February 16, 1988

What lies ahead for Saginaw Valley State University in light of the economic environment, expectations for higher education generally, and the University's mission?

SVSU President Jack M. Ryder addressed these issues in his annual "State of the University" address Feb. 12.

"The fact that we have begun our 25th year of service to the people of the Saginaw Valley and state of Michigan gives us a special perspective from which to reflect on our past and contemplate our future," Ryder said.

He explained that we operate within an environment that gives us mixed signals for action. On one hand, a number of recent national reports and studies have been critical of higher education. At the same time, other factors indicate that higher education is valued. For example, Ryder said, candidates for president of the U.S. all seem to agree that education and international economic competitiveness are inextricably linked.

Further, studies by the American Council on Education show that more than 40 percent of adult Americans now plan to participate in higher education, compared to only 24 percent in 1983. "Moreover, nearly 50 percent of U.S. citizens believe that the quality of higher education is improving."

Employment data show that college graduates are employed at a significantly higher rate than those without degrees, and they outnumber high school graduates in managerial and professional occupations by almost six to one.

"It should be clear enough that higher education is increasingly valued in the United States. ... We are part of a very special profession ..."

Ryder informed listeners that Lansing also is sending mixed signals. While Governor Blanchard reaffirmed in his "State of the State" address his interest in developing the Michigan higher education system as the best in the world, his budget recommendations presented only five days later propose a 1989 appropriation for SVSU that actually is lower than the current year's figure. This is primarily because it does not retain $223,000 included (Please turn to Page 2)
this year to recognize enrollment growth.

To explain the situation further, a forum will take place Friday, March 25 at 12:30 p.m. in Wickes Lecture Hall. The session will include an update on the appropriations outlook at that point, plus information on the general nature of higher education funding from the state. Ryder said the Governor's recommended budget does not include building start-up funds, and warned that the opening of the health and physical education complex might have to be delayed until August 1989 or beyond.

Ryder said he expects the Governor's recommendations to be challenged, but that it is unlikely that significant change will result. State revenues are limited, he said, and legislators must make some hard choices.

"I am, therefore, requesting that all planning for the ensuing year be based upon an absolute minimal appropriation increase. Given this prospect, it is obvious that prudence and restraint will be required."

An increase in tuition and fees will likely be required, Ryder said, here as well as at other state universities.

"Very shortly, I will be announcing the appointment of a committee to study student tuition and fees with the objective of proposing a consistent long range policy for a fair and equitable implementation of tuition and fees."

While the present budget situation is not optimistic, Ryder reminded the campus community that "we have weathered such experiences in the past and will do so again. We have come too far and endured too much to let this slowdown in support demoralize us in our quest for excellence."

Ryder said SVSU will enter its anniversary year from a position of improving collegiate relations, of major emphasis on quality assurance, of academic entrepreneurship, of willingness to confront difficult issues, of enhanced image and reputation, of closer relationships with external groups and organizations, of responsible growth and development, of sensitivity to students and student concerns, of increasing educational opportunity, and of an increasing concern for excellence. "These are the institutional assets and developments in-progress which transcend dollars and cents and point to a healthy university -- a university on the move."

Several major institutional priorities emerged from the planning meetings Ryder conducted with all major institutional units. They include: (1) achieving an appropriate enrollment/resource balance; (2) increasing enrollment of minority students; (3) enhancing the University's academic reputation, particularly by seeking specialized accreditation for our engineering, teacher education and business programs; (4) increasing direct assistance to K-12 school districts; and (5) internationalizing our curricula. Ryder asked that all units submit their plans for the next cycle indicating how they propose to address the priorities in the order listed.

Enrollment remains a perplexing issue, Ryder said, as SVSU attempts to increase minority enrollment, maintain accessibility and at the same time limit the general growth of the institution.

Ryder pointed to the expansion of campus physical facilities as indicative of the University's health. In addition to buildings currently in some phase of construction, a program statement for a new Business Innovation and Professional Development Center was delivered to the Michigan Department of Management & Budget on Feb. 5.

Cost of the state-of-the-art building of almost 120,000 square feet is estimated at $12.5 million. The structure will provide space for a variety of University functions and will include the latest technology for television production, broadcasting and reception from various networks and satellites; data reception and transmission; and various unique combinations of voice-data-video technology. A major function of the building is to serve as a catalyst toward the economic development of the Saginaw Valley.

Concluding, Ryder said, "My vision for the future of Saginaw Valley State University includes a place where genuine human concern has become the most basic denominator for all individual and institutional activity. Where quality has become an obsession and innovation has become the norm ... Where academic entrepreneurship has become widespread ... Where SVSU has, in fact, become synonymous with excellence."
SAGINAW STUDENT RECEIVES SVSU BUSINESS SCHOLARSHIP

Beth J. Eggers, a Saginaw senior, recently was named the second recipient of the Palmer-Pinnell Business Scholarship.

The $500 scholarship is funded by the wholesale division of the Saginaw County Chamber of Commerce and was established to recognize students of SVSU enrolled in College of Business and Management. The fund was named to honor William Palmer and J. Raymond Pinnell for their contributions to the Saginaw Community for more than 35 years.

Last year's recipient was Clifford Suing, a business major with a 3.86 grade point average.

Recipients of the scholarship must have a minimum grade point average of 3.0 and be residents of Saginaw County.

TEST ANXIETY WORKSHOPS SET

Personal Counseling is sponsoring a series of "Dealing with Test Anxiety" workshops during "Health Yourself -- 1988" today and Wednesday in the Zahnnow Library.

