

# the Interior

- NUMEROUS EVENTS DOT APRIL CALENDAR
- SVSC CHILDREN'S CENTER SEEKS FUNDS
- BUSINESS REPLY MAIL POLICY CHANGES

MARCH 5, 1983

For Saginaw Valley State College employees. Published by the Office of Information Services. Call 790-4054 with news items.

## ADVERTISING SEMINAR HOSTED BY SVSC

"When Every Dollar Counts; Advertising on a Small Budget" is the title of an advertising seminar for small businesses sponsored by the Advertising Federation of Saginaw Valley. The workshop will be held at SVSC on May 4, 1983.

The all-day seminar covers a wide range of issues, with such topics as: how to determine an advertising budget, creating your company's total image, targeting your market and your media, the printed piece, newspaper, radio and television advertising as well as promotional ideas, incentives, displays and audio-visual presentations. It also includes a presentation on pitfalls to avoid in advertising.

Presenters for the seminar will be carefully selected professionals in the field of advertising, chosen to represent their specific area of expertise, according to coordinator Barbara Sovereign of the Advertising Federation. Local business persons and service providers will also serve as resource personnel. Delta Community College and Northwood Institute are cooperating with SVSC in this tri-county effort.

Advertising professionals will be available to answer questions throughout the day, and there will be a large display area featuring exhibits with the latest information on advertising trends. Seminar participants can learn various ways in which advertising specialties can be tailored to their specific needs.

The fee for the seminar is \$50 including lunch and all materials. For more information, call the SVSC Conference Bureau at ext. 4162. Sovereign can be directly contacted by calling 832-3405.

## HIGH SCHOOLERS TO VISIT SVSC

Juniors and seniors from Thumb area high schools will gain insights into the realities of college life when they visit campus on Friday, April 15. Over 375 students from Huron, Sanilac and Tuscola counties will participate in SVSC's fifth Thumb Day.

"Thumb Day will give students a unique insight into college life and help them define college goals and objectives," said admissions representative Jim Dwyer, who is coordinating the day's events. Guests will be able to examine the many aspects that make a college career successful, including preparing for academics, financing an education and job outlooks in many fields.

The day kicks off at 9:45 a.m. with a presentation by Steve Smith of the Dale Carnegie Institute discussing "Motivation and Goal Setting." Following Smith will be admissions director Dick Thompson answering questions about "How Do I Pay for My College Education?"

Students will receive a tour of SVSC's dorms, classrooms and athletic facilities. Afterwards, they'll meet with alumni and students from the Thumb area who will share their college and career experiences. The SVSC speakers will discuss what difficulties they faced, adjustments they made, and how students can best prepare for college while in high school.

From noon to 1:00 p.m., SVSC faculty will cover careers in many fields. Visitors will be able to choose two areas of interest and receive first-hand information on career objectives, job placement, salary ranges and educational demands and requirements. For more information, call Dwyer at ext. 4200.

## AUBURN FILMMAKER AT SVSC

A local artist will be featured when the Valley Film Society presents its third program in the Independent Filmmakers Series on Friday, April 8. Auburn filmmaker Peter Wright will show his work at 8:00 p.m. in Wickes lecture hall on the Saginaw Valley State College campus.

Wright specializes in educational films for science museums and trade shows. His movie, "Forces Make Forms" is designed to teach logic to early elementary students and was a gold medal winner at a show in Atlanta. "Wondering About Things" deals with technology's role in contemporary life. He will also show a selection of films by others that illustrate his artistic theories.

The program is open to the public, free of charge. For more information, call Dr. Thomas Hearn at ext. 4332.

## CHILDREN'S CENTER BEGINS FUND DRIVE

Supporters of the Children's Center have launched their first annual direct mail solicitation. The center will be contacting people throughout the Tri-County area to inform them of their work and ask for contributions. Organizers hope the drive, which ends April 15, will raise \$7,000 to meet operation costs. The center opened in 1979 and gives preschool care and education to children between the ages of 2 1/2 and 6. It accepts children of SVSC students, faculty, staff and neighboring communities.

Contributions should be designated 'Children's Center', but made payable to the SVSC Foundation. Those who donate \$50 or more will receive a copy of the center's cookbook, "What's Cooking at SVSC." All gifts are tax deductible. For more information, call annual funds coordinator Pamela Binder at ext. 4165.

