SVSC SELECTED TO PARTICIPATE IN 'STUDENT OUTCOMES PROJECT'

Quality in education. How should it be defined? Can it be measured? What methods can an educational institution use to move toward a goal of educating its students to the highest possible standards?

Educators have long wrestled with such questions, and one organization has developed a project approach to providing some answers. Called the "Student Outcomes Project," the program was developed by the National Center for Higher Education Management Systems (NCHEMS) with support from the W. K. Kellogg Foundation.

The project involves three partially overlapping phases, including a preparation phase of approximately seven months; an implementation phase of two years; and an assessment phase of approximately five months. Seven colleges and universities were involved in piloting the project. They were the University of Tennessee at Knoxville, Spoon River College, Montana State College, Mt. Hood Community College, North Carolina State University, Towson State University, and the State University of New York at Albany.

The project's emphasis is upon data use rather than data gathering, according to NCHEMS. During the course of the pilot project, it was discovered that most colleges have a considerable body of information about student learning and development, but that such information is generally under utilized. Mobilizing such data in support of campus improvement programs can have a significant impact, they say.

A goal of the pilot effort was to generate a second phase involving additional schools throughout the nation. Fifteen colleges have been selected, on the basis of competitive applications, for Phase II. SVSC is included in this group.

On June 24 and 25 two consultants for the Outcomes Project visited campus to meet with faculty and staff representing various academic units that were interested in obtaining more information. Faculty who met with Dr. Trudy Banta from the University of Tennessee-Knoxville, and Dr. Richard Harpel, University of Colorado, included representatives from the departments of modern foreign languages, communication and theatre, physics, mechanical engineering and technology, electrical engineering and technology, nursing and allied health sciences, and English. The focal point for the SVSC project will be "Learning Gains in Majors Programs."

One significant aspect of the Outcomes Project may be the use of a system of exams to measure areas of competence in general education. Called "COMP" for "College Outcome Measures Project," the exams would be taken by students as they enter college and again during their senior year. The exam consists of a multiple choice section that can be completed in one to two and one half hours, plus a section requiring student-constructed responses that
can take up to six hours for completion. Testing is done in the sciences, social science, art, communications, problem solving, and values clarification. The test, developed by Aubrey Forrest for American College Testing (ACT), can be scored by ACT and the scores plotted against national averages.

The testing program would be available to all SVSC academic departments, whether or not they are involved in other aspects of the Outcomes Project. Both steering committee members and project consultants pointed out that results of the test, as well as other data collected through the project, are to be utilized in curriculum and program planning. They are not intended to serve as an assessment of an individual department's or professor's performance. The consultants recommended that a limited number of departments be selected for the initial phase of SVSC's involvement in the project. While they may include departments whose graduates work toward professional certification or licensing, they also should include at least one department where this is not the case.

The consultants cited examples of change that had taken place at institutions involved in the first phase of the project. Dr. Harpel noted that the University of Albany discovered its undergraduate program was not challenging enough, and is working to raise expected levels of academic performance. Another college found that its business law students were well prepared for careers in their chosen field, while economics majors lacked sufficient preparation. The institution responded to this information by tightening its requirements for an economics major and improving academic advising for students in the program.

Basic recommendations for the SVSC project include development of an instrument to survey student attitudes, plus assurance at the beginning of the project that sufficient resources would be committed (both financial and personnel) to assure participation through the end of the project. "Leadership for the project needs to be evident across the campus, and not vested in just one person," the consultants said. They recommended that department chairs be given meaningful roles, and that presently available resources and information, such as reports prepared by the Office of Institutional Research and Planning and the Dean of Students Office, be utilized. They stressed that computer support will be needed.

The next step for SVSC will be to solicit brief proposals from departments wanting to participate. A project budget is available to assist SVSC departments. Serving on a steering committee for the project are Dr. Robert S. P. Vien, Dr. Ann K. Dickey, Dr. William Barnett, Dr. Crystal Lange, Dr. James Mitchell, Dr. Guy M. Lee, Jr., Dr. Phyllis Hastings, Dr. Elaine Stephens, Mrs. Mary Gravier, Dr. Basil Clark, and Dr. Philip Beal. Dr. Thomas Kullgren, Dr. Philip Beal and Dr. Basil Clark are the project team members. Dr. Kullgren, the project chairman, welcomes inquiries if any department wants more information.

[From Left] Dr. Trudy W. Banta of the University of Tennessee at Knoxville and Dr. Richard L. Harpel, from the University of Colorado, discuss the Outcomes Program with SVSC faculty members Eldon Graham and Dr. Terry Ishihara.
SVSC OFFERS BUSINESS SPANISH THIS FALL

SVSC is offering Business Spanish (Spanish 498) this fall on Tuesdays from 7:00-10:00 p.m. in Wickes 316. The instructor will be Dr. Ricardo Pastor.

