



# THE INTERIOR

FOR SAGINAW VALLEY STATE UNIVERSITY EMPLOYEES. CALL INFORMATION SERVICES AT 790-4055 WITH NEWS ITEMS

November 5, 1991

## **SVSU Celebrates Second Annual Festival of Unity**

SVSU is in the midst of a week-long series of activities aimed toward promoting cultural and ethnic diversity. The second annual event, titled "Festival of Unity: Imagine All The People," brings together the diverse cultural and ethnic backgrounds of students, faculty, staff and others from the community to take part in displays and informal discussions. Activities are scheduled through Thursday and on Saturday, with each day having a designated cultural theme. Among the activities are:

### **Tuesday, November 5 AFRICAN AMERICAN**

#### **Brown Concourse Display**

African American Specialty Shop  
Touba Fashions by Samb Ibra

#### **Brown Bag Lunch**

"Kenya Today"

Presented by Kenyan exchange students currently housed on the Delta College campus.

Noon-1:30 p.m.

Alumni Lounge

Beverages provided

#### **Gospel Concert**

7 p.m.

Lower Level Doan Center

Admission: \$5 general, \$2 students

### **Wednesday, November 6 HISPANIC**

#### **"Celebracion"**

9-11 a.m.

Brown Concourse

Free admission

Refreshments will be served

#### **Brown Concourse Display**

Hispanic art & fashions

#### **Brown Bag Lunch**

José Gurulé, Director of Chicano/Latino Services, Delta College

"Cultural Diversity in the '90s"

Noon-1:30 p.m.

Alumni Lounge

Beverages will be provided

### **Thursday, November 7 AMERICAN INDIAN**

#### **Brown Concourse Display**

Jenny Bacon

Weaving and Spinning

#### **Brown Bag Lunch**

Reservation Life

(Chippewa Reservation, North Michigan)

Noon-1:30 p.m.

Alumni Lounge

Beverages will be provided

#### **"THINKSgiving" Dinner**

An American Indian Perspective on the Thanksgiving holiday

Millie and Elwood Henry

Alger, Michigan

5:30-7:30 p.m.

Alumni Lounge

Free Admission

### **Saturday, November 9 COMMUNITY**

#### **Multicultural Art & Craft Sales/Display**

11 a.m.-4:30 p.m.

Ryder Center

Featuring: Arthur Hill H.S. Marching Band,

SVSU Marching Band,

Popcorn Sale, Baked Goods and Balloons

For more information on Festival of Unity, call ext. 5663.



## **Theatre Footlights To Make Fall Production Glisten**

American playwright Tennessee Williams' autobiography provides the storyline in *The Glass Menagerie*, which is the Department of Communication and Theatre's fall production. The play will be staged Friday and Saturday, Nov. 15 and 16, at 8 p.m. and Sunday, Nov. 17, at 2 p.m. in the University Theatre.

Directed by Dr. Janet Rubin, the cast includes Joseph Ashcraft as the Gentleman Caller, Linda Dungey as Laura Wingfield, Arlene T. Eugenio as Amanda and Jeffrey Wojtowicz as Tom Wingfield. Understudies are Dan Mag-nan and Amy Turrill.

Williams' play is based on his experiences as a youth living in St. Louis. A sickly child him-self, Williams created the characters of Tom and Laura Wingfield to reflect the relation-ship between Williams and his retarded sister, Rose. The menagerie, for which he named the play, was Rose's bric-a-brac collection in which her favorite piece was a unicorn.

Two complimentary tickets are available to each faculty and staff member; call ext. 4492 to reserve yours. Those who plan to attend opening night are invited to join the cast and crew for an afterglow immediately following the performance. Please make reservations by calling ext. 5627 or 4492.

## **SVSU Science Club Wins Outstanding ACS Designation**

SVSU's Science Club has been recognized as an Outstanding Chapter of the American Chemical Society (ACS) for its activities during the 1990-91 academic year. The recognition marks the fourth consecutive year SVSU's student affiliated chapter has earned high marks from ACS.

The Science Club won its first award for work during the 1987-88 academic year, followed by "Commendable" awards in 1988-89 and 1989-90. The recognition is based upon submission by each affiliated chapter of an annual report of its activities.