### COMING EVENTS AT SVSC

- Apr. 8 ... Soft Rock Concert, Harrises
- Apr. 8 ... History Day
- Apr. 9 ... University Club Square Dance
- Apr. 9 ... Vocal Recital
- Apr. 10 ... Violin Recital - Zhu Pei
- Apr. 10 ... SVSC Invitational Track Meet

See monthly calendar or call Information Services for times and details.

## CURRICULUM COMMITTEE OVERSEES PROGRAM, COURSE CHANGES

Each Thursday morning at 9:00 a.m. a group comprised of SVSC faculty, administration and student representatives gathers in the Wickes Annex conference room to discuss proposed changes in College course and program offerings. The College Curriculum Committee examines proposals which have been presented by campus departments or individuals. Any changes recommended by the committee are submitted to a vote by the full faculty before officially becoming part of SVSC's academic programs.

When proposals involve a significant change from current offerings, committee chair Dr. Robert S. P. Yien, Vice President for Academic Affairs, may schedule an open forum to allow input by any interested member of the SVSC community. Three such forums have been held during the current academic year to examine issues surrounding the addition of R.O.T.C., a proposed Bachelor of General Studies degree, and a Master's Degree in Political Science/Criminal Justice. Of those proposals, only the recommendation to add a master's degree program in political science/criminal justice was passed by the committee.

Criteria used by the committee includes appropriateness of the suggested change to SVSC's goals, whether the change has departmental support, and attention to detail in planning. Currently serving as members are Dr. Robert Braddock, history; Dr. Terry Ishihara, mechanical engineering and technology; Ms. Faith Edwards, nursing; Dr. Thomas Hearn, English; Laura Dockham, student senator; and Dr. Yien.

## HISTORY DAY EVENTS SET

Junior and senior high school students from northeastern Michigan will be participating in SVSC's History Day in lower Doan on April 8. Slated to run from 1:00 to 5:00 p.m., the program features displays, presentations and projects by area students. A highlight will be the film "Front Lines" shown at 2:45 p.m. According to program coordinator Dr. Thomas Renna, professor of history, the 50-minute film is one of the finest documentaries on the Viet Nam war. History Day is sponsored by the History/Political Science Club and the history department, with assistance by Tom Trombley, director of the Saginaw Historical Museum. For information, call Renna at ext. 4363.

More than 100 children kept things hopping at a pre-Easter party on campus March 26. The youngsters from Bay City and Saginaw are on a waiting list for a big brother or sister. SVSC students treated them to an afternoon of fun and food which included gifts from the Easter bunny and entertainment by a magician.



A spokesman for SVSC's student government said their organization worked with Big Brothers, Big Sisters of the Saginaw Bay Area, Inc., to throw the party and let the children know that they haven't been forgotten while they're waiting for an adult companion.

With the Easter bunny signalling the start in the photo above, youngsters race into a room full of hidden eggs and prizes. The hunt didn't last long, but ...

Everyone enjoyed the fruits of their search. Jackie King, in the photo on the right, was typical of kids who attended the party.



## SPORTS REPORT

Senior guard Lamaar "Spider" Edwards and sophomore center Dan Farley capped their outstanding men's basketball seasons by earning All-American recognition from the NAIA. Edwards was named to the second team while Farley received honorable mention.

With a record-breaking performance highlighting her season, sophomore forward Beverly Sanders earned a spot on the NAIA All-American first team in women's basketball. Sanders set an SVSC rebound record with 410 and a 13.2 average. She was also named to the NAIA national all-tournament second team.

Both the baseball and softball teams saw the weatherman cancel season openers.

The Lady Cardinal thinclads turned in a fine performance in their first outdoor meet of the season by taking fifth place at the Western Michigan University Invitational on Saturday. Cindy Reinhart broke her own school record in the 10,000 meter run with a winning time of 37:32.8. Cathy Schmidt also broke her school record in the 1,500 meter event with a second place time of 4:31.4. Eight other Cardinals placed in nine events for SVSC.

A strong finish allowed the SVSC golf team to take third place in the Smokey Mountain Invitational last weekend. Mike Erickson led the Cards for the second tournament in a row with a two-day total of 156.

### SOFT ROCK GROUP TO PERFORM

Musical duo Kim and Reggie Harris will perform in Doan Center Mall on Friday, April 8, from 11:30 a.m. to 1:30 p.m. During this free concert, the Harrises will feature a mixture of styles that is best described as soft rock. They each play guitar, arrange and sing a blend of their own and other's music. Kim and Reggie Harris have performed at colleges throughout the country and have opened for such artists as David Brenner and Henny Youngman. For details, call campus activities coordinator MaryAnne Lustgraaf at ext. 4260.

