

BOARD OF CONTROL
SAGINAW VALLEY STATE COLLEGE

REGULAR MONTHLY MEETING
Pioneer Room--Pioneer Hall of Engineering and Technology
April 10, 1978

Present: Arbury
Curtiss
Darin
Kendall
Suchara
Zahnow

Others

Present: Auernhammer
Becker
Burkhardt
Collins
Colvin
Davis
Dickey
Donovan
Ferris
Gilbert
Gross
Harbin
Lange
Lee
Rummel
Ryder
Sharp
Smith
Thompson
Woodcock
Yien
Press (2)

Absent: Gilmore, excused
Saltzman "

I. CALL TO ORDER

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

II. APPROVAL OF MINUTES OF REGULAR MONTHLY MEETING HELD ON MARCH 13, 1978

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-506 Dr. Suchara moved the approval of the Minutes of the Regular Monthly Meeting held on March 13, 1978 as mailed.

Mr. Kendall supported.

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

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

I. Introduction of Mrs. Barbara L. Darin

Dr. Ryder read the appointment letter from the Governor's Office of Mrs. Barbara L. Darin of Dearborn Heights to the SVSC Board of Control. She is succeeding David M. Serotkin who resigned and will serve until July 21, 1983 when her term expires.

Chairman Curtiss formally welcomed Mrs. Darin and expressed the hope that she will find her experience at SVSC interesting and not too arduous.

VI. ADMINISTRATIVE REPORTS

1. Admissions Report

Dr. Ryder recalled that at an earlier meeting there was a discussion on the admissions situation regarding transfer students. The conclusion was made that a more detailed report be given at a later time. Chairman Curtiss added that the discussion had included the questions of whether or not the students were transferring in earlier or whether the class standing that they were granted when they transfer was reduced because of some change in SVSC's policy of granting credit for prior work.

Dick Thompson, Director of Admissions, distributed copies of his report... "Admissions Report on Transfer Students--Fall 1975 to Winter 1978" (see Attachment) which he reviewed in detail.

He suggested that this be considered a report only and just the beginning of research into transfer students. He concluded that possibly the Admission's Office or some other appropriate office look further into areas of academic discipline to see where increases or decreases are taking place. SVSC could then try to monitor that and plan accordingly when a new admissions year starts and find out where additional support is needed for academic programs or where the college needs to make changes when it comes to articulation with some programs in the community colleges.

2. Progress Report on National Endowment for the Humanities Grant

Dr. Larry L. Collins, Dean of the School of Arts and Sciences, reported on the all-college reading proposal which is being developed as a result of the National Endowment for the Humanities consultancy grant received in 1976-77 and extended in 1977-78.

A D M I S S I O N S R E P O R T
O N T R A N S F E R S T U D E N T S

F A L L 1 9 7 5 T O W I N T E R 1 9 7 8

S U B M I T T E D B Y R I C H A R D P . T H O M P S O N
D I R E C T O R O F A D M I S S I O N S
4/10/78

COMPARISON OF WINTER SEMESTER ENROLLED
TRANSFER STUDENTS BY CLASS STANDING
1976-78

CLASS STANDING	ENROLLED TRANSFER STUDENTS WIN '76	ENROLLED TRANSFER STUDENTS WIN '77	ENROLLED TRANSFER STUDENTS WIN '78
FRESHMAN	82	76	71
SOPHOMORE	63	54	93
JUNIOR	71	96	24
SENIOR	16	10	10

COMPARISON OF APPLICATIONS RECEIVED,
STUDENTS ADMITTED, AND STUDENTS ENROLLED FOR WINTER SEMESTERS
1976, 1977, & 1978

SEMESTER	APPLICATIONS RECEIVED	STUDENTS ADMITTED	STUDENTS ENROLLED
WINTER 1976	404	382	232
WINTER 1977	368	321	236
WINTER 1978	333	273	198

SOURCE DOCUMENTS: ADMISSIONS OFFICE INTERNAL REPORT
RP 596 - REGISTRATION SUMMARY REPORT
AP 045 - COLLEGE REPORT
AP 030 - SUMMARY ADMISSION REPORT BY CLASS STANDING

