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THE
INTERIOR

JULY 28, 1981

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MODEST SUMMER GROWTH REPORTED

Enrollment figures for SVSC's optional summer session show a modest increase over the student count last July but are nearly 20 percent higher than two years ago.

A total of 1,156 students have registered to date for SVSC 1981 summer classes, a 1.23 percent increase over last summer's 1,142 and 19.5 percent higher than the 967 who registered in July 1979.

"Enrollments at many colleges are declining, especially this summer, so we are optimistic about the rise at SVSC," says director of admissions Richard P. Thompson. "Because our 1981-82 tuition rate already went into effect this summer but won't do so at most colleges until September, we had not expected an increase for this session."

He feels that the campus location is an important factor in retaining student numbers. "Many of the people enrolled here have full-time or summer jobs in the area. They are able to commute to SVSC for classes which apply toward degree work but probably could not attend elsewhere," he notes.

Meanwhile, applications for fall semester students are continuing to arrive at a record pace. In the first-time-in-college (freshman) category, figures to date show a 25 percent growth over last year's

record pace, according to Thompson.

Student credit hours also did not change much this year and total 5,015, compared with 5,055 last year and 4,372 in 1979.

BUSINESS DEVELOPMENT EFFORT BEGUN

The first phase of implementing a Business and Industrial Development Institute has been announced by SVSC officials. An operating committee was named this week, to work with both new and existing business and industrial firms in this part of the state.

Goal of the steering group will be to stimulate faculty research projects which are beneficial to the local economy. The group will bring persons from the business community into contact with faculty members in SVSC's schools of business and management and science, engineering and technology.

"Our objective is to enhance working relationships between experienced persons at the college and both present and prospective local businessmen," says Dr. Robert S. P. Yien, steering committee chairman and vice president for academic affairs.

"If a firm or an individual has some good ideas for devising a new product or improving an existing one, the new institute will have faculty members available to work with them," he points out. "We can provide assistance from a technical standpoint or help with things like devising an effective cost accounting system or marketing program."

An initial budget of \$20,000 from a special state appropriation has been allocated to faculty members, for work on projects approved by the steering committee. Firms seeking professional expertise may contact

Yien at ext. 4296. He will then work with operating committee members to discuss the feasibility of projects and determine which faculty members could provide the most appropriate direction.

COMPUTERIZED DATA BASE SEARCHES OFFERED

Push-button access to information is now available for members of the SVSC academic community, through a new library reference department service called "Computerized Data Base Search." Bibliographic citations can now be retrieved from machine readable data bases, which contain much of the same information as printed indexes such as Psychological Abstracts or the Business Periodical Index but offer increased coverage and convenience. On-line data retrieval systems allow the researcher to investigate several topics by combining search terms and by running the search in different data bases. Literature searching on many topics or subjects is possible through the library computer on-line system.

Computerized data base searching offers several advantages, including convenience for the researcher, the availability of information from several different data bases and comprehensiveness of research. One search can retrieve citations from several relevant, up-to-date data bases in far less time than is possible by manually searching indexes. In addition, complicated searches dealing with several variables can also be conducted with faster results.

To obtain a search, please contact the reference department in the SVSC library. A librarian there can help you or other researchers in defining search terms and developing strategies. The search will then be conducted in the relevant data bases, with the resultant citations retrieved and printed before your eyes. Materials ordered through off-line printing usually arrive within four days.

Although computerized data base searches are fairly expensive, the SVSC library subsidizes most of the cost for students, faculty and staff members. All other users pay full costs, which run from \$15 to \$40, depending on the topics and materials desired, for a 20-minute on-line search. For more information, please contact head reference librarian Calvin Williams at ext. 4241, or reference librarian Rosemary Rice-

Billings at ext. 4242.

SVSC TELETEACHING COMING TO THUMB

Approximately 75,000 residents of Huron, Sanilac and Tuscola counties will be able to enroll in college classes this fall from SVSC which are taught via an electronic blackboard. The Gemini 100 teleteaching system will be extended to Cass City high school, to link the Thumb with SVSC's home campus.

While it looks like a portable blackboard seen in many classrooms, Gemini 100 converts marks made on its pressure-sensitive surface to electronic signals. These are transmitted over regular telephone lines and are displayed on TV monitors at both ends of the line. Microphones at each location provide live instant two-way communication between instructor and students.