### VOCAL CONCERT RESCHEDULED

Cancelled by the recent storm, the vocal concert by students of Annemarie Baumgarten has been rescheduled for Saturday, April 9 at 7:30 p.m. in the theatre. Members of SVSC's individual and group classes will perform selections from many top musicals, including "The Fantastics," "Sound of Music," "Camelot," and "West Side Story." Complimentary tickets for the concert are available for all faculty and staff. Other tickets are \$2 for adults and \$1.50 for students. For reservations and details, call the fine arts office at ext. 4159.

### STUDENT RECOGNITION DAY SET

Many students will be honored for their academic accomplishments and service to SVSC during Student Recognition and Appreciation Day on Wednesday, April 13. Slated for 11:30 a.m. to 1:00 p.m. in the theatre, the program will award certificates to those who have distinguished themselves. Activities coordinator MaryAnne Lustgraaf is also giving faculty and staff the chance to award certificates to students they feel deserve credit. If you have someone you wish to recognize, please call Lustgraaf by April 6 at ext. 4260.

### BUSINESS REPLY MAIL POLICY CHANGED

Due to a technicality with the U.S. Postal Service, the college can no longer have business reply mail go through the University Center address. Effective immediately, all business reply mail should be addressed: **Saginaw Valley State College; Your name and/or department; P.O. Box 2087; Saginaw, MI 48605-9953.** Please destroy all business reply cards and envelopes in your area and reorder with the

new address and permit number. Call Lindy Babcock at ext. 4056 to order new forms.

### ACROSS CAMPUS

--School of education faculty Dr. Susie Emond and Dr. Elaine Stephens spoke at the annual conference of the Michigan Reading Association in Grand Rapids March 13-15. "Use a Literature Language Cycle to Teach Comprehension" was Emond's presentation, while Stephens spoke on "Taming the Content Reading Monster." Stephens also served on the conference planning committee.

--Dr. Altaf-Ur Rahman, associate professor of electrical engineering and technology, and students from the school of science, engineering and technology recently visited the Fisher-Flack corporation of Saginaw. The students received hands-on experience with programmable controllers through a series of experiments. According to Rahman, this effort is likely to create a co-op program between the college and Fisher Flack, and possible employment for SVSC graduates.

--Assistant professors of nursing Margaret M. Flatt and Janalou Blecke published an article titled "Scarce Clinical Facilities? Not in Community Health!" in the Jan./Feb. issue of "The Michigan Nurse". They found that utilizing non-traditional resources for student placement and learning activities not only reduced the stress on traditional community health agencies and achieved the same results for students, but also provided benefits to people in the community who otherwise would not be served.

--Dr. William S. Hoffman, professor of history, will be reading a paper at the Great Lakes History Conference in Grand Rapids on April 8. Titled "Andrew Jackson and the Presidential Election of 1824," the study examines various aspects of an election which Jackson lost to John Quincy Adams when it was sent to the House of Representatives for a final decision.

### PERSONNEL

ASSISTANT/ASSOCIATE PROFESSOR; COMMUNICATIONS/THEATRE. Full-time, permanent (replacement). Ph.D. required with competence in theatre and speech communication. Internal applications must be received by the personnel office by Thursday, April 7. For details, call personnel at ext. 4112.

