



THE INTERIOR

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June 30, 1992

Two Saginaw County Foundations Fund SVSU Business Lectureship

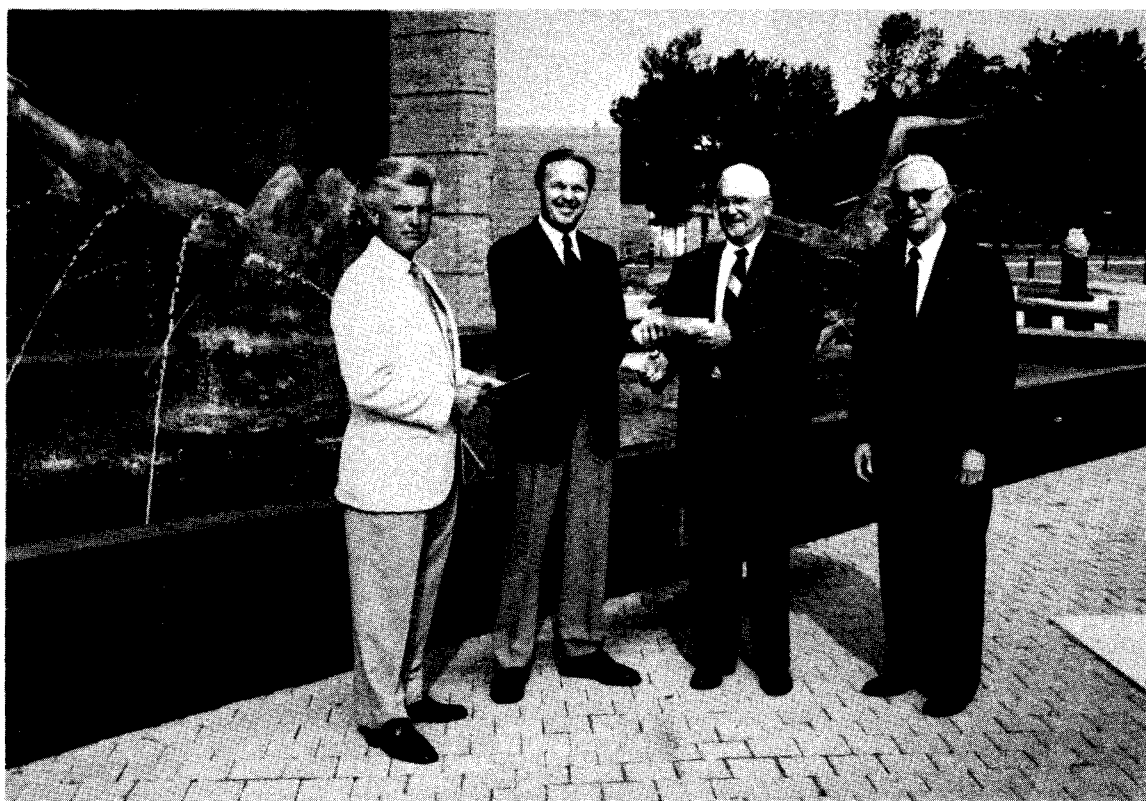
An endowed lectureship named for two former Frankenmuth business executives and community leaders has been established at SVSU. The Wickson-Nickless Distinguished Lectureship in Business will receive a \$100,000 endowment over five years from two family foundations.

The lectureship, honoring the late James E. Wickson and Allen E. Nickless, will provide forums for the debate and study of contemporary events and issues that influence business policies and behavior.

Both men joined Universal Engineering Company in 1928 and rose to become the

company's top executives; Wickson as president and Nickless as vice president. Under their leadership the company grew to employ 650 people. Working together for 42 years, both men were active in Frankenmuth's civic and political affairs; Wickson as the city's first mayor and Nickless as a 20-year member of the City Council. Both served as directors of the Frankenmuth State Bank and were involved in several major community projects.

(Please see 'Business Lectureships,' page 2)



Amid sculptures on the SVSU campus, representatives of two Saginaw County foundations present checks to President Gilbertson for the endowment of the Wickson-Nickless Distinguished Lectureship in Business. (l-r) Charles Nickless, president of the Nickless Memorial Foundation; Gilbertson; Lloyd Yeo, president of the Wickson-Link Foundation; and James Mitchell, dean of the College of Business and Management.

Business Lectureships

(Continued from page 1)

Wickson and his wife, Meta, created and endowed the Wickson-Link Memorial Foundation, which has contributed to charitable causes throughout Saginaw County. Nickless and his wife established the Allen E. and Marie A. Nickless Memorial Foundation, which also has benefitted various charitable projects.