According to Dr. Eugene Hamilton, dean of continuing education, the package will permit SVSC's faculty to effectively teach many more students than with a traditional classroom set-up. "Since an instructor is teaching students at two or more locations simultaneously, there is a savings of travel time and cost," he states.

"Students also save driving expenses, because they can enroll in classes close to their homes. The program is both cost and time effective, thus helping to conserve energy. It allows us to offer classes to smaller groups, since they are enrolled in a section which is part of our regular campus schedule. And lessons can be stored through use of a stereo tape recorder for playback at students' convenience," he adds.

Hamilton also notes that experience with teleteaching at SVSC's Wurtsmith Education Center in Oscoda has shown this type of instructional delivery brings good results for students who use it. "People who took teleteaching classes at Wurtsmith performed on tests and evaluations as well as those enrolled on our home campus," he says.

To insure that educational quality is maintained, a paraprofessional will be in the Cass City classroom at all times to distribute materials, present films or tapes, collect homework or monitor exams. Also, the instructor will travel to Cass City and teach from that location at least three times

during the 15-week semester. Future plans call for on-site instruction of some classes at Cass City by SVSC instructors.

About 25 classes are being considered for Cass City this fall, with a final schedule to be announced later this month.

"As the program develops, we expect to offer all courses needed by students majoring in criminal justice, sociology, political science or general business. It would be possible to complete most degree requirements close to home," Survant says. "Students could travel to SVSC's campus for elective courses or classes using special facilities or equipment," notes SVSC coordinator Gerald Survant. Questions about SVSC's continuing education activities can be answered by either Hamilton or Survant at ext. 4066.

EXECUTIVE COMMITTEE ANSWERS YOUR QUESTIONS

Questions of general interest recently submitted to the College Executive Committee are answered below. If there are campus questions you feel are of general interest to "Interior" readers, please submit them by next Tuesday noon, August 4, to the office of information services, so they can be discussed by the Executive Committee on Wednesday, August 5. Selected questions will be answered in our August 11 issue. Questions received this time include:

1. When will the administration be moving into the additional modular units? Will all of the areas be doing so at one time, or will this be done in stages?

Hopefully all of the move will be completed by early this fall. Carpeting for the units is now being installed and that's what has delayed things up to now. The admissions and financial aids offices will be moved first, so that they'll be ready to serve students when fall semester begins. Other offices will be relocated one at a time, as additional areas are completed in the new units.

2. I've been told that all trunk lines on the campus telephone system have already been used and that the system is now overloaded, even though it's only a couple of years old. Is SVSC really growing that fast, or did we simply not plan very far ahead?

Fortunately our system was designed to add new modular units easily as we grow. The next unit has been on order for several months, but the Bell System is having difficulty getting it from their supplier. By the start of fall semester, we expect to have the additional capacity needed to take care of our growth. Our system has been planned since 1976 and will easily handle our future growth. Telephones have already been ordered for the new admissions area and should be installed shortly. And as planned, their extension numbers will not be changing.

3. What is the time table for putting the new computer into service? Will we have to submit data in a different form from the present? What will we be able to receive that we can't at present? What's happening to the old computer then?

A detailed answer to this question was prepared by Dr. Ann K. Dickey and James Finzel. It appears on page 6.

ALL-CAMPUS PICNIC NEXT THURSDAY NOON

A campus-wide picnic sponsored by the office of campus activities is slated for next Thursday, August 6, from 11:30 a.m. - 1:30 p.m. in Owsley Grove. All members of the college community are invited to participate during their lunch period. Simply bring a lunch and you'll find that coals for grilling, watermelon and marshmallows will be provided. Afterwards there'll be games such as volleyball and Frisbee. No reservations are required.

BAND MEMBERS CAN EARN PAY FOR PLAY

Area musicians can play for pay this fall by joining the SVSC marching band. Scholarships worth \$100 the first year and an additional \$25 for each year after that, up to a maximum of \$175 annually, are available. Sixty-five SVSC students are being recruited for the band, plus eight outstanding high school musicians from Bay, Midland or Saginaw counties. New director of bands Dr. Jon Mitchell says some musical instrument training and a simple audition are the only things required. Band members also receive one semester hour of credit in music 194, Marching Band. Practice sessions are 4:00-6:00 p.m. each Monday, Wednesday and Friday. Both incoming freshmen and upperclassmen are welcomed to join, whether or not they have been previous SVSC band members. For additional

information on the Cardinal's marching band and music scholarships, please phone Mitchell at ext. 4389.

