FOREIGN LANGUAGE DAY TO FEATURE 4 LANGUAGES

French, German, Polish and Spanish will be the languages of the day on Wednesday, November 15 at SVSC. That's when 600 high school foreign language students from Saginaw Valley high schools will be coming to campus for Foreign Language Day.

Theme this year is "Expand Your Horizons: Learn a Second Language". Participating students are already busy at work creating original posters using English and/or French, German, Polish, or Spanish. A fair will include booths oriented toward the respective foreign cultures, and various foreign-language items will be offered for sale. Films will be shown for each language and there will be a skit/song and dance contest in the various foreign languages. Some students will dress in colorful ethnic costumes and compete for prizes.

"In the past, requests to participate in Foreign Language Day have far exceeded our facilities, and we anticipate that this year will be no exception. Thus, we urge high school language students and their instructors to get their reservations in quickly, as we will accept these on a first-come, first-served basis," said Dr. David Barker, assistant professor of French in the department of modern foreign languages. Coordinator of the event is Dr. Lynn Herkstroeter, department chairwoman and assistant professor of French and German. Scheduling is being handled by Dr. Anna Dadlez, assistant professor of Polish. Directing the Skit/Song and Dance contest will be Dr. Ricardo Pastor, associate professor of Spanish.

Additional information on reservations is available by calling Dr. Barker at 4303.

ADMISSIONS STAFF "HITS THE ROAD"

With fall in the air, SVSC's admissions staff has begun its annual visitation to some 580 high schools and 24 community colleges across the state, as students begin deciding which college to attend next fall.

SVSC's director of admissions Richard P. Thompson and his three admissions counselors traveled some 65,000 miles last year, about the same as most of Michigan's other public colleges, although they have a much smaller staff than most.

"We talked to some 19,000 prospective students and parents, plus high school and community college counselors, during high school and community college visits. Our staff also participated in 105 College Day and College Night programs," Thompson said.

His office received and processed more than 5,000 applications last year, of which 2,566 were admitted for fall semester.

The official final enrollment report shows a record 3,706 students at SVSC this year, a 5% increase in headcount over 1977.

Enrollment has grown 66.6% since Fall 1973, ranking SVSC number one in terms of growth percentage over that time among Michigan's public colleges and universities. Total credits generated this fall are 33,795, a 3.7% rise from 32,599 a year ago.

Equally important to Thompson and his staff, though, is the fact that more of each year's crop of new students are coming from more distant parts of the state. "We have a
record number of freshmen living in the dorms this year, and this is because they live further away.

"One of the most important reasons they're finding out about SVSC is word of mouth, both from students already here and from college employees. Informing prospective students about SVSC and its programs is really a campus-wide effort. Our people -- staff and students alike -- tell neighbors, friends, or relatives why they like it here and they in turn tell others.

"Maybe one students from a high school in Grand Traverse or Jackson County comes to SVSC. The experience is positive and they tell their friends when they return home for a visit. Perhaps it's the smaller class size, the excellence of the faculty, or the individual attention they like. Or maybe their friend or younger brother comes to campus for a weekend in the dorm or a football game and sees what we're like first-hand. By the second year, we're likely to have three or four additional students coming from the same place," Thompson noted.

"We are attracting some Detroit area students simply because of our semi-rural location. Being close to a mall, theatres, bowling and fast food places has helped, too. The bottom line is that more of our freshmen are taking a greater number of credit hours, thus bucking all the present trends occurring elsewhere and we like to see that.

"Our visitations to high schools and community colleges are part of a year-round effort by SVSC's admissions office to reach prospective students, along with counselors and parents who influence their decisions about post-secondary education. To some people, we bring an awareness of our existence for the first time, while to others, we are pointing out that the College offers more than 50 four-year programs of study despite our small size.

"Our outreach program also includes frequent visits to area malls and shopping centers, which present a great opportunity to acquaint the public with what we offer," Thompson said.

"SVSC has had a confined budget, with our priorities concentrated on hiring and retaining top-notch instructors, more than 80% of whom hold terminal degrees in their academic fields. With restricted funds available for admissions purposes, our counselors and staff members have done a superb job of reaching a lot of people directly on a one-to-one basis, through displays at the malls or at area county fairs and other similar public events. I'm sure that no other college in the state has a harder-working group, reaching as many members of the public with so few admissions counselors. I'm proud of their dedication and extremely high record of efficiency," Thompson concluded.

