

the INTERIOR

Saginaw Valley State College Library

September 11, 1979

LIGHT AGENDA YIELDS BRIEF BOARD MEETING

One of the shortest Board of Control meetings in recent memory on Monday saw the adoption of a college mission statement for the upcoming North Central Association accreditation visit. The mission statement, part of SVSC's 1979 Self Study, was scrutinized closely by the Board. Trustee Florence "Jo" Saltzman questioned a reference in two places to "the advancement of man" and the Board revised this to read "the advancement of men and women." Mrs. Saltzman also felt insufficient reference was made to the student's social obligation and service to the community upon graduation, but it was pointed out that part of the mission statement encouraged opportunities "to participate in activities designed to improve community life." The North Central visit is scheduled for Oct. 29-31.

Director of Admissions Richard Thompson said that fall head count figures as of last week are 3,649 or two percent higher than the 3,586 recorded at the same time a year earlier. Fall credit hours are at 34,115 versus 33,143 for a three percent increase. Thompson feels there is a good chance the college will meet both final projections of 3,865 students and 34,800 credit hours, as additional off-campus registrations are still coming in and late registration on campus is expected to add 125 students. "Credit hours are related to income and it's going to be there," he stated. "It doesn't appear we'll have any problems there."

A 40 percent increase in returning dorm students (240 vs. 168 last fall) has meant a "full" occupancy of 490 students. All but three students who had housing contracts have showed up as of today, Thompson reported, and we have a waiting list as well. New students are up five to eight percent in the dorms and this is the first year SVSC has not been able

to guarantee housing to everyone requesting it. Some returning juniors and seniors have voluntarily found places to live off-campus to relieve the pressure here.

"It's going to be a circus over there in the dorms," predicted outgoing interim student body president Ann Kozak. "After one term many will likely leave because of the crowded conditions." Thompson replied that it appears we now have more of a community of dorm and commuter students at SVSC and felt the improved campus life atmosphere for students will make them want to stay. He did not feel the one additional student per suite this year would make a significant difference. The restored position of head resident for the dorms will also probably help the resident assistants and bolster campus life here.

President Ryder acknowledged that planning and projections on enrollment and dorm occupancy have been "pretty much on target" and said he "feels real good about that." He said that all things taken together at SVSC have made a difference and expressed appreciation to all who had aided in the process. Special thanks was given to Dr. Ann Dickey, who will have the new title of director of institutional research and planning and will direct the comprehensive planning process here this fall. "This will be one of our highest priorities this fall, and we will involve the faculty, staff and students where appropriate," Ryder said. A major focus this year will be on programs of the institution such as academics, athletics, continuing education and student development. Student services such as scholarships, the Business Office, recruitment and facilitating services will provide what is needed to achieve those objectives, he noted.

In other action, the Board learned that the second year of the Bachelor of Science in Nursing program grant has been funded at \$149,000 and this together with the healthy credit hour production for fall, 1979 are two positive steps toward meeting the budget projections approved in August. Richard Gill will be new student body president this fall, and deans James L. Mitchell and Philip Beal were introduced along with new library

For Saginaw Valley State College Employees.
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director Michael M. Lee. The projected date for opening the new Day Care Center is Oct. 1 and renovations on the Davis Road house where it will be located should begin today. When completed, it appears likely the program will exceed anything the state will require, Ann Kozak noted. A presidential evaluation is scheduled for the next meeting, at which time Ryder said he will review with the board and with documentation those steps and accomplishments made since the evaluation of last January. The Board's committee on bylaws will also report then on specific Board operating policies.

PRESIDENT SETS THREE PRIMARY 1979-80 GOALS

During last Thursday's fall orientation session for all faculty and staff, President Jack Ryder outlined three main objectives for the 1979-80 fiscal year. These are (1) the development of a comprehensive, ongoing planning process which will play an integral role in future decision making at SVSC; (2) the enhancement of communication among all members of the campus community and between the college and its external constituencies such as the alumni; and (3) development of the physical resources enabling SVSC to be a high quality institution which stimulates learning.

Steps by which these goals will be implemented include (1) naming Dr. Ann Dickey as the person responsible for coordinating the new planning process and involving all constituencies of the college in this endeavor; (2) putting into place the appropriate organizational structure and calling a meeting by early October with faculty and staff to program the academic, athletic, cultural, community, and student services the college is to provide; and (3) communicating on a regular basis, approximately monthly, with the faculty via informal coffees and with the faculty association each two months. In addition, monthly sessions are planned with the various administrative groups who report to the vice presidents. Other communication through a revitalized secretarial/clerical/technical committee and via student rap sessions with top administrators will also be enhanced.

Ryder said 1979-80 will be an exciting year and that he looks forward to it with great enthusiasm. Exciting things include getting ready to go to the state for funds to build Instructional Facility No. 2, the challenge

of the accreditation process and assessment, the anticipated enrollment growth, greater involvement of all in comprehensive planning, the stimulation of new faculty and staff and the prospect of an exciting fall athletic season.

Saying he is "not convinced we or any other state institution will be adequately funded in the next few years," Ryder felt that "much more effort will be required from the private sector." A major goal will be to maintain and expand upon the good support SVSC has enjoyed from college friends. "We must have solid programs and be able to interpret these to people so they can support them," he said.

