

the Interior

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

June 27, 1989

Park Study Details SVSU Impact on Regional Economy

The spring issue of *The Economic and Business Review* includes an article by Professor of Economics Hong Y. Park reporting his study of SVSU's impact on the Tri-County economy.

"SVSU affects the economic development of the Tri-Counties in many different dimensions," Park notes. "SVSU provides education and training that expand human capital in our region. The faculty share knowledge resources and the expertise that help transfer innovations and technology.

"SVSU shares its facilities and cultural events with our immediate community and enhances the quality of life in our community. SVSU employs people, purchases supplies and builds new facilities. These activities bear measurable and nonmeasurable economic benefits to our community."

Part of the data used in the paper came from the Saginaw Input-Output Study conducted by Park. The study was funded by contributions from Dayton Hudson-Saginaw, Delta College, Florentine Inn, General Motors Corp., IBEW-Local Union 557, International Center-Saginaw, McDonald Pontiac-Cadillac-GMC, Saginaw Labor Council, SVSU, the School District of the City of Saginaw, Second National Bank and U.S. Graphite.

In examining SVSU's impact on the local economy, Hong utilized input-output analysis. "The I-O model is an approach to inter-industry relationships in a multi-sector economy," he said.

Park cited the construction of the health and

physical education center as an example of this inter-relationship. "The construction of a new facility at SVSU has two obvious effects on the Tri-County economy," he said. "The first is temporary, stemming from the new employment generated, sales of businesses to the construction activity and its workers, and consequent new income generated in the region. This lasts during construction.

"The second effect is long-term and is generated by the operation of the new facility. The new SVSU facility will be used for education, sports and recreation and will create jobs and income for the region."

Using the I-O model, Park estimated that construction of the \$18.7 million complex generated 174.9 jobs, \$14.89 million output, \$3.45 million wages and \$10.16 million regional income for the Tri-County region. The added value is created through a "multiplier effect" as spending for goods and services by an individual or organization results in income for another, which in turn uses the revenue to make purchases. "Each link in that chain of indirect impacts, as well as the direct impacts, sets off a chain of induced impacts," Park said.

Annual spending by SVSU is over \$20 million, Park said, and this generates some 266 additional jobs in the community, affecting all segments of the area economy. "An increase of one million dollars in spending at SVSU will create 13.2 jobs and \$319,405 of additional income in our region," Park found.

He noted that SVSU supports the economy through various activities. Included are economic and policy analysis, research, technical assistance, activities contributing to the quality of life, and human resource development. "The growth of SVSU has placed significant imprints on our community and it is likely to add much more."

According to I-O analysis, \$10,145,900 in annual spending in the 1985-86 fiscal year by SVSU generated 266 jobs, \$11,011,800 output, \$3,628,200 wages and \$6,434,700 income in addition to the University's 450 initial employment and income earned for the Tri-County region.

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Physical Plant Encourages Reporting of Spills

The campus community is urged to report any spills on the premises to Physical Plant immediately. Chemical, water and beverage spills, or any spills that may detract from the cleanliness or safety of the campus, should be reported as soon as they are noticed.

When reporting a spill, please identify yourself and try to be specific as to the location and, if possible, the type of spill it is. Physical Plant hours are 8 a.m. to 4:30 p.m. A telephone answering system is engaged prior to 8 a.m. and may be used to report such incidents. The number is extension 4080.

Correction

An article reporting the incoming SVSU Faculty Association officers should have stated that Dr. Douglas Hansen was the 1988-89 vice president of the organization.

Long Distance Charges Altered

Due to a power failure from an electrical storm during the month of May, data was lost on long distance calls. For chargeback purposes, Business Services will use an average of the past 10 months to calculate departmental charges.

New Rate Structures for Graphics Center, Motor Pool

Effective July 1, a revised rate structure will be implemented for Graphics Center and Motor Pool use. These rates were approved by the Board of Control.