COMPILED 4/5/78

COMPARISON OF FALL SEMESTER ENROLLED
TRANSFER STUDENTS BY CLASS STANDING*
1975-77

CLASS STANDING	ENROLLED TRANSFER STUDENTS FALL '75	ENROLLED TRANSFER STUDENTS FALL '76	ENROLLED TRANSFER STUDENTS FALL '77
FRESHMAN	108	119	147
SOPHOMORE	135	125	192
JUNIOR	100	153	108
SENIOR	28	36	29

COMPARISON OF APPLICATIONS RECEIVED,
STUDENTS ADMITTED, AND STUDENTS ENROLLED
FOR FALL SEMESTERS - (1975-77)

SEMESTER	APPLICATIONS RECEIVED	STUDENTS ADMITTED	STUDENTS ENROLLED
FALL 1975	624	550	371
FALL 1976	693	618	433
FALL 1977	747	647	476

* SOURCE DOCUMENTS: ADMISSION OFFICE INTERNAL REPORT
RP 596 - REGISTRATION SUMMARY REPORT
AP 045 - COLLEGE REPORT
AP 030 - SUMMARY ADMISSION REPORT BY CLASS STANDING

COMPILED 4/5/78

COMPARISON OF FALL & WINTER UNDERGRADUATE TRANSFER ENROLLMENT FROM 1975-1978*
(DELTA COLLEGE -VS - ALL OTHERS)

	FALL 1975	FALL 1976	FALL 1977
DELTA	193	210	224
ALL OTHERS	178	223	252
TOTAL	371	433	476
% OF DELTA	52%	48.5%	47.1%

	WINTER 1976	WINTER 1977	WINTER 1978
DELTA	106	95	92
ALL OTHERS	126	141	106
TOTAL	232	236	198
% OF DELTA	45.7%	40.3%	46.5%

*SOURCE DOCUMENTS: ADMISSION OFFICE INTERNAL REPORT
AP 045 - COLLEGE REPORT
RP 596 - REGISTRATION SUMMARY REPORT
AP 030 - SUMMARY ADMISSION REPORT BY CLASS STANDING

COMPILED 4/5/78

COMPARISON OF FALL & WINTER ENROLLED
TRANSFER STUDENTS BY 4 YEAR INSTITUTION
VS COMMUNITY COLLEGE
(1975-1978)

YEAR	4-YEAR INSTITUTION	COMMUNITY COLLEGE	TOTAL ENROLLED
FALL 1975	127	244	371
FALL 1976	170	263	433
FALL 1977	195	281	476
WINTER 1976	91	141	232
WINTER 1977	115	121	236
WINTER 1978	89	109	198

TOP SIX TRANSFER INSTITUTIONS

BY STUDENT ENROLLMENT

FALL 75 - WINTER 78

INSTITUTION	ENROLLED STUDENTS	PERCENT OF TOTAL
1. DELTA	920	47.2%
2. CENTRAL MICH UNIV	117	6.1%
3. MICH STATE UNIV	99	5.0%
4. FERRIS STATE COL.	52	2.6%
5. WESTERN MICH UNIV	41	2.1%
6. C.S. MOTT CC	40	2.0%

The committee, consisting of six faculty members and Dr. Collins, would like to raise the caliber of reading comprehension. One book would be selected for the semester for students to read. A test would then be given on the book. If the student fails the first time, he will be allowed to take it over again. If he fails the second time he will be referred to a reading specialist who could administer tests to determine what the student's problem is. The committee would like to see this be a graduation requirement.

Curtiss added that he liked the common approach in the proposal. If all the students on campus are reading the same book there will be a feeling of commonality that has been absent from the SVSC campus. Concluding, without wanting to endorse specific aspects of the program, Chairman Curtiss wished Collins well in the committee's endeavors.

3. Legislative Action on 1978-79 Budget

President Ryder explained that when he put this on the agenda he assumed the Senate would have already acted on it. They were supposed to have acted last week but they have not. SVSC assumes that they will act this week but they may not.

