JANUARY 2, 1980

WELCOME BACK TO NEW YEAR, NEW DECADE!

We hope your holidays were safe, happy and rewarding and welcome you back for winter semester. Delayed registration for winter will be next Monday, January 7 from 12:00 noon-8:00 p.m. Winter semester classes commence next Tuesday, January 8. Late registration will be Friday, January 11 and Monday and Tuesday, January 14-15 from 10:00 to 4:00 p.m., with a $10 late fee charge during those times.

Class 'adds' and 'drops' begin next Wednesday, January 9 and continue on Thursday and Friday, January 10 and 11 and Monday and Tuesday, January 14-15. Spring break will be February 23-29 and classes will end on April 21, with final exams set for April 23-29. Commencement will be May 3.

PLEASE HELP US OUT

SVSC's Office of Information Services is attempting to increase its coverage of the campus community. To do this job well, we need your help.

We're always on the lookout for story ideas, whether they are meeting announcements or personal profiles. If you've got a story, share it with us so we can get it out.

If you've got something that you think is of interest to the SVSC community or beyond, give us a ring at extension 4054. The information services office is in Wickes annex.

DEAN STUDIES STUDENT RETENTION

More and more colleges today are discovering an alarming fact. While they are busy recruiting new students, old students are quietly dropping out of school. And it's happening at a steadily increasing rate.

SVSC dean of students Dr. Philip E. Beal is busy doing something about that. Beal, who came to SVSC in August, is somewhat of an expert on the subject of retention, or keeping students in college who are already there.

While dean of students at Pacific Lutheran University in Tacoma, Washington, Beal did a case study on student retention and coordinated a program to improve college enrollment. He also co-directed a national survey conducted by the American College Testing Program (ACT) and the National Center for Higher Education Management Systems. The survey is the first of its kind anywhere, and provides some answers to the question of what works in student retention, also the title of the survey.

"Our survey was sent to 1,600 institutions of higher education, from two-year community colleges to four-year private institutions," says Beal, "and over 980 schools responded."

"From those responses we found over 1,000 examples of specific programs being attempted by institutions to retain students. We learned that improving existing programs and services to students takes on a vital importance when focused on retaining students."

Colleges haven't always worried about what happened to students once they enrolled.
In fact, there was a time when big universities actually wanted a percentage of their freshmen to leave because there wasn't enough classroom space for them all. "Now, it's becoming economically important to keep as many freshmen as possible," Beal notes. "Colleges are realizing that freshmen are potential sophomores, juniors and seniors, and it's much easier to keep these freshmen than it is to go out and recruit new ones every year."

Part of the problem with finding new freshmen is that the pool of available high school seniors is becoming smaller every year. Colleges don't have huge numbers of people waiting to get in anymore. The declining student population is part of the problem, but another big part is the fact that traditional college programs are not attracting as many students anymore. Vocational education programs and on-the-job training are drawing large numbers of people who would otherwise have gone to college.

"This means we have to do everything possible to better serve the students we have on campus," Beal explains. "It's important both for them and economically."

The national concern over student retention has become so great that ACT's National Center for Education Conferences has begun a series of seminars across the country to show colleges what to do to keep existing students. Beal is one of a group of presenters for ACT's series of conferences titled "Reducing the Dropout Rate -- Campus Strategies And Action Programs That Work".

The group is on a nine-city tour, which began in September and will go through February. The seminar program is based largely on Beal's study titled "What Works in Student Retention", co-directed by Lee Noel of ACT. The study was designed to identify, analyze, and compile information about campus action programs set up to improve retention.

Data from over 947 institutions across the country provided answers for the study.

"We found that over one-third of the freshmen in college in the U.S. don't return as sophomores," Beal says. "Reducing the number of students who drop out for the wrong reasons is the quickest way to increase enrollment."

"The biggest group of dropouts is those who are undecided as to their major," he continues. "Others who leave school have problems with low academic achievement, not enough money, and lack of desire. We found that the cornerstone of a retention program should be academic advisement. When students are given help, they tend to stay."

Other ways colleges can keep students is through having quality faculty/student interaction, good personal counseling systems, and most of all, involvement for the students. This involvement can take many forms, from personal contact with the faculty and challenging academic pursuits to extracurricular activities and campus life in general.

Beal recently designed a questionnaire for SVSC students who attended here fall semester but did not plan to return this winter. He and his staff are attempting to find out the reasons for this and whether those responding plan to be temporary or permanent "dropouts".

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STUDENTS WORKING WITH MIDLAND VISITING NURSES

SVSC nursing students and residents of Midland are jointly sharing the benefits of a newly instituted health care program.

For the first time, the Visiting Nurses Association of Midland is providing an opportunity for SVSC Community Health nursing students to gain valuable learning experience while giving direct nursing care to Midland patients in their homes.

Approximately 10 SVSC students, under the direction of Mrs. Margaret M. Flatt, assistant professor of nursing, are presently involved. The program, according to Flatt, "is an extension of the clinical
learning activities in the SVSC curriculum."

Students, under the supervision of clinical staff members, make hospital rounds in order to determine which patients would benefit from home nursing care. Flatt mentions, "this program allows students the responsibility of observing the Midland community on the basis of its health care -- an important aspect for all participants."

With the Visiting Nurses Association announcement came a decision by the Midland Health Department to open its doors as well to the SVSC Community Health nursing students. Both newly instituted programs provide further opportunities for the nursing students to participate in public health nursing services offered to persons in Midland County, Flatt noted.