Among the price revisions for Copy Center are increases to 4 cents per copy for 8½x11, 4.2 cents per copy for 8½x14, and 3.6 cents for a second side copy. Card stock copies and carbonless forms will be 5.5 cents per copy; folding will be \$3 per order, plus 50 cents per 100 sheets; spiral binding will be 25 cents per order, plus \$1 for 100 sheets; padding will be 10 cents per pad; saddle stitching will

be 2 cents per staple.

Items produced from Graphics Center will be charged according to each order, including material costs, plus 35 percent. Plate clean-up charges will increase to \$15. Convenience copies will be 5.5 cents per copy.

The Motor Pool rate schedule will include charges of 27.5 cents per mile for compact cars; 31 cents per mile for mid-size; 34.75 cents per mile for station wagons and 39.72 cents per mile for van usage. Users will be responsible for the per mile charge or a minimum rate, whichever is higher.

For additional information, contact James G. Muladore, controller, at extension 4218; or Dale Irish, director of Business and Auxiliary Services, at extension 4101.

Tiger Baseball Trip Planned

A bus trip to Detroit is planned for Tiger fans to enjoy live baseball. Tiger boosters have the opportunity to see the Baltimore Orioles in Tiger Stadium on Tuesday, Aug. 15.

Cost is \$25 per person and includes round trip bus transportation; a reserved ticket; food and beverages. The bus will leave at 4:30 p.m. from the Administrative Services Building parking lot beneath the water tower.

Reservations are due Friday, July 7 to Sue Auernhammer, extension 4293. The \$25 is due Friday, July 21. For more information, contact Auernhammer or Joe Vogl at extension 4175.

Briefly Speaking

-- The **Marshall M. Fredericks Sculpture Gallery** will be open for tours from 1 to 5 p.m., Sundays, July 2, 9, 16, 23 and 30.

-- Events International will conduct two **circus** shows at 3 and 6 p.m., July 2 in the Ryder Health and Physical Education Center.

-- One-day **Orientations** for new and prospective SVSU students will take place on July 6 and 18. For information, call the Office of Campus Activities and Orientation at extension 4170.

Host Families Sought for Japanese Women

SVSU personnel are encouraged to consider hosting one of six female Japanese university students for a weekend stay during July.

The students are from SVSU's sister institution, Shikoku Women's University, in Tokushima, Japan. They are between the ages of 19 and 21.

The students will be available Friday, July 21 through Sunday, July 23. Pick-up times are 3 to 5:30 p.m., Friday, in Lower Level Doan. The students are to be returned between 7 and 8 p.m., Sunday. Other arrangements may be made on an individual basis.

For information or to request a student, contact Sally Scribner, the coordinator, at 823-3459, or the Office of International Programs at extension 4473.

Basic Skills Testing Schedule Set

Basic Skills Testing will be administered on Thursday, July 13 in Wickes Lecture Hall. Appointments may be scheduled by calling extension 4284.

The writing exam will be given at 3 p.m.; algebra at 4 p.m.; basic math at 5 p.m.; and reading at 6 p.m.

Directory Photographs to be Taken

Photographs of faculty and staff for the Faculty/Staff Directory will be taken between 1 and 4:30 p.m., Monday, July 24 and from 8:30 to 11:30 a.m., Tuesday, July 25 in the Office of Information Services, second floor Wickes Hall.

Appointments *must* be made by calling extension 4086.