The legislature has passed and the Governor has signed the Aid to Private Education Bill which provides that for each full-time freshman student in attendance private institutions will receive \$500. The only exception is for divinity students. This law does not provide for the future but implications are that it will build up after four years to approximately \$27 million.

4. Information Services Competition for Service Award

Dr. A. Jefferson Sharp introduced John Rummel, Director of Information Services, and Paul Davis, Publications Designer, by commenting on the fine work they have done to help create a positive attitude of the college. This year SVSC has submitted several entries in the CASE publications competition. Mr. Rummel told how the Michigan state colleges are becoming more competitive in their publications and recruitment programs and indicated that SVSC was doing everything possible with its limited publications budget to produce professional recruitment brochures.

Mr. Rummel distributed copies of his report..."Report on the SVSC Publications Program" (see Attachment) which he reviewed in detail.

He introduced Mr. Davis and indicated that he was very pleased to have someone of Paul's caliber to work with. Davis explained the 16 steps necessary before an idea for a publication becomes a printed piece. He displayed examples of how the college is attempting to make publications more uniform and showed how quality has been upgraded without a corresponding price rise. He indicated that his greatest difficulty occurs when an insufficient amount of time exists for a project to be planned and implemented and he added that prior planning pays off in positive results.

Dr. Suchara commented she has been impressed with the brochures in the last year and now knows why. Dr. Sharp stated oftentimes the finished brochure is seen and not the tremendous amount of work that goes on behind the scene.

ATTACHMENT

VI. 4. Information Services Competition
for Service Award

REPORT ON THE SVSC PUBLICATIONS PROGRAM
To Board of Control Members
April 10, 1978

- I. Number of traditional (age 18) college age students declining in foreseeable future (from present 180,000 per year in Michigan to 130,000 per year by 1985).
- II. State colleges with high percentages of resident students already declining. With only 12% of student body in dorms and a median student age of 27, SVSC not affected yet. Location in center of 450,000 population area also helps here.
- III. Colleges making increased expenditures for advertising space in national magazines, newspaper inserts and television plus hiring ad agencies and professional marketing staff members. Information Services/Publications staffs at state colleges range from five at smallest college and ten at third smallest college upward. Generally budgets are greater at community colleges, due to continuing education programs, more transient student bodies and shorter duration programs.
- IV. At SVSC:
 - A. Paul Davis responsible for all aspects of publications program.
 - B. Newswriting, photography and publications writing responsibility of John Rummel.
- V. Very limited budget -- all college printing (from computer forms like grade report to multiple-ply forms, class schedules, catalog and all brochures) have a total budget of \$40,000 per year. Printing budgets consolidated under Information Services for first time this year.
- VI. Printed pieces produced in-house, with all design, layout, illustrations, and keylining in our office. Formerly, design was the responsibility of individual departments with no college-wide uniformity.
- VII. Results of our program have included:
 - A. Uniformity/consistency through use of standardized formats.
 - B. Reduced costs by printing several projects together, such as engineering and technology brochures, veterans affairs and athletic fund raising pieces.
 - C. A combined catalog and viewbook, which enabled us to print the 16-page viewbook and cover section for just 9.2¢ each while using extensive color.
 - D. Design of the new college "Vision" magazine with low budget and no additional cost for off-campus layout.
 - E. Development of a brochure series for each school and division and ultimately each department of the college.
- VIII. Folder brochures normally cost about 4¢ per copy, or less than the price for xeroxing one page out of the catalog.

- IX. Excellent rapport has been established with area printers, who appreciate the professionalism of Paul Davis' keylines and like to work with us. On projects like the SAGE brochure, we submitted a lower cost although using an outside printer than three other colleges were able to do in-house. We declined to have an area college print our brochures in their shop because their in-house price is considerably higher than what we've worked out with Saginaw Valley printers.
- X. A printed piece is an example forever and is simply cast on paper instead of bronze. Prior planning pays profoundly. Poor or pokey planning produces poor publications. A minimum of 16 steps are required for each; the printer only has the job on his press for about three days of that time.
- XI. What was previously adequate at SVSC has been upgraded at little or no cost. By producing more pleasing publications, the demand for our services has escalated to the point that we are turning out all we can with our limited staff. We can be a formidable factor in the increasingly competitive college marketing field to the extent that our staff and budget approximate those of other institutions.