ACROSS CAMPUS--

--The learning resources center, also known as the "audiovisual" or "media resources center" has moved to the west end of the SVSC library, opposite their former location. Their new address is rooms 117-122 Wickes Hall, and you'll find their new location more accessible, with equipment now centralized. For more information about services, please call ext. 4243.

--Area chess players will match strategies for prize money in tournament play in lower level Doan Center on Saturday, August 15, beginning with registration at 8 a.m. Sponsored by the SVSC Chess Club and the Saginaw County Chess Players' Association, the contest is open to persons with membership in the U.S. Chess Players' Foundation or Michigan Chess Players' Association. There will be an entry fee of \$5 per contestant, and non-members may participate with payment of an additional \$2 or \$3 option.

Rounds begin at 9 a.m., 1 p.m. and 5 p.m. between sections of 8 to 10 players with similar ratings. First place winners in each section will receive \$20 awards, with \$10 going to the runnerup. For information please call Phyllis Kuehn at 793-9129.

--A paper entitled, "Factor Payment and Job Turnovers in Michigan Sheet Metal Industry," was presented by associate professor of economics Dr. Hong Y. Park at the Western Economic Association - International's 56th annual conference in San Francisco on July 6. Park's study relates job turnovers to wage rates, participation in the union involved, company size and location of the firm. His research indicates there is a trade-off relationship between turnover and wage rates, but that union and size of the firm are inversely related to turnover. The study found there is a higher job turnover in standard metropolitan statistical areas (larger cities) than in non-SMSA places such as smaller towns. Park's study was funded by the SVSC Foundation. He also participated at the conference as chairman of the Demographic Economics session and discussed papers at the regional economics session.

--Dr. Shyamalendu ("Sam") Sarkar, professor of economics, is one of ten appointees announced recently by Governor Milliken to the state-wide Health Coordinating Council. Sarkar will serve until March 1984 on the council, which has responsibility for monitoring and reviewing all expenditures for the development of health care facilities in the state of Michigan.

--It's a son, Robert Earl, for associate professor of education Dr. Susie Emond and husband John of Saginaw. Robert was born last Tuesday morning at Saginaw General Hospital and weighed in at 8 lbs., 5 oz. Both mother and newest son are doing well.

--Professor of marketing Shiv K. Arora was dinner speaker for the Bridgeport Chapter of the American Business Women's Association on Wednesday, July 15, at Ramada Inn. In observance of National Citizenship Month, his address was titled, "Immigrants and Immigration."

--Former assistant director of admissions Steven H. Childs is the new assistant dean of students for freshmen at Colgate University, Hamilton, New York. Childs presently is a Ph.D. candidate at Michigan State University and begins his new duties August 1.

--Jane Owen, administrative secretary to vice president for administration and student services Dr. Emerson D. Gilbert, is presently hospitalized and would appreciate hearing from her friends at SVSC. Her address is Room 920, St. Joseph Hospital, 1835 Franklin St., Denver, CO 80218.

PERSONNEL

SENIOR TRANSFER CREDIT CLERK - REGISTRAR'S OFFICE. Full-time, permanent. (Replacement) \$4.05 per hour. (Specially posted July 15.)

VETERAN'S CERTIFICATION CLERK - REGISTRAR'S OFFICE. Full-time, permanent. (Replacement) \$4.05 per hour. (Specially posted July 15.)

CUSTODIAN - Full-time, permanent. (Replacement) To work third shift, Wednesday through Sunday. \$5.40 per hour. (Specially posted July 20.)

HVAC (Heating, Ventilating, Air Conditioning) SYSTEMS ASSISTANT - Full-time permanent. (Replacement) \$7.18 per hour. Some weekend work required. (Specially posted July 20.)

ADMISSIONS REPRESENTATIVE - Full-time, permanent. (Replacement) Salary negotiable. (Specially posted July 23.)

NURSING - Two faculty positions available beginning fall 1981. Full-time permanent. (Replacement) Salary negotiable.

CRIMINAL JUSTICE/POLITICAL SCIENCE - Full-time, permanent faculty position. (New position) Salary negotiable.

MARKETING - Temporary one-year faculty position. Full-time. (Replacement) Salary negotiable.

These positions will be open to members of the campus community for one week. Interested persons should contact the personnel office at ext. 4108.

SVSC is an equal opportunity, affirmative action employer and is non-discriminatory in its policies and practices.