Around Town

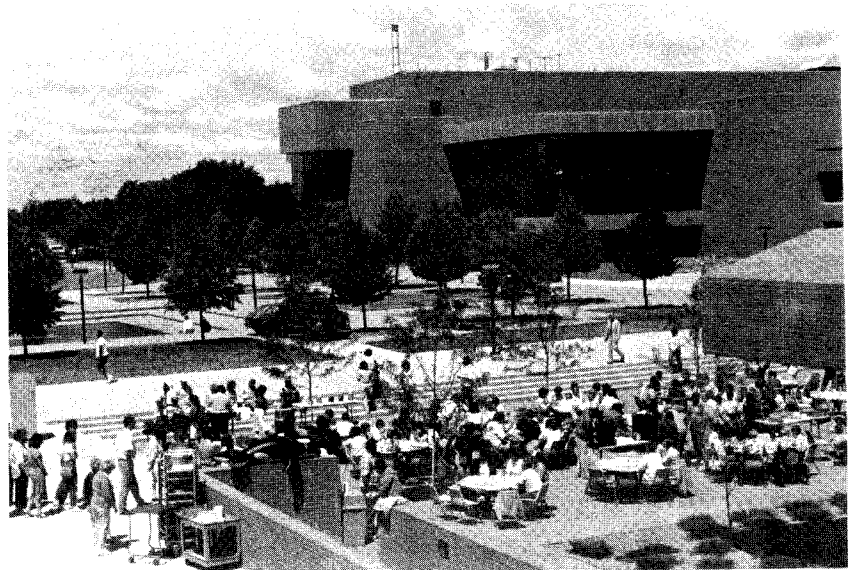
-- The Art Kaleidoscope Gallery in Bay City is hosting a show **"26 Michigan Artists: Individual Statements,"** through July 8. Gallery hours are noon to 4 p.m., Tuesday through Friday, and 10 a.m. to 1 p.m., Saturday.

-- Tickets for the **Theatre Guild** of Midland's 1989-90 "All Comedy" season now are on sale. Performances slated for the season include "The Miss Firecracker Contest," "The Musical Comedy Murders of 1940," "The Lion in Winter" and four Peanut Gallery family performances. The season opens on Sept. 15 and runs through June 18.

-- Tom Trezek, Delta College, is looking for part-time instructors for two courses to be taught at Walbro Corporation in Cass City. The "Time Line" class begins in Oct.; a class in "Lotus" is scheduled for Sept. Call Information Services at ext. 4055 if interested.

Across Campus

-- **Congratulations** are extended to all Detroit Pistons fans on the team's world championship basketball victory from Napoleon Lewis Jr., duplicator operator in Graphics Center, No. 1 fan of the runner-up Los Angeles Lakers.



PICNICKERS PREPARE! --The annual All-Campus Picnic is an opportunity for campus personnel to kick back and enjoy good music, good company and good food at a good price. The 1989 picnic will take place from 11:30 a.m. to 1 p.m., Thursday, June 29, on the Alumni Patio outside Zahnow. In case of rain, the food will be served in Lower Level Doan. The \$2.99 menu includes chicken, hot dogs, corn on the cob, salads, fruit and ice cream for dessert.

July 4th Closing

Campus will be closed on Tuesday, July 4 in observance of the Independence Day holiday. The University will be open for classes and regular business hours on Monday, July 3. Personnel may request vacation time or unpaid time off for July 3. However, offices must be staffed on that day.

Professional Profile

-- **Dr. Kenneth Gewerth**, assistant professor of criminal justice, recently was appointed to both the Community Corrections Advisory Board and the Jail Task Force of Saginaw County.

-- **Mr. Hideki Kihata**, assistant professor of art, gave a slide presentation of his works on June 18 at the Michigan Gallery in Detroit. The presentation was given through invitation from the Michigan Friends of Photography. He also recently juried the first art contest sponsored by the Northern Aurora Drum and Bugle Corps of Saginaw.

-- **Ms. Barbara Quirk**, certification officer in the College of Education, recently was appointed as a regional judge for the 1989 National Council of Teachers of English Achievement Awards in Writing. The competition annually cites approximately 800 high school students for excellence in writing. Honorees are recommended to colleges and universities for admission and for financial aid, if needed.

Directory Alterations

Please make the following alteration in your Faculty/Staff Directory:

-- The new address for **Mrs. Rose Raynak**, coordinator of off-campus credit programs, is Base Education Services, 379 MSSQ/MSE, Wurtsmith AFB, MI 48753-5000.

PERSONNEL

The following positions are open to all regular employees of the University through Thursday, June 29:

ADMISSIONS REPRESENTATIVE -- full-time, permanent (replacement) position. Bachelor's degree required. Salary negotiable.