SVSC PUBLICATIONS

How We Work

The production of printed literature involves these steps:

- (1) Gathering of information
- (2) Preparation of the copy or manuscript
- (3) Editing
- (4) Proofreading copy
- (5) Gathering photos and art work
- (6) Layout and design
- (7) Specification and ordering type
- (8) Proofreading type
- (9) Keyline
- (10) Proofreading keylines
- (11) Shoot negatives and strip
- (12) Proofing silver prints
- (13) Platemaking
- (14) Printing
- (15) Binding
- (16) Delivery/distribution of finished piece

5. Pioneer Hall Dedication Week--May 22, 23, 24, and 25

Dr. Sharp announced dedication will actually be held on four different dates-- May 22, 23, 24, and 25. Various groups of people representing college constituencies will be invited each night. The dedicatory service will be held on May 25 and will involve the Pioneer Room. A 14" by 18" engraving of each of the founders will be displayed in this room.

6. Commencement--Saturday, April 29, 1978

Dale Harbin, Coordinator of Alumni Relations and Special Events, reported as in the past there is going to be a pre-commencement luncheon at the Bay City Country Club beginning at 11:30 a.m. Members of the Board and administration will then proceed to the Cardinal Gymnasium for the ceremony. Immediately following that there will be a post-commencement reception at the presidential residence recognizing the honorary degree recipients.

Mr. Harbin informed the Board receptions for students graduating from the various Schools and Divisions will be held in the four labs of Pioneer Hall following commencement exercises.

At 3:27 a recess was called and at 3:37 the Board reconvened.

7. Personnel Report

Dr. Ryder distributed copies of the Personnel Report and called particular attention to the resignation of Mr. Eldon Graham, Director of the Division of Engineering and Technology, and the retirement of Miss Libbie Kessler, Director of Library and Learning Resources.

President Ryder added that Eldon has made a very important contribution to the development of the Engineering and Technology program at this institution and will serve as associate professor of Engineering and Technology when he steps down from his post.

Search and Screen Committees for both positions have been established.

8. Sponsored Programs

President Ryder distributed copies of the Sponsored Programs report and noted that not much has been happening. He informed the Board that decisions should be initiated soon. Congress still has a number of things to finish up and SVSC should expect action in the next several months.

9. Advisory Committee to the School of Arts and Sciences

Dr. Ryder indicated several years ago that he would be appointing advisory committees to the various academic units. At that time administration was initiating the Goals and Objectives Study Committee so the appointments of the advisory committees were delayed until the revision of the institutional academic structure.

President Ryder reported that he has appointed the six members to the first Advisory Committee to the School of Arts and Sciences as follows:

Dr. David Conrad, president of Saginaw Symphony and oral surgeon.
Dr. Lynn Dorman, senior research specialist for Dow Chemical Company.
Mr. B.J. Humphreys, lawyer in Saginaw.
Mr. Richard Novak, SVSC alumnus and law school student at University of Detroit.
Mrs. Thelma Poston, president of Poston Real Estate.
Mr. Clark Swayze, president of Design Craftsman in Midland.

These people will advise the dean and provide counsel and guidance on the objectives of the school, its curriculum and its service and research functions. He continued the committee will provide input from the community into the operation of each academic unit, supplementing present student and faculty involvement.

Dr. Ryder will announce all the other committees as they are developed.

VII. COMMITTEE REPORTS

1. Executive Committee

Chairman Curtiss advised this committee had not met.

2. Academic and Personnel Committee

Mr. Kendall indicated he had nothing to report.

3. Budget, Finance and Investments Committee

Mr. Zahnow reported for this committee and advised he had two resolutions to bring before the Board.