Workshops today are from 3:30 to 4 p.m. in Room 218 and from 5:30 to 6 p.m. in Room 205. On Feb. 17, two one-half hour workshops will take place in Room 229: at 3 p.m. and 4 p.m.

For further information, contact Health Services or Personal Counseling at extensions 4271 or 5600.

BOOKLIST FORMS DUE

Recently, textbook request forms for summer semester were sent to all faculty. The information is due to the Bookstore on March 4. The "official" deadline is March 10. However, due to Spring Break, Bookstore personnel are requesting the forms a week earlier.

Additional request forms may be ordered from Laurie Gregory at extension 4277.

'RAP-MANIA' STRIKES CAMPUS

Three tri-county area "rap" groups will jam their way onto campus for an evening of "Rapmania," on Feb. 26.

The evening of "talking rock" gets under way at 8 p.m. in Lower Level Doan.

Leading off the festivities will be "Krush J. & Dangerous T. with B-Jam." "The Omega Boys" and "M.J.E. & E.Z.E." round out the performers.

The concert is sponsored by Campus Activities and Program Board as part of the celebration of Black History Month.

'HISTORIC WOMEN OF MICHIGAN' AVAILABLE IN SVSU BOOKSTORE


The essays contained within the text explore the lives of women who are nominees or honorees in the Michigan Women's Hall of Fame.

ACROSS CAMPUS

-- Congratulations are extended to Dr. Berner Gorden for showing his bowlers how it's done. The bowling coach and professor of chemistry rolled a perfect 300 game in league play on Feb. 8 at StarDust Lanes in Saginaw. Way to be, coach!

-- Dr. Louis Jacoby, assistant professor of accounting, is recuperating at home after his release from Bay Medical Center during the weekend. Jacoby was transported to Bay Medical Feb. 1 from SVSU.

BRIEFLY SPEAKING

-- Dr. Janet Rubin, professor of communication and theatre and winter 1987 exchange professor to Ballarat College in Australia, will talk about "Australia: The Land Down Under," beginning at 4 p.m., Feb. 16 in Room 106A of the Arbury Fine Arts Center.

-- "Health Yourself -- 1988" will take place from 1 to 7 p.m., Feb. 16 and 17 in the Brown Concourse. The annual health fair is sponsored by Health Services.

-- Dr. William Gourd, professor of communication and theatre, will discuss "Human Communication: Gender Roles and Our Needs for Change," from noon to 1 p.m., Feb. 17 in Room 128 of Brown Hall.

-- The Valley Film Society will show "Seven Beauties," an Italian film with subtitles, beginning at 7:45 p.m., Feb. 19 in the Theatre. For ticket information, call extension 4332.

-- "Sister/Sister," featuring Vinie Burrows, will take place at 8 p.m. Feb. 23 in the Theatre. The one-woman show documents women's struggles and celebrates women's joys. It is sponsored by Campus Activities and Program Board. Tickets are $2 and are available at the door.
PROFESSIONAL PROFILE

-- Dr. Len Herk, director of the Business and Industrial Development Institute, will address "Technology Transfer: How Small Firms Can Access Protected Technologies," during "A Business Conference for Organizations in the I-75 Region (Midland to Pontiac)" on March 1.

DEADLINE ANNOUNCED FOR FIRST FOUNDATION AWARDS

The deadline for submission of nominations for two Awards for Excellence in Service are due March 4 to the committee chairman Larry Fitzpatrick, director of personnel.

Nominations may be made by faculty, staff, students and community members. Nominations should include a brief statement explaining how the nominee meets the established criteria.

One award each will be granted to a member of the faculty and to other SVSU employees for the first time this spring. The honors include cash awards of $500 per award, plaques and public recognition. The awards are funded by the SVSU Foundation.

HIGH FIVE

-- The women's track squad finished second at the NAIA District 23 meet at Siena Heights College. The team collected 133 points while Hillsdale scored 114.5 points to finish second. First for the Cardinals were Tracey Weber in the pole vault (14'6"), Rich Canole in the 35-pound weight throw (49'5½"), Tom Badour in the high jump (6'8"), Chris Ludka in the long jump (22'8") and 55-meter high hurdles (7.87 seconds), Scott Schwenter in the triple jump (46'7½"),

Shaun Butler in the 1,500 meter run (4:00.75), Brad Abendroth in the 1,000-yard run (2:17.41) and Jeff Boksi in the 800-meter dash (1:56.30). Cardinal Coach Jim Nesbitt was named NAIA District 23 Coach of the Year.

-- The women's basketball team defeated Oakland University Saturday in overtime, 87-85. Sue Mayes-Scott led the team with 24 points and was named NAIA District 23 Player of the Week. Earlier in the week, she had a career-high 35 points and 10 steals in a 99-63 win over Northwood Institute.

-- The men's basketball team upset Oakland University Saturday 91-88. Herb Schoepke had a career-high 30 points in the victory. On Thursday, the Cards were defeated by Northwood Institute, 77-67.

EVENT WATCH

Feb. 16-17...Health Yourself
Feb. 20...MBB & WBB vs. Northern Michigan

CREATING A POSITIVE RELATIONSHIP -- Peggy Palminter, president of the Michigan Chapter of the National Association of Social Workers, addresses a group of social work faculty, field instructors, community advisory committee members, adjunct faculty and community college representatives. Palminter, during the Feb. 11 meeting, discussed the need for faculty and practicing social workers to create a better relationship for the good of the vocation. She said SVSU, with adjunct faculty from the private sector, is an institution for other colleges and universities to emulate.