SVSC COMPUTER & MATH JOBS "ADDING UP"

Job placements of graduates from SVSC's Math Department "add up" to virtually 100% for the past decade. And one of the department's biggest problems is keeping employers from hiring students before they are ready to graduate.

This is especially true for computer math majors, according to department chairwoman Dr. Rose Novey, associate professor of mathematics. "Computer math is actually the most lucrative and hardest of the three majors we offer. In a way, it's a blend of theoretical math and computer science.

"With the exception of students who won't interview outside of a 20-mile radius of SVSC, we have had a 100% job placement record since I came here in 1969. I don't know of anyone who hasn't gotten a job," she reflected proudly.

In addition to computer math, majors are also available in traditional math, and in data processing, a combination of computer programming and business.

"We're already receiving calls from employers telling us they'll be on campus in December in hopes of hiring our April graduates for job openings they will be trying to fill. There is obviously a shortage of well-trained computer science majors right now, as there has been for quite a while. However, we're telling our students to finish their degrees before entering the job market because their
starting salary will be even higher than if they leave before they graduate. This is because in the long run, they will have greater job flexibility and chances for promotion." Beginning pay levels for graduates of the program last year averaged $15,000 and ranged between $13,000 and $17,000.

Soon after the mathematics department was begun at SVSC a decade ago, faculty members realized that the market for graduates of a traditional theory-oriented mathematics program was very limited. The newness of the College made it possible to have flexibility and the faculty soon concentrated on computer math.

"Our students are interested more in obtaining jobs than in going on to graduate school. As a result, we decided to emphasize high academic standards but also the marketability of our graduates," said Dr. Joseph Matti, associate professor of mathematics and former departmental chairman.

"We wanted high placement levels without sacrificing academic integrity and we have avoided any semblance of a trade school. We have one of the highest academic standards in the College, as our classes are difficult with a high drop rate."

Many students try freshman level mathematics courses, find they enjoy computer programming, and shift their attention to data processing. Several computer design courses are offered to show students how machine logic utilizes mathematics.

FREE ENTERPRISE CAMPAIGN ONE OF 30 BEST

A marketing project an SVSC student designed to promote the American Free Enterprise System, has been named one of the 30 best in the United States by the National Leadership Institute, a non-profit organization in Austin, Texas.

The project, which was directed by Dr. Shiv K. Arora, associate professor of marketing, utilized radio public service announcements to promote free enterprise concepts. It also attempted to make the public more aware of the problems facing free enterprise and how this will affect the American way of life. Three advertisements were aired on 7 radio stations in the Bay City/Saginaw service area in the campaign.

In Michigan, the project was judged second-best in competition with other two- and four-year public and private colleges and universities. A check for $700.00 and a plaque, "for meritorious student support of free enterprise" was recently presented to the College by Leo D. Ballard, manager of community relations, Michigan Division of Dow Chemical Co.

This fall four marketing research students in Marketing 435 are conducting a radio listener survey in the Tri-Counties area under the direction of Professor Arora. A local radio station will give the College free advertising time in exchange for conducting the listenership project. This is an example of giving students practical experience in the classroom, while increasing cooperation between the College and area media, Arora noted.

10 of his students will be attending a National Leadership Institute training seminar in Toledo, Ohio next Friday, November 3. Sponsors include the National Leadership Institute and Libby Owen Ford.

DRAWING TO AWARD DINNER FOR TWO

Someone contributing to the United Way campaign this year from SVSC is going to receive a plush dinner for two. An anonymous individual will give the lucky person $30.00 to be spent at the restaurant of his or her choice.

The selection will be made by a drawing, with entry determined on the amount contributed to this year's SVSC United Way Campaign. A $20.00 gift provides one ticket for the drawing, and another ticket will be entered for each additional $10.00 contribution. Persons contributing to the United Way will automatically be entered into the drawing. The winner will be announced after the United Way Campaign ends.

PELZER TO PRESIDE

Charles Pelzer, associate professor of biology, will serve as presider at a session during the annual meeting of the
National Association of Biology Teachers (NABT) in Chicago, October 26-29. General theme for this year's convention is "Biology Education Today". The NABT is the largest professional society of biology teachers in the nation.