A. Board and Room Rates

RES-376 Mr. Zahnow offered the following resolution for adoption:

WHEREAS, Recognizing that operating expenses are increasing and that it is an objective to maintain reasonable room and board rates while still meeting the debt service requirements, and in recognizing that the proposed rate increase will be one of the lowest percentage increases of the state-supported four-year institutions of higher education in the State of Michigan at an increase of 3.8%;

NOW, THEREFORE, BE IT RESOLVED, That effective for the Fall Semester of 1978-79 that the board and room charges will be as follows:

<u>Meals per week</u>	<u>21</u>	<u>15</u>
	<u>\$1,640</u>	<u>\$1,580</u>
<u>Extra charge for single</u>		
<u>room</u>	<u>\$300</u>	<u>\$300</u>

Dr. Suchara supported.

Dr. Ryder added that chances are relatively high that SVSC will have to increase tuition rates but he is pleased that the college can limit the increase for room and board to 3.8%.

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

Resolution unanimously adopted.

B. Contract Delegation Authority

RES-377 Mr. Zahnow offered the following resolution for adoption:

WHEREAS, Recognizing that delegation of contracting authority must clearly be controlled and delineated, the following resolution sets forth who has contracting authority, and to what monetary amount they may financially commit the college;

NOW, THEREFORE, BE IT RESOLVED, That the Contracting Officer of the College is the Vice President for Business Affairs, Jerry A. Woodcock. The Contracting Officer is authorized to sign contracts binding the College in an amount for any one contract not to exceed \$100,000, and

BE IT FURTHER RESOLVED, That the following Officers of the College, to wit: President, Jack M. Ryder; Vice President for Academic Affairs, Robert S.P. Yien; and Vice President for Administrative Affairs, Emerson D. Gilbert are authorized to sign contracts binding the College in an amount for any one contract not to exceed \$100,000, and

BE IT FURTHER RESOLVED, That the President and any one of the above officers, including the Contracting Officer, are authorized by their two signatures to sign contracts binding the College in an amount for any one contract not to exceed \$250,000, and

BE IT FURTHER RESOLVED, That any of the above named officers may, with the written authorization of the President, delegate authorization to other persons to sign contracts binding the College for specified sums per contract not to exceed \$20,000. Delegated contracting power shall be in writing, countersigned by the President, naming the person given the contracting power and specifying a limitation in dollars and purpose for any one contract which may be signed by the person given delegated power. Copies of the written delegation of contracting power shall be placed on file in the Office of the President of the College and in the Office of the Vice President for Business Affairs, and

BE IT FURTHER RESOLVED, That capital improvements or projects exceeding \$25,000 may not be entered into unless the project or a budget which includes the project has been approved by the Board of Control.

Mr. Kendall Supported.

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

Resolution unanimously adopted.

4. Facilities Planning Committee

Mrs. Arbury stated she had nothing to report.

VIII. OTHER BUSINESS

1. Task Force Letter

Mr. Curtiss called attention to a letter in the Task Force questionnaire recently provided by Dr. Harold Peterson where it said the Board of Control has approved a statement of the general roles of the college. He commented that the Board did not approve that statement as such. The Board said that the direction was good but that it had some serious reservations with regard to that statement.

Chairman Curtiss advised that the January 20 letter not necessarily be re-drafted but he wanted it clear that that statement is totally inadequate and there were parts of it that he could not approve in any draft.

2. Meeting Place for the May Board of Control Meeting

Dr. Suchara suggested that the May Board of Control Meeting be held in the Pioneer Room at Pioneer Hall.

BM-507 Dr. Suchara moved that the May Board of Control Meeting be held in the Pioneer Room at Pioneer Hall.
Mr. Kendall supported.

Chairman Curtiss noted that the change in the By-Laws be on the agenda for the next month's meeting to handle the change in the meeting place for the Board of Control meetings.

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

Motion unanimously carried.

April 10, 1978

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IX. ADJOURNMENT

There being no further business to transact, upon motion of Mr. Kendall,
the meeting adjourned at 4:15 p.m.

Respectfully submitted,

Charles B. Curtiss--Chairman

Dorothy D. Arbury--Secretary

JMR
saa


Susan A. Auernhammer--Recording Secretary