DEFENSIVE COORDINATOR -- full-time, permanent (replacement) position. Bachelor's degree required; master's degree preferred. Past experience as a player and coach at the high school or college level. Salary negotiable.

MICROCOMPUTER HARDWARE/SOFTWARE TECHNICIAN -- full-time, permanent (replacement) position. Bachelor's degree in computer science or data processing required, or equivalent combination of experience and education.

For more information, or to apply, contact the Personnel Office (extension 4112). SVSU is an equal opportunity employer.

Don't 'Stroke' Out

(The following is excerpted from the Health Concepts Newsletter, produced through the SVSU Health Concepts class.)

Along with the arrival of summer temperatures comes an increased risk of heat stroke. Heat stroke is a condition that results from the body's failure to regulate temperature caused by prolonged exposure to the sun or high temperatures and can be fatal. People considered to be high risk include the elderly, children, alcoholics, obese people, those who have chronic diseases and the athlete or laborer who exercise under the midday sun. There also are certain drugs that predispose people to developing heat stroke. These drugs include diuretics, sedatives, antipsychotic and anticholinergics.

Signs and symptoms of heat stroke include the following:

- * body temperature greater than 106 degrees;
- * absence of sweating;
- * dry, hot, flushed skin;
- * complaints of confusion, dizziness, faintness;
- * increased pulse rate;
- * loss of consciousness.

If you suspect someone is suffering from heat stroke, contact emergency medical services immediately. Use whatever means are available to reduce the body temperature.

InnerView

June 1989

SAGINAW VALLEY STATE UNIVERSITY

The Law and Books

When Dr. William Elliott joined the SVSU faculty in 1969, he was the only lawyer on staff and held a position on most committees. Now, the business law professor says he is "committed out." Taking up that "spare" time is his affiliation with the American Business Law Association, of which he is executive secretary and a past-president. He said the University has been particularly helpful to the ABLA by providing space and other services.

Elliott said his teaching at SVSU leaves no time for active practice.

"Teaching is full time," he said. "Practice helps in the classroom ... it certainly helps to have experience. You have to temper both."

He added that most business law professors that are full-time tenure-track are academicians, i.e., they do not practice law.

While Elliott primarily focuses on undergraduate teaching, he also instructs at least two graduate level courses per year.

"Graduate (courses) require more teaching time than undergraduate," he said. "To properly teach graduate school requires a full eight to 10 hours' (preparation) per class."

The teaching trend in business -- both undergraduate and graduate -- Elliott said is toward greater communication skills, which requires more discipline in the underclassmen ranks.

"People worry about dandruff on their collars when they go to see the boss; they should be worrying about grammar in writing to the boss or speaking to him," Elliott said. "Nationally, employers are disappointed with writing and speaking skills."

However, Elliott said SVSU professors are helping to remedy the situation by teaching a considerable amount of writing/speaking discipline to prepare students for business.

Elliott added that law classes are an enormous amount of work.

"Law's hard for everybody. Very few have the aptitude." Law also is something all people *think* they know about, he continued. "Law is not black and white; it's gray. Most of it is guidelines and you have to ask, 'does it fit there?'"

Elliott's axiom is: "If there's a targeted defendant and there's a bad injury and a question of fact, there is the potential for bad law."

"I feel that's the most important thing to say. Even though you're not liable, you still can lose. People look at injuries and think of high dollars."

But Elliott sees a transition about to take place that will require more ethical practices among government officials and the media. He also said frivolous lawsuits will be kicked out of the courts early. In order for officials to be re-elected, they will have to take the side of society, i.e., popular rule. "If they don't clean up ethics, the people won't take it," Elliott added.



InnerView

June 1989

SAGINAW VALLEY STATE UNIVERSITY

Work Can Be Fun: Dickey

Dr. Ann Dickey spells her work at Saginaw Valley State University F-U-N.