Although most of the 845 student chapters at colleges and universities around the country

are composed principally of chemistry majors, SVSU's chapter is composed of a mix of stu-dents majoring in chemistry, biology, engineer-ing and related sciences. Officers for the chap-ter in 1990-91 were engineering major Rick Gof-ton, who served as president in the fall semester of 1990, and Paul Wilga, a biology major who was president in Winter 1991. Other officers were Vice President Danielle Rahn, a biology major; Secretary Claudia Mendoza, a chemistry major, and Treasurer Dana Dumont, a chemistry major.

In a letter to SVSU President Eric Gilbertson announcing this year's recognition, ACS Presi-dent S. Allen Heiniger also commended Dr. Peter J. Moehs, faculty advisor for the chap-ter. "It takes more than exceptional effort to make an Outstanding chapter; it takes the nurturing attention of dedicated faculty. Dr. Moehs certainly represents the best of SVSU," Heiniger wrote.

Current club officers are chemistry major David Karpovich, president; Priscilla Dana, chemistry major, vice president; Tara Kirchner, chemistry major, secretary; and biology major Joe Cook, treasurer.

The Club will serve as co-host for a series of "Roadshow" career presentations beginning with registration at 8:30 a.m. in the Samuel D. Marble Lecture Hall on Friday, November 8. Topics will include: "Fascinating Facts About Chemists", "How To Make Money as a Chem-ist/Chemical Engineer Without Going Near a Lab or Production Facility," "Forensic Chem-istry -- Is It For You?" and more. Other spon-sors of the six-hour presentations are the Local ACS Section, Dow Chemical Company, Eli Lilly & Co., Hope College, Michigan De-partment of State Police, Dow-Corning Cor-poration and Cyngier Systems Management, Inc.

Organized 24 years ago, the SVSU club pro-vides a meeting ground for students of similar interests and professional aspirations. Club members frequently act as tour guides and participate in University open house activities. Members recently provided assistance and training for 10 members of the Reese High School Science Team. In addition to their work with the club, most members work on campus or in the cooperative education pro-gram with private industry.

**SVSU campaign chairman John Fallon reports that pledges to United Way have topped \$21,000. "That's 15 percent over our goal, and 31 percent more than was pledged last year," he said. "I am most grateful to all who contrib-uted and to those who helped with the campaign."**

## Photo Club Sponsors Competition

Latent Image, the SVSU photography club, and the art department are sponsoring the third annual photography competition. "Latent Image Photo Competition III" will be held in the University Art Gallery January 10-30.

The contest is open to all forms of photographic processes and there are no restrictions on age or residency of participants. There is a fee of \$15/3 works for non-students; \$10/3 works for students. Entries will be accepted between 8:30 and 11:30 a.m. and 1:30-4 p.m. November 21-22 in 103 Arbury Center and from 9 a.m. to 2 p.m. November 23 in 113 Arbury Center. For registration forms or more information, contact Hideki Kihata, assistant professor of art, at ext. 5644.

## CIESIN Completes Phase II of Pilot Project

The second phase of a NASA-funded pilot project program involving many area teachers was completed November 1. The project was designed to test whether existing telecommunications technology is an effective method of disseminating information concerning global change.

The first phase of the project, which took place August 13-15, was to familiarize teachers with the equipment and its usage for two-way audio, two-way video communication and other technology. In the second phase, which began October 28, the educators passed their knowledge of this process to their students.

The project tests the effects of pollution on the Great Lakes. Experiments have been conducted and data has been transferred using the new technology.

## Events/Activities

- **Zahnow Lecture Series Presentation** — Tuesday, Nov. 5, 12:30 p.m. in Zahnow Student Lounge. Dr. William Gourd, professor of communication and theatre, will present "Aggressive Behavior as Communication Ritual."
- **Art Exhibit Reception** — Wednesday, Nov. 6, 3:30-5 p.m., University Art Gallery. Greet SVSU Art Department Faculty at the opening of the Art Faculty Exhibition.