While the financial bind which led to layoffs last year has eased, college resources remain "extremely tight. We must exercise the most careful management of funds but we have made considerable progress," the president noted. "Action has been taken and progress has been made; a special effort by area legislators has helped."

NOW'S TIME FOR '79-80 PARKING CARDS

The resurfacing of Lot "C" west of Wickes Hall is completed and parking cards for 1979-80 on the reserve lot are now being sold at the Department of Public Safety building on Pierce Road. New cards may be purchased September 10 through Thursday, September 14 only until 7 p.m. daily; next week the hours will be daily from 8 a.m. through 4:30 p.m.

To register your vehicle and purchase a parking gate card, the cost is \$20 and you will need your (a) driver's license, (b) vehicle registration, and (c) proof of insurance. The old cards will operate Lot C's gate only until September 30.

GET A FIT START INTO YEAR WEDNESDAY

All employees who want to improve personal fitness are invited to join the SVSC fitness and jogging club this Wednesday, September 12 at 11:45 a.m. in the portable classroom behind SVSC's gym. You can participate regardless (or should that be despite) your level of physical shape.

WOMEN'S CLUB SLATES PICNIC WITH SEPT. 29 FOOTBALL GAME

Members of the SVSC women's club, their family members and guests will join at Owsley

Grove for a Luncheon Picnic on Saturday, Sept. 29 from 11:30 a.m. until the 1:30 p.m. kickoff for the SVSC-University of Evansville football game. While those present should bring a box/sack lunch, the women's club will be serving complimentary bratwurst, cider, donuts and apples. Advance reservations are required; please call club president Nancy Mackie at 652-2309; Mary Louise Rummel at 652-9027; Gloria Hoffman at 684-7107 or Carol Gingras at 386-7343.

IF YOUR ADDRESS, PHONE OR OFFICE HAS CHANGED, PLEASE LET US KNOW NOW FOR DIRECTORY!!!!

This is the final week to make corrections in your 1979-80 college directory listing, as the project is now being typed into final form for the printer. Please phone Information Services at ext. 4054 NOW if any changes have occurred this past year or any of your data was incorrect last fall.

If you have not as yet had your photo taken for the directory, please arrange an appointment this week as you don't want to be conspicuous by your absence! Call ext. 4054.

Have you been doing some neat research work this summer? Can you think of anyone with an interesting story (repeatable) which might be newsworthy? We would appreciate having you give us a call so we can get appropriate media coverage for you.

WEBSTER PUBLISHES, CONDUCTS SEMINARS

Professor of Marketing Dr. Frederick "Buzz" Webster III recently conducted two half-day seminars at Delta College on the nature of marketing and marketing programs involving paramedics and health care delivery systems. He also submitted an article titled "Territory - Conquest Marketing" to the Journal of Small Business. He gave a program to the Bay City Rotary Club on High Risk Ventures - Entrepreneurship as well.

Webster hopes to publish "Webster's Complete Marketing Bibliography, 1812-Present" next summer. The eight-volume set contains over 350,000 items taken from journal articles, books, seminars, speeches, and other sources in the first edition.

He, assistant professor of economics Donald Novey and associate professor of management Dr. William Doll have been selected by the Northeastern Michigan Manpower Consortium

under a grant to do a study on development of property in the Gaylord and Indian Rivers areas. The three will analyze primary and secondary data in preparation of a pilot study for development of the area. The Consortium is made up of nine northeastern counties.

RARE CHINESE CULTURAL EVENING SET HERE

China's legacy of culture goes back thousands of years, to long before the time of Christ, and covers many different forms of art. But Saginaw Valley area residents will be able to see a cross section of this culture in one night, on Saturday, October 13. The program, given by the 1979 Youth Goodwill Mission of the Republic of China, will begin at 7 p.m. in the college theatre.

Among the offerings will be dances, folk songs and music, skits, boxing and sword fighting and even kung fu. A reception with members of the troupe will follow after the 90-minute performance in the theatre lobby.

Each SVSC full-time faculty member (but not administrators) are eligible to receive two free tickets to the performance. Because of limited seating capacity and an expected heavy request for tickets from SVSC & Delta students and area communities, free tickets can be held ONLY until next Friday, Sept. 21. You must contact the Campus Activities Office, Doan Center, or call ext. 4260 before the 21st. Donations of \$3 (\$2 for students) will be used to establish an SVSC International Student Scholarship Fund. Your donation equivalent to the price of a ticket will help this fund! The group is making just 10 performances in nine states during their American tour.

FLIP SIDE GIVES SAMPLE FACILITY SCHEDULE FORM

On the back side this week is a College Facility Schedule Form, copies of which are available from Campus Activities, ext. 4260. This year this form will be required to reserve any facility in any SVSC building. Make sure you coordinate the planning of your event with plenty of lead time by submitting this form to Campus Activities!

PERSONNEL NOTES--PHONE EXT. 4108 FOR DETAILS

--SENIOR SECRETARY, Dean of Students; full-time, permanent (new). \$3.70 per hour.

--MEDIA COORDINATOR, Office of Information Services; full-time, permanent (replacement). Salary negotiable.