Pelzer was also invited by the Michigan Retinitis Pigmentosa (RP) Foundation to give a talk on his research in the biochemical genetics of blood serum components on Oct. 15 in Farmington, Michigan. In addition, he collected blood from several RP victims in the Detroit area on the same date with the assistance of a SVSC graduate in order to include more individuals in his research study of RP.

Editors of Personalities of America have selected Pelzer for inclusion in the 1978-79 edition of their work. The book is published by the American Biographical Institute of Raleigh, North Carolina.

RENNA ATTENDS BALL STATE CONFAB

Dr. Thomas Renna, associate professor of history, read the paper "Humanism and the Ascetic, 350-1200: from Patristic to Medieval" at the Ninth Annual Interdisciplinary Committee for the Advancement of Early Studies Conference, which was held at Ball State University, Muncie, Indiana on October 13.

POLISH INSTITUTE RECEIVES WHITE HOUSE LETTER

Dr. Anna Dadlez, director of SVSC's Institute of Polish Studies, recently received a letter from the White House, Washington, D.C., regarding the institute's recent commemoration of the 34th anniversary of the Warsaw Uprising of 1944. The letter, from Zbigniew Brzezinski, National Security Advisor to President Carter, said, "I am grateful to you for calling your program to my attention, for I very much share an attachment to our cultural heritage. Kind regards and best wishes for continued success of your Institute.

ZIVICH TO EXHIBIT RECENT WORKS

Recent works by Matthew Zivich, assistant professor of art, will be on display in the SVSC Arts Workshop between Monday, October 30 and Friday, November 10. The public is invited to view the exhibit, which will be open daily from 9 a.m. to 4 p.m. The exhibit will include drawings, watercolors, and paintings on various subjects.

SVSC FOOTBALL TEAM WINS THIRD

The Cardinal football team returned from a clash Saturday with Northeastern Illinois in Chicago victorious, making their overall record for the season now 3-3-1 by a score of 37-28.

They will be on the road again this weekend, taking on arch-rival Hillsdale on the Chargers' home turf at 2 p.m. instead of the usual 1:30 start.

SVSC HARRIERS WIN GLIAC CHAMPIONSHIP

SVSC's cross country team won the Great Lakes Intercollegiate Athletic Conference (GLIAC) championship Saturday here on campus, but not without a little controversy.

Three Hillsdale College runners -- who crossed the line in the second, third, and fourth positions, were scratched from the race for accidentally trimming the course.

Robb Bostater, a senior from Bryan, Ohio, took top honors with a time of 31:34 -- a new course record for the 6.2 mile (or 10,000 meter) course. He was followed by Dean Johnston of Hillsdale -- who ran the course correctly -- who finished at 32:36.

Three other SVSC runners finished in the top ten; Bob Dyer coming in third, Pat Fitzgerald eighth, and Greg Henry ninth.

SVSC was followed in the team rankings by Wayne State, Northwood and Ferris (tied for third), Oakland University, and Grand Valley.

SVSC's next big meet is November 14, the NAIA District 23 event at Spring Arbor.

BOWLING TEAM OFF TO GOOD START

SVSC's bowling team started off its season right last Saturday by finishing second in the first Michigan Intercollegiate
Bowling Conference meet. They took three straight games and the total pin title against Ferris State in their first match, but then fell a little against Lawrence Institute of Technology.

"We just got a little lazy against them," said Ted Nitz, coach. "We took two games and the total and lost the third game, but could have done a little better."

The finish leaves the Cardinals tied for second in the MIAC. Eastern Michigan, which went 14-0 at the meet, is in first, while SVSC and Michigan State are both 12-2.

Ferris and Lawrence are tied for fourth at 2-12, while the University of Michigan and Central Michigan -- who both drew byes in the meet -- are 0-7.

The next meet for the Cardinals is Nov 18, for another MIAC matchup at Eastern Michigan. The following week they travel to St. Louis for the Bowling Proprietor's Conference meet on Thanksgiving Day.

PERSONNEL --

-- REGISTRAR, Transfer Credit Clerk; FT-P, $3.14/hour.

This position will be open to the College community for one week. Interested persons should call Personnel at 4108.

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