- **U.N.I.C.E.F. Christmas Card Sale** — Wednesday, Nov. 6, 9 a.m. to 6 p.m., Brown Concourse. Sponsored by Volunteer Services.
- **Live Comedians** — Monday, Nov. 11, 10 p.m., University Cafeteria. Featuring Carole Montgomery and Amanda Cotten. Sponsored by Program Board. Admission is free.
- **Learning At Lunch Series** — Tuesday, Nov. 12, Noon to 1 p.m., Alumni Lounge. Brenda Lee, coordinator of the SVSU Children's Center, will present "Effective Parenting."
- **Organizational Leadership Series** — Wednesday, Nov. 13, Noon to 1 p.m., Alumni Lounge. Diane Brimmer, director of Student Life, will present "Effective Meeting Techniques."
- **Entrepreneurs Club Meeting** — Wednesday, Nov. 13, Lower Level Doan Center. Guest speaker Nancy Rosevear of Dupuis & Ryden, CPAs and Business Consultants, will present "Strategic Planning for Growth." Networking begins at 6 p.m., followed by dinner and the program. Make reservations by November 8 by calling the BIDI office at ext. 4048.
- **Marching Band Indoor Concert** — Monday, Nov. 8, 7:30 p.m., University Theatre. For tickets, call ext. 4159.
- **Open Forums with President Gilbertson** — Tuesday, Nov. 19, 4-5:30 p.m., Brown Concourse. Questions, concerns and suggestions from students about SVSU will be welcome.
- **Library Lecture Series** — Tuesday, Nov. 19, 12:30 p.m., Zahnow Student Lounge. Dr. Donald Bachand, professor of criminal justice, will be the guest speaker.
- **Christmas Candy Sale** — Wednesday, Nov. 20, 9 a.m. to 6 p.m., Brown Concourse. Featuring assorted chocolate items and Christmas treats. Sponsored by Volunteer Services.



SVSU Alumni Association Board Member Tim Dijak [right] announces at the Homecoming Alumni Afterglow that Dick Thompson, dean of Student Affairs, has been selected as 1991 Honorary SVSU Alumnus. The Afterglow was held in Ryder Center following the Homecoming football game on Oct. 19.

The Department of Public Safety has received reports of an obscene phone caller, believed to be a male who uses a low, muffled voice. Anyone who receives a similar call should hang up; note the time, date and any other background noises or circumstances about the incident and notify Public Safety at ext. 4141.

A computer (PC) users group meeting will be held Friday, Nov. 15 from noon to 1 p.m. in the Office of Institutional Research (W332). Bring a lunch and talk about problems and solutions in using your PC. Anyone is welcome to attend.

## Professional Profile

• **Dr. Sally Edgerton**, assistant professor of teacher education, presented a paper entitled "Legos, Computers and Inventor's Notebooks: Integrating the Elementary Curriculum" on Oct. 18 at the Ninth Great Lakes Regional Reading Conference in Grand Rapids (MI). The paper explored technology and hands-on learning experiences through the interfacing of Lego building blocks and Logo computer programming. The results of a two-year study of Lego and Logo programming were shared through first through fifth grade students' writings in Inventor's Notebooks.

• Four SVSU faculty and one area high school teacher currently working in the M.A.T. program at SVSU gave presentations at the annual Michigan Council of Teachers of English Fall Conference in Lansing on Oct. 25. Participating were **Joanne Hopper**, English teacher at Owen Gage High School; **Judy Moehs**, adjunct instructor in English at SVSU; **Dr. Kay Harley**, professor of English; **Babette Dickelman**, lecturer in English; and **Dr. Phyllis Hastings**, associate professor of English. The group took part in a panel discussion on evaluation of writing based on their work in grading projects during 1990-91. The title of the panel was "Student Grades: Where Do They Come From and What Do They Mean?"

• **Dr. Drew Hinderer**, professor of philosophy, recently presented two continuing education workshops on topics in biomedical ethics. On Sept. 24, he presented a paper on ethical questions about advance directives at Tolfree Memorial Hospital in West Branch. On Oct. 16, he presented a paper on ethical aspects of whistle blowing among health care professionals and discussed cases developed by medical students and staff at Saginaw Cooperative Hospitals.