Business Spanish is designed to assist people who will be conducting business transactions with Spanish-speaking clientele. It covers basic aspects of the business Spanish language such as banking transactions, purchasing and selling, insurance, real estate, new enterprises, job hunting, business expansion, legal advising, foreign trade and investments. The course also includes developing general skills in listening, speaking, reading and writing of Spanish. For more information contact Dr. Ricardo Pastor at ext. 4486.

NEWS FROM THE BIDI OFFICE

BIDI is sponsoring a conference designed for women who want to achieve success through business ownership. The conference, entitled "The Entrepreneurial Woman," will be held Wednesday, September 18, from 8:00 a.m. to 5:30 p.m. at the Frankenmuth Bavarian Inn. Conference size is limited to the first 100 paid registrants. The fees cover a continental breakfast, Bavarian style luncheon, reception and transportation service, and all conference materials. Registration deadline is Friday, September 13.

"The Entrepreneurial Option," a 10-week noncredit course, is being offered by BIDI. The course will meet from 5:30 to 10:00 p.m. Monday, September 16, and from 6:00 to 10:00 p.m. on subsequent Mondays through November 18. All sessions will be held in Doan's lower level. Class size is limited to 35 persons. Registration deadline is Monday, September 9.

The third season of the Saginaw Valley Entrepreneurs Club will begin Wednesday, September 11.

Guest speaker is Gene Riley, who will present his definition of the bottom line: dealing effectively with people. The meeting, held in lower level Doan Center, starts with a 6:00 p.m. social period. Cost is $7.50, and reservations must be in by Friday, September 6. For more information on any of the above BIDI events, call ext. 4048.

PORTRAIT APPOINTMENT TIMES SET

For all faculty and staff members who missed having their portraits taken last month, August 22, 23, 27 and 28 have been set aside for portrait appointments. You will be contacted through campus mail concerning the specifics. If you do not receive notice by August 16, contact Mark Cornellie, college photographer, at ext. 4086.

United States Senator Don Riegle visited the campus last week to discuss the tax reform issue. Audience members were given the opportunity to present their views and ask questions. If you missed the session and would like to contact Sen. Riegle, write: Eastern Regional Office, Sabuco Building Suite 910, 352 S. Saginaw Street, Flint 48502; or call (313) 234-5621.
**BRIEFLY SPEAKING**

---All departments needing work done by the Graphics Center should submit requests before the fall semester rush. Call ext. 4278.

---The Snackbar will close August 17, and will reopen September 2.

---SVSC faculty and staff are invited to Football Media Day '85, to be held Tuesday, August 20 in lower level Doan beginning at 12:45 p.m.

---Drivers, all front seat passengers and children under four years of age must use safety belts whenever riding in a motor vehicle. For a brochure explaining Michigan seat belt laws, call Public Safety at extension 4141.

---Discount coupons for $1 to AutoWorld are available at the Campus Activities Office. Offer is valid through September 29 while supply lasts. Call ext. 4260.

---Tammy Meredith has been awarded a graduate fellowship for study at the State University of New York in Albany. Meredith graduated from SVSC in April with a B.A. in criminal justice. She expects to pursue a career in research writing or university teaching in criminal justice.

**ACROSS CAMPUS**

---Dr. Mahendra S. Kanthi, associate professor of economics, is serving as a consultant to the United Nations Industrial Development Organization in Vienna, Austria.

---Mr. Craig T. Maxwell of the Public Safety Office has been promoted to the rank of lieutenant.


---Ron Trepkowski, Public Safety officer, and his wife Kathy are the parents of a baby girl, Teresa Anne, born on July 25, 1985.

**PERSONNEL**

ADMINISTRATIVE SECRETARY - Evening Services: Full-time, permanent (replacement). Grade Level 6, $6.40 per hour. Work schedule: Monday - Thursday 12:30-9:00 p.m., Friday 8:00 a.m.-4:30 p.m.

All internal applications must be received by the Personnel Office no later than Wednesday, August 14. SVSC is an equal opportunity - affirmative action employer.

**HIGH FIVE**

Mileposts: Named, as head coach for men's and women's track and cross-country, Jim Nesbitt. Re-signed, as head coach for women's tennis, Brian Gano.

**EVENTWATCH**

Aug. 13 ... Movie: "48 Hours"
Aug. 17 ... Snackbar closes
Aug. 20 ... Football Media Day '85
Aug. 21 ... Movie: "Airplane II"

See monthly calendar or call Information Services for details.

**GIFTED WRAPPED**

---As a break from rehearsal during the Diversity in Music and Computer Applications Institute, students here don the 'Madonna' look. The state sponsored institute is designed for gifted students, and combines ensemble and theory work with programming and musical applications of computers.
August 12, 1985

The Saginaw Valley State College Board of Control today approved a roll-back of Michigan undergraduate tuition to 1984-85 levels. The action marked the second time in as many years that the board had acquiesced to requests from the Governor's office to freeze undergraduate resident tuition, and means that tuition and fees for that category of students will be held level for the third consecutive year. The last increase came in the 1983-84 academic year.