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SVSC CALENDAR OF EVENTS -- AUGUST 1981

August

- 3-6 - U.S. Cheerleader Camp, 8:00 a.m. - 10:00 p.m., SVSC campus, various locations, Open by reservation. Contact Gerry Survant at ext. 4066.
- 6 - Benefit softball game sponsored by Saginaw Optimist Club. Open to public; 7:00 p.m., SVSC softball field. Contact Mike Sass at 799-7705 for details.
- 8 - Exam for American Production & Industrial Control Society, 8:30 a.m. - 5:00 p.m., Room 224 Pioneer Hall. Pre-register through Educational Testing Service; contact Angie Torrez at ext. 4284 for information.
- 11 - SVSC Program Board showing of movie "Silent Movie," 10:00 p.m., Wickes Lecture Hall. Free admission; contact MaryAnne Lustgraaf at ext. 4260 for information.
- 11-12 - ORIENTATION for new SVSC students; check-in begins 7:30 a.m. at Doan Center on 11th. Programs conclude at 4:00 p.m. on 12th. Contact MaryAnne Lustgraaf at ext. 4260 for information.
- 12-14 - Registration for fall semester classes, 11:00 a.m. - 6:30 p.m., Wickes Hall Concourse. Contact registrar's office at ext. 4085 for information.
- 14 - SVSC Jazz Ensemble concert at World Friendship Art Shell, Bay City; 7:30 p.m. Contact SVSC music department at ext. 4159 for information.
- 15 - Chess Tournament, begins at 8:00 a.m., lower level Doan Center. Contact Dr. Arthur Andrewes at ext. 4300 for information.
- 16-22 - Football Conditioning Summer Camp, Kearsley and Clarkston high schools. Contact Gerry Survant at ext. 4066 for information.
- 18 - SUMMER CLASSES END; final exams scheduled 19-21.
- 18 - Registration for fall semester classes, 11:00 a.m. - 6:30 p.m., Wickes Hall Concourse. Contact registrar's office at ext. 4085 for information.
- 22 - Real Estate Licensing Exam, 8:00 a.m. - 2:00 p.m., Room 224 Pioneer Hall. Contact Angie Torrez at ext. 4284 for information.
- 25 - Registration for fall semester classes, 11:00 a.m. - 6:30 p.m., Wickes Hall Concourse. Contact registrar's office at ext. 4085 for information.
- 26 - Football Media Day, lower level Doan Center, 10:00 a.m. - 2:00 p.m. Call Greg Branch at ext. 4053 for information.

- Aug. 31 - Registration for fall semester classes, 11:00 a.m. - 6:30 p.m., Wickes Hall Concourse.
- Sept. 2 - Contact registrar's office at ext. 4085 for information.

(Continued from page 3)

The new Prime 550 computer is expected to be up and running next week. For the next six months, the Prime -- and SVSC's computer services staff -- will be dedicated to converting more than 300 administrative and instructional programs which were written for the old Digital Scientific Meta-4 computer. During this conversion period, the Meta-4 will continue to perform most of the day-to-day work.

When program conversion is complete, the Prime will take over both the instructional and administrative work load. Marketable parts of the data scientific system will be offered for sale.

At first, the only conspicuous change in the computing environment will be a marked increase in reliability when the changeover to the Prime is complete. Down time on the new computer should be negligible.

The second change will come when terminals are installed for Admissions and Registration, signaling a major effort to improve the student record and registration system. Purchased software will expedite the process, which nevertheless will extend well into 1983.

Major advances in instructional computing are planned for 1982-83. SVSC has been encouraged by Lansing officials to submit a second Program Revision Request in November for computer funding, to follow the successful request of last year. This request would be for more core or memory capacity, probably in the form of a second computer, plus several microprocessors, ordinary terminals and graphics devices for instruction.

Acquisition of word processing software and equipment for both academic and nonacademic areas is presently scheduled for 1983-84, but this could begin sooner if funds are available.

A copy of the report made by the Computer Selection Advisory Committee to the SVSC Executive Committee, which contains additional information about the new computer and recommendations for its use, is available in the library. That committee, chaired by director of computer services James N. Finzel, also included director

of institutional research and planning Dr. Ann K. Dickey, budget director and systems coordinator James G. Muladore, professor of mathematics Dr. Rose Novey and registrar Paul Saft.

The work of the faculty committee which described academic computing needs in the 1980 National Science Foundation-Cause grant proposal was incorporated into this report.