STUDENT WATERCOLORS DISPLAYED

SVSC Watercolor artists will be exhibiting their paintings in the Arts Workshop Gallery from January 8-17. A great variety of subjects will be exhibited with landscapes predominating. Most of the work on exhibit was completed during fall semester by students in the watercolor class and advanced students working independently.

BERGH TAKES LAKE SUPERIOR POST

Roger J. Bergh, assistant director of personnel has been named director of employee and labor relations for Lake Superior State College, Sault Ste. Marie. He had been at SVSC since November 1976.

A native of Lansing, Bergh received his B.A. degree from Michigan State University in 1972. He earned his juris doctor degree from Notre Dame Law School in 1975.

He has been active in the downtown Saginaw Chamber of Commerce and serves on state and national affairs committees. He is also on the board of directors for the Saginaw-Midland-Bay county Campfire Girls and has received Civitan and Optimist Club leadership awards.

Bergh and his wife, Patricia, will be relocating to Sault Ste. Marie later this month.

PHONE NUMBERS UPDATED

Please update these telephone numbers in your new SVSC campus phone directory: 1) The SVSC foundation should be listed on your "Frequently Called SVSC Numbers" page at ext. 4052, not 4592 as was reported earlier. 2) The faculty secretary for the "68" building should be listed at ext. 4159, not 4080. 3) Reference librarian Rosemary Rice-Billings should be listed under "Rice" not "Billings".

The Office of Public Safety has requested that all telephone calls there be made to their main telephone number, ext. 4141. For motor pool vehicle information, please call ext. 4140.

TWO NEW EMPLOYEES JOIN SVSC FAMILY

New transfer credit clerk in the Office of the Registrar is Shelley Thomas. Joining the SVSC faculty for winter semester will be assistant professor of electrical engineering technology Altaf-ur-Rahman.

SVSC BUSINESS COURSE EXPLORES SOCIAL ROLE

What is today's business ethic? Administrators from area businesses, industry, and government will discuss their roles and companies as they relate to current social issues through a new SVSC graduate management course. The class, "Business Issues Today," brings guest lecturers to campus to increase students' knowledge and understanding of free enterprise and business.

Course coordinator is Dr. William G. Elliott, professor of Law and Finance. "We will also increase the student's awareness of the need to improve our understanding of business' role in society," he says. In addition, the class will examine current business issues and the business-person's responsibility to society.
The three semester-hour class, listed as Management 680, is intended primarily for in-service teachers of government, history, economics, social studies, and business. Participants will develop instructional materials and techniques for introducing business and economic understanding into a K-12 curriculum. This includes development of a teaching unit for application to the student's area of teaching.

Topics will cover the economics of free enterprise, personnel and organization of the free enterprise corporation, financing in the corporation, research and development, manufacturing. Also advertising and marketing as they relate to business in a free society, profits and why they are necessary, governmental regulation, corporate social responsibility, environmental protection, employee safety and health, labor and industry relations, the international company, and law, society and free enterprise.

The class is the first of its type in the state of Michigan, and was initiated by the Continental Group, Inc. (Continental Can), at the SVSC campus last year. Local industry sponsors include Dow Chemical Company and General Motors. Guest speakers will be leading business administrators from those corporations as well as Dow Corning, Proctor & Gamble, Standard Oil, Inland Steel, U.A.W. and the public relations firm of Hill & Knowlton.

Class sessions will take place Tuesdays from 4:30 to 7:00 p.m. from January 8 through April 15. Further information can be obtained through Dr. Elliott at ext. 4323 or from course consultant Dr. Gamal Elashab, professor of Education.

CAMPUS MINISTRY IS 'HOME AWAY FROM HOME'

There aren't many places in the world where Catholics, Lutherans, Episcopalians and Methodists (to name a few) get along well. There are even fewer places where they actually work together as Christians. But the Interfaith Center for Campus Ministry at SVSC can claim this sort of cooperation, and more.

"Campus Ministry is on campus to be a Christian presence to everyone involved in and with SVSC," says Sr. Grace Janowski, O.P., campus minister. "We're dedicated and committed to serve others and help them enrich their lives and mature as Faith Persons in society today."

Grace, as she is called by the students, is financed for her ministry by the Catholic Diocese of Saginaw. She solicits voluntary help from an ecumenical council of ministers from major denominations in the Tri-City area who serve as resource persons. In addition, a student advisory board plans and executes programs and events on campus.

The Student Advisory Board is the heart of Campus Ministry. It is made up of students who volunteer their time and resources to make things go smoothly. The group is divided into three committees; the Religious Events/Worship Committee, the Personal Growth/Education Committee and the Social Events/Community Building Committee. They are the people responsible for planning the activities, programs and events of the year, as well as developing within themselves a sense of ministry.

"I meet with the members of the Board approximately four times a semester, and with each of the committees no less than once a month for the purpose of carrying out the plans they have made," says Grace. "They are the people who make this ministry real and viable."

The center is a lot more than just a religious growth area, through. It provides the students with a place to get together and just talk, with a library for personal growth and scriptural study, and a small chapel for private prayer.

"We try to offer something for everyone," says Grace. "We want to be in a small way a 'home away from home'."

Many parents tell their children as they leave for college, "And be sure to go to church as often as you can." Often students ignore them. Campus Ministry provides these young people--commuter students and faculty members as well--with a place to establish relationships and have faith-building experiences outside of a rigidly structured religious organization.