"Every single day I've come out here in 25 years it has been interesting and F-U-N," the director of Institutional Research and Planning declared. "There is much joy and surprise in seeing this institution grow from absolutely nothing. It seemed at times we wouldn't have a stable place. Until the last five years, we were always on the edge of nonexistence."

Dickey said she knew SVSU would remain a part of the state's higher education system when the governor and legislature approved the funding for the IF-2 complex.

"That was a commitment and investment when they were talking about closing the small schools," Dickey said.

Dickey's commitment to SVSU has been itself an investment -- a quarter-century worth -- that began prior to the university being located on its current site. Dickey was assistant to the president (1964-66); registrar (1967-71); dean for Student Services (1972-

74); director of Institutional Research (1975-79); and in 1980 became director of Institutional Research and Planning.

"What's really fun is listening to discussion on decisions that need to be made," Dickey said. "It's very interesting to be in on a lot of decisions."

Dickey and her husband, Clayton, plan to retire in Tucson, Ariz. While they will have a townhouse at the foot of a mountain, the Dickeys are not yet ready to part with their Midland home and plan to return during the summer months.

"(Arizona) is very, very interesting to someone from the flatlands," Dickey said. One thing she is sure to miss is the green grass of home -- the Arizona townhouse may provide a view of the mountains, but the desert lawn affords no lush view.

The green is not the only thing Dickey will miss about her Michigan home. She said she will miss the people and the work at SVSU.

"I will miss lots of things," Dickey said. "I genuinely enjoy the work I do. I also will miss the people I work with ... lots of people around here. But that gives me lots of reasons to return."

In spite of all that she will miss, one thing Dickey said she feels no remorse about leaving behind is an annual instructional cost study due in August.

"Last year I went 'whoopie! I never have to do this again.'" That was before she changed her retirement from December to June. "I found it interesting to do the first two or three times. This takes several weeks to get done and its beginning to seem a little tedious."

That was all Dickey would pass along to her successor. "Any advice would be premature. This is the kind of job that does best with a creative mind and creative minds don't want a lot of advice.

"I will spare my successor that."



JULY

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- 2 The Marshall M. Fredericks Sculpture Gallery will be open for tours from 1 to 5 p.m.
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- 2 Events International will conduct two circus shows in the Jack M. Ryder Health and Physical Education Center. The shows will begin at 3 and 6 p.m. For ticket information, call 895-5411.
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- 6& One-day Orientations for new and prospective SVSU students will take place on campus July 6 and 18. For
18 information, call Campus Activities and Orientation at ext. 4170.
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- 7- The first of three Mid-American Pompon Camps will take place on campus, both indoors and on the
10 soccer field.
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- 9 The Marshall M. Fredericks Sculpture Gallery will be open for tours from 1 to 5 p.m.
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- 10 Evening Orientation for new and prospective SVSU students will take place beginning at 6 p.m. in the Lower
Level Doan Center. For more information, call Campus Activities and Orientation at ext. 4170.
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- 12- The second of three Mid-American Pompon Camps will take place on campus, both indoors and on
15 the soccer field.
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- 16 The Marshall M. Fredericks Sculpture Gallery will be open for tours from 1 to 5 p.m.
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- 17- The annual Lady Cardinal Softball Camp will take place July 17 through 21. Girls softball players will have the
21 opportunity to develop skills and techniques taught by members of the national champion Lady Cardinal softball
team and coach. Overnight accommodations will be available. For registration information, call ext. 4175.
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- 19- The last of three Mid-American Pompon Camps will take place on campus, both indoors and on the
22 soccer field.
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- 23 The Marshall M. Fredericks Sculpture Gallery will be open for tours from 1 to 5 p.m.
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- 24- The fourth annual Lady Cardinal Basketball Camp will take place in the new Jack M. Ryder Health and
28 Physical Education Center. Participants will receive instruction on individual fundamentals and have the
opportunity to take part in competitive games, including an All-Star Game. Overnight accommodations will be
available. For registration information, call ext. 4348. The deadline is July 12.
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- 30 The Marshall M. Fredericks Sculpture Gallery will be open for tours from 1 to 5 p.m.
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