• **Dr. Edward John Soehnlen**, adjunct instructor of music, was a featured artist in two concerts of music for organ and brass ensemble given at St. Vincent de Paul Church in Bay City and St. John the Evangelist Church in Essexville on Sept. 29 and Oct. 13. The programs consisted of Italian and German music from the 17th and 18th centuries, as well as French and American works from the 20th century. Soehnlen provided commentary on the pastorate, a compositional genre having its

origins in the Italian pastoral dramas of the late 16th and early 17th centuries.

• **Mr. Matthew Zivich**, professor of art, received an Outstanding Award of Merit in Honor of Jean Wolf for his "Mock Ruin" mixed media work that was displayed in the Midland Art Council's 33rd annual "Mid-Michigan Exhibition." The show will continue through Nov. 30 at the Midland Center for the Arts. It features 128 works by 47 artists. Zivich's work resembles a parking garage and is reminiscent of 18th-century French and British recreational buildings — places where the wealthy would picnic and socialize.

## Did You Know? ...

• *Complimentary tickets* for *The Glass Menagerie*, by Tennessee Williams, are offered to each faculty and staff member. Performances of the fall production are Nov. 15 and 16 at 8 p.m. and Nov. 17 at 2 p.m. in the University Theatre. Call ext. 4492 for more information.

• *The Good Neighbor Mission Project* needs your donations. Drop boxes for toiletries and other items are located at Student Government Outpost on Brown Concourse.

## Transitions

The following personnel changes occurred since October 8. Please make changes in your *Faculty/Staff Directory*.

## Departing Staff

• **Kevin Hawes**, Physics Lab Technician

## High Five

• The **football** team defeated Valparaiso 54-14 Saturday, Nov. 2. The win raises the team's record in the MIFC to 5-3, 6-3 overall. This Saturday the team hosts Ferris State University in Wickes Memorial Stadium at 1:30 p.m.

• The **volleyball** team has compiled a season record of 20-9. The Lady Cardinals defeated Lake Superior State University on Nov. 2. The squad will travel to Northwood Institute tonight for a 7 p.m. contest and will take on IUPU-Fort Wayne Friday, Nov. 8, at 7 p.m. in Cardinal Gymnasium.



# STAFF MEMBER

OF THE MONTH

## Craig A. Snook

**Publications  
Specialist,  
Office of  
Information  
Services**

**November  
1991**

When he graduated from Lakeville (MI) high school in 1981, Craig Snook was not sure whether to pursue his interest in art or to enter chef's school. He decided to concentrate on fine rather than culinary art and enrolled in SVSU that fall.

Some ten years later, he's still here, using his creative and technical skills to turn out publications and communications for the University. In addition, he teaches an introductory class in commercial art.

"That makes me look back at my job and realize how much there is to it. As I try to teach people that career, I am aware of things that designers do on a daily basis until the steps become automatic. Now I have to convey the techniques to the students."

Snook has had ample opportunity to polish his abilities since he first enrolled in SVSU classes. As a student, he worked in the campus Graphics Center for three years. During his senior year, he signed up for a directed study in publications design with Gayle Köehler in the Office of Information Services.

"My last semester I had three part-time jobs and carried 12 credits," he reminisces. "I worked the night shift at Meijer's, co-oped with Bradford La Riviere, and worked part-

time in Information Services." He notes that schedule left little time for sleep.

Snook has displayed the same "get-the-job-done" attitude since accepting a full-time position in Information Services in 1986. He has a reputation for not only creating attractive publications, but turning them out on time.

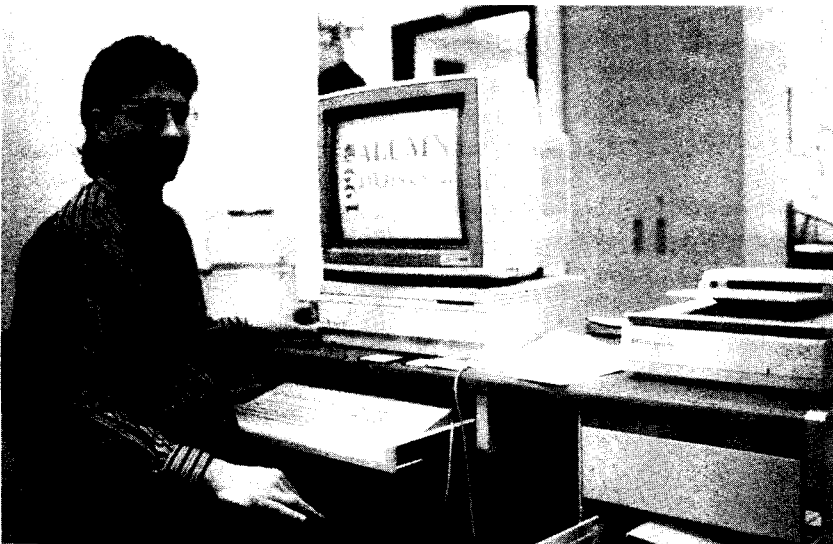
"On numerous occasions, his time allotment for finishing the project has been cut short because I have failed to meet my deadline — but Craig has never missed a printing deadline," notes one campus customer.