**SCHEDULE OF EXECUTIVE ORDER AND ADMINISTRATIVE CUTS  
SINCE 1980**

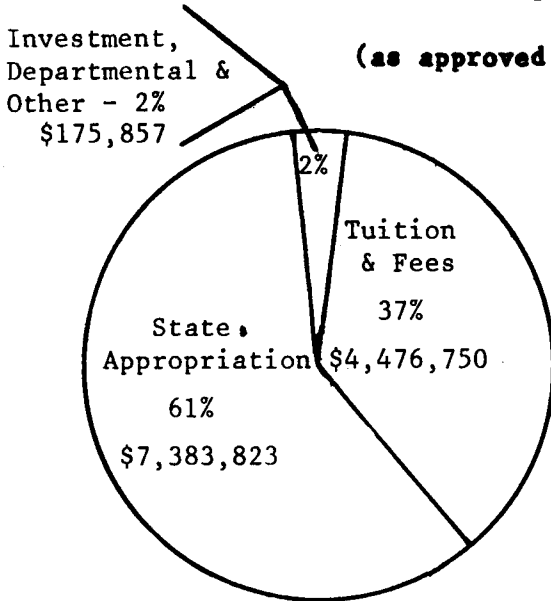
| Date  | Reductions for |          |      |             |
|---|----------------|----------|------|-------------|
|   | Higher Educ.   |          | SVSC |             |
| May 1980  | 1.1%           | \$ 6.9M  | 1.1% | \$ 72,447   |
| Dec. 1980   | 5.1%           | 33.8M    | 5.1% | 190,062     |
| Sept. 1981  | 3.0%           | 17.8M    | 3.0% | 221,787     |
| May 1982  | 0.8%           | 5.0M     | 0.8% | 55,405      |
|   |                | <hr/>    |      | <hr/>       |
|   |                | \$63.5M  |      | \$539,701   |
| Two Executive Orders were issued with intent to repay |                |          |      |             |
|   | Higher Educ.   |          | SVSC |             |
| April 1982  |                | \$ 80.0M |      | \$951,829   |
| Sept. 1982  |                | 32.0M    |      | 354,591     |
|   |                | <hr/>    |      | <hr/>       |
|   |                | \$112.0M |      | \$1,306,420 |
| Recent Deferrals                                      |                |          |      |             |
|   | Higher Educ.   |          | SVSC |             |
| Jan. 1983   |                | \$67.2M  |      | \$622,766   |
| Feb. 1983   |                | 67.2M    |      | 622,766     |
| Mar. 1983   |                | 67.2M    |      | 622,766     |
|   |                | <hr/>    |      | <hr/>       |
|   |                | \$201.6M |      | \$1,868,298 |

Governor Blanchard's Executive Order announced March 30 specified \$277,615 in reductions for SVSC. Of this amount, \$111,046 (40%) is a permanent cut; the remaining \$165,569 (60%) will be deferred in July, August, and September of 1983, with repayment scheduled by June 30, 1984. Since the cut comes in the third quarter of our current fiscal year, it is expected to result in a budget deficit for 1982/83.

# SVSC GENERAL FUND BUDGET

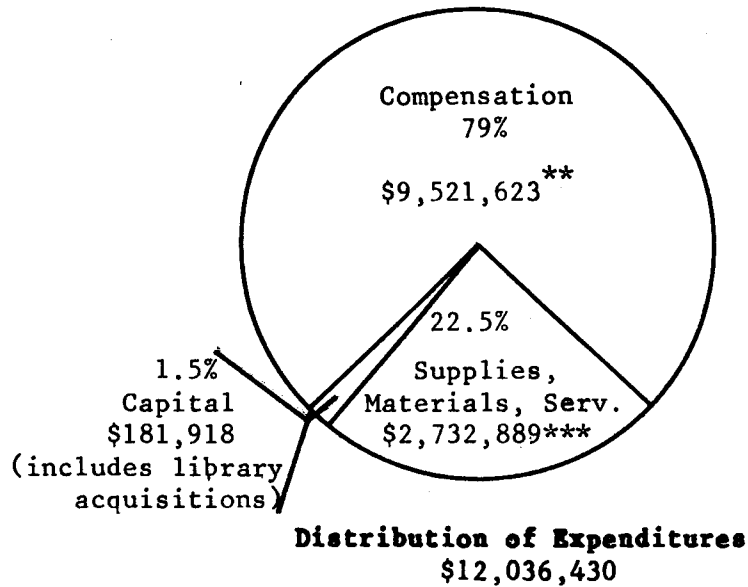
Fiscal Year 1982-83

(as approved by the Board of Control 10/11/82)



**Sources of Revenue**

\* \$12,036,430



**Distribution of Expenditures**

\$12,036,430

\* Net after beginning deficit of \$83,135

\*\* Net after savings of approximately \$400,000 on unfilled positions

\*\*\*Net after reductions in supply and expense budgets (10% for academic units, plus two cuts of 10% each for administrative units)

**NOTE:** January, February and March state appropriation payments totaling \$1,868,298 have been deferred since this budget was adopted. In addition to creating cash flow problems which necessitated borrowing of \$350,000 on March 11, there is a non-recoverable loss of anticipated interest income of approximately \$12,000 per month. Interest charged on borrowed funds will be 75 percent of the New York composite prime rate, and represents an added cost to the college.

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