Although the recommendation passed with no dissenting votes and one abstention, Board members and College administrators made it clear they had reservations about short and long-term effects of the move.

SVSC President Jack M. Ryder explained that overall considerable progress had been made in support of higher education in this fiscal year. He said collectively the 15 public colleges and universities had received a 13 percent increase in appropriations. In addition, the State increased funds available for student financial aid by 37.4 percent. "The total increase (operating and student financial aid) was 14.7 percent," Ryder said. "This represents a substantial increase for higher education.

"Governor Blanchard and the legislature deserve a great deal of credit for recognizing our needs. While progress has been made, more must be done." Ryder went on to point out that, in spite of improvement overall, there are still "substantial inequities among institutions. Although it may appear that SVSC did exceptionally well (with an 18.5 percent increase), when funds specified for new building start-up and research excellence are deducted, there is very little difference between (the percent increase received by) SVSC and other colleges."

In presenting the budget, Vice President for Administration and Business Affairs Jerry A. Woodcock commented on the effects of increasing enrollments, and said the state had not recognized enrollment patterns in the last several years. He said SVSC's 1985-86 budget is "a very basic budget and did not add back things (previously eliminated) that should be added back."

Woodcock also discussed the problem associated with the need to eliminate forward funding by 1990. He said SVSC was one of four institutions to utilize the forward funding concept (others are E.M.U., M.S.U. and M.T.U.). "We do not want to increase our dependency on forward funding above what we had prior to July 1 of this year," he said. "The point is that not all of our 18.5 percent increase is available to use for general operating funds."

The budget presented by the administration calls for expenditures of $15,722,740 in 1985-86, and revenues of $15,539,030, leaving the potential for a deficit of $183,710. President Ryder listed areas where the budget had been trimmed to bring it more nearly in line with expected revenues. He said a plan to add three additional faculty positions would not be implemented. An increase of $120,000 in financial aid to students will not take place. "We will still be able to increase
financial aid, but not as much as we hoped."

Supplies and expense budgets, which had been reduced during the recessionary years, had been slated for a nine percent increase. Instead, they will rise by seven percent. Ryder said that about $10,000 of planned additional computing support will not be funded, and that the contingency fund will be set at $25,000. "For a $15 million dollar budget, the contingency fund should be at least $150,000."

Finally, Ryder said that some $95,000 slated for building start-up costs might be used for general operations instead. He said that it now appears unlikely that Brown Hall will be ready for occupancy by the beginning of winter semester, but stressed that there is no reason to believe the buildings will not be ready by the contract date of June 30, 1986, and said the start-up money must be available then.

Board member Charles Curtiss objected to the tactics used by the executive branch of state government to override decisions reached by the boards of the public colleges and universities. He noted that asking for tuition freezes could set a dangerous precedent if this practice becomes the norm. He said it could open the door to requesting programmatic changes, and that it already had resulted in priorities being reordered at some institutions.

Ryder appointed two committees to look at issues related to state funding patterns and enrollment growth. The first committee will be charged with identifying ways of controlling enrollment growth until funding catches up with enrollment patterns. The second committee will be charged with examining the budgetary impact of providing basic skills courses for students deficient in those areas. Both committees will include across-campus representation, and are to report to the President by December 1.

Board members heard a report on summer enrollment showing an increase of 12.9 percent, from 2,467 to 2,785 students this year. Registrar Paul Saft reported fall 1985 admissions were almost even with registration figures at the most comparable date in 1984.

In other action, the Board:

--approved in principle the new College mission statement, with final action delayed until the October meeting.
--authorized the administration to proceed with the construction of the Administrative Services Building, to be funded with insurance proceeds of $475,000, State support of $240,000 and up to $100,000 from modular unit facilities funding.
--authorized granting an easement to Consumers Power Company to provide gas and electric service to the student apartment complex.
--named Board member Florence "Jo" Saltzman to the SVSC Foundation Board.
--approved emeritus status on the Board of Fellows to Dr. Melvin J. Hunter, Dr. James Head, and Dr. William A. Groening, Jr.; reappointment of Dr. Ellis M. Ivey, Jr., Mr. George F. Ditzhazy, and Mr. Bert W. Baker; and new appointments of Mr. Donald R. Golding, Mr. Richard A. Lounsbury, and Mr. James R. Heenan.
--greeted Mr. Clifton Jones, new director of library and learning resources, and Dr. Albert Beutler, executive director of development and the SVSC Foundation.
--received a personnel report listing two new administrative/professional hires and three new faculty.
--heard a housing report stating that dormitories again are filled to capacity, and that several inquiries are on file for the new apartment complex. Dean of Students Phil Beal said a mailing has been done to seniors carrying six or more credits. Additional mailings likely will not be done until the a definite date is established for opening all units. The construction was slowed by the carpenters' strike. Up to 40 students can be placed at Delta College if the apartments are not ready for occupancy by September 1.

******