The challenge of meeting numerous deadlines is the hardest part of his work, Snook says. "Doing a good job with the workload and rushes we have is difficult," he says. However, the anticipation of having the finished product returned from the print shop, looking as he had envisioned it, makes the effort worthwhile.

Snook relies on frequent sessions with the department's Macintosh computer, equipped with Aldus Illustrator, to deal with the numerous requests for materials ranging from flyers and programs to the University's recruitment literature. He also trains work-study students to perform the various tasks necessary in preparing camera-ready copy for printing.

In his free time, Snook shifts from commercial art to other artforms. "Right now I am in the process of stretching raw leather and using natural dyes and food stains to make paint that I use on the leather. That goes back to my Indian heritage. The Indians really did not have a written language, so they employed pictographs. It is a simple but really beautiful language."

And at times he thinks about his other career interest. "I still have a dream of owning a hotel-type bed and breakfast," he smiles. No doubt his friendly manner and willingness to go out of the way to be helpful will be valuable assets if decides to make the dream come true.





# INNER VIEW

FEATURING FACULTY OF SAGINAW VALLEY STATE UNIVERSITY

## Communicating the art of Communication

The definition of "communication" in an academic setting has been changing, according to Dave Schneider.

While a communication major frequently used to connote training for broadcast journalism, that is not necessarily the case today, says the associate professor of communication/theatre.

"The field has moved away from the term 'speech' because we do more than speech," he notes. "That doesn't define us. The field has expanded into different contexts."

Schneider points out that communication goes beyond the techniques associated with presentation and diction. "It involves relationship development."

The list of courses he teaches, which includes Business & Professional Communication, Interpersonal Communication, Small Group Communication and Persuasion, demonstrates his point. Other courses taught by his colleagues further illustrate the concept: Nonverbal Communication and Gender in Communication are among those taught by Professor Bill Gourd, for example.

While he obviously is enthusiastic about classroom teaching, Schneider also enjoys working with students in other settings. He

takes time to be involved in a variety of student activities because "it is nice to work with students on a level where their motivation isn't grade-based."

Currently, Schneider serves as adviser to the editor of the *Valley Vanguard*, is club adviser for the Communication Guild and is mentor to senior communication student Russ Beaubien, a recipient of the SVSU Faculty Association scholarship. He and Beaubien are conducting a research/consultation project for a group of doctors at Bay Medical Center.

Their work involves monitoring doctor/patient interviews and counting the strategies doctors use to communicate with patients. Much of the work is done in the emergency room, which is "so busy that we are not usually noticed," he says.

The results of the study will be shared with doctors and administrators, Schneider says, along with recommendations for ways to improve communications. "We'll profile present strategies and compare them to norms and suggest how to use other strategies."

Schneider counts as a success the Public Speaking contest first sponsored by the Communication Guild last year. "We had 18 contestants," he notes, adding that planning is underway for the 1991-92 contest.

His role as *Vanguard* adviser requires Schneider to practice some of the communication skills he teaches. Since by-laws clearly preserve the right of student editors to make decisions about content and style of the paper, his role is mostly supportive. He may recommend changes and uses persuasive techniques to encourage their adoption.

He feels that the *Vanguard* makes an important contribution to campus communication, and that its role will continue to grow as the University grows. "It is one of the main vehicles of communication and it covers the entire campus community," he notes. "As we get larger, we are going to need more mass media forms of communication."

