tour Pioneer Hall of Engineering and Technology.

VII. COMMITTEE REPORTS

1. Executive Committee

A. Budget Report

Dr. Ryder informed the Board that administration was still working on the revised budget and he hoped to have it finalized by the January meeting of the Board of Control.

B. December Board of Control Meeting

Dr. Ryder called attention to his memo where he asked the Board to consider cancelling the December meeting. After a brief discussion it was agreed that the December meeting would be cancelled.

Mr. Curtiss called for a motion to cancel the December meeting.

BM-497      Dr. Suchara moved that the December Board of Control meeting be cancelled.  
Mrs. Saltzman supported.

Ayes:      Arbury, Curtiss, Gilmore, Saltzman, Suchara, Zahnow  
Absent:      Kendall

Motion unanimously carried.

2. Academic Committee

Mrs. Saltzman indicated she had nothing to report.

3. Finance Committee

Mr. Zahnow stated he had nothing to report.

4. Building Committee

Dr. Gilmore advised that he had nothing to report.

## VIII. OTHER BUSINESS

1. New Committees

Chairman Curtiss appointed the following committees.

Academic and Personnel--Dr. Suchara and Mr. Kendall.

Budget, Finance and Investments--Mr. Zahnow and Mrs. Saltzman.

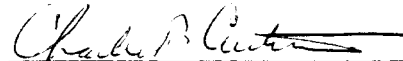
Facilities Planning--Dr. Gilmore and Mrs. Arbury.

Chairman Curtiss will serve ex-officio on all the committees. These new committees will meet prior to the Board meetings simultaneously. The new Executive Committee will be composed of the officers and will meet when necessary.

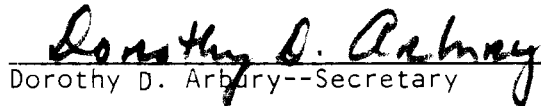
## IX. ADJOURNMENT

There being no further business to transact, upon motion of Mr. Zahnow, the meeting adjourned at 5:00 p.m.

Respectfully submitted:



Charles B. Curtiss--Chairman



Dorothy D. Arbury--Secretary



Susan A. Auernhammer--Recording Secretary

JMR  
saa