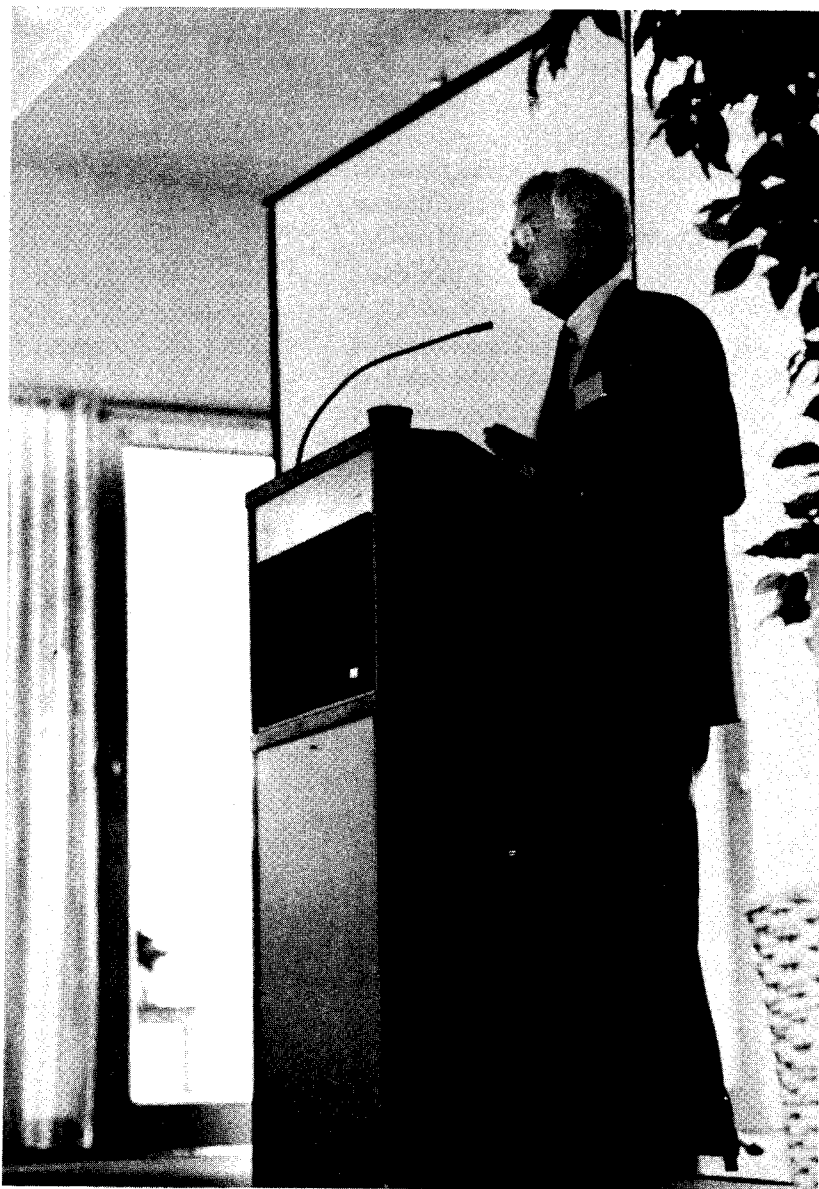
Lloyd Yeo, Wickson-Link's president, noted that the foundation was proud to be part of a program that will promote positive busi-

ness principles and that will enable students, faculty and local business leaders to become challenged annually regarding current business issues. Charles Nickless stated that SVSU was selected for this lectureship on the basis of its commitment to excellence and the academic reputation of the University's College of Business and Management.

Both foundations expressed hope that this endowment will benefit the entire Tri-City area for many years ahead. Lectures supported by the endowment are scheduled to begin next fall, with a second lecture scheduled for spring, 1993.

EDUCATIONAL LEADERSHIP ACADEMY I HOSTED BY SVSU — Dr. Wayne Vasher, superintendent of Saginaw Township Public Schools, presents one of several keynote talks at a professional conference for school administrators sponsored by the College of Education. "Educational Leadership Academy I" was held on the SVSU campus June 22-26.

The academy explored a series of themes that were addressed by keynote speakers chosen from among local and state school superintendents, SVSU faculty and specialists from across the state of Michigan. Faculty from SVSU who were among the presenters included Dr. Joseph Snider, Dr. Robert Meadows, Dr. Norman Sterchele and Dr. Gamal Elashhab.



1991-92 Faculty Merit Pay Awards Announced

Professorial Merit Awards for academic year 1991-92 have been extended to ten faculty members. These awards are based on the recommendations of a selection committee composed of six faculty members and three academic deans.

The awards, made under terms of the 1990-93 contract agreement between the University and the SVSU Faculty Association, carry \$2,500 additions to annual base salary. The awards take effect July 1, 1992.

Those selected from a list of 21 applicants with four or more years of tenured professorships are: Donald J. Bachand, professor of criminal justice; Susie B. Emond, professor of teacher education; Douglas E. Hansen, professor of teacher education and physical and health education; Kay E. Harley, professor of English; W. Thomas Hearron, professor of English; Drew E. Hinderer, professor of philosophy; Hong Y. Park, professor of economics; Walter R. Rathkamp, professor of biology; Richard J. Trdan, professor of biology; and Donald E. Wiseman, professor of accounting.

SVSU to Offer Introductory Social Work Course at Cass City H.S.

An introductory course in social work and social welfare will be offered as part of SVSU curriculum this fall at Cass City High School. Required of all social work majors, the course is designed to familiarize students with the duties, responsibilities and ethics of the social work profession through classroom discussion and volunteer work.

Presented Tuesdays between 7 and 10 p.m. from Sept. 1 through Dec. 15, the course offers assistance to students considering a social work career by developing an awareness of human behavior in the social environment through the examination of common human needs found in all groups of people.

David Hauxwell, M.S.W., will instruct the course (SOWK 215). Hauxwell is a staff member at Tuscola County Community Mental Health Center and has been an adjunct professor with the SVSU Department of So-

cial Work for three years. The course is open to anyone who has been admitted to SVSU and wishes to learn more about social work and human behavior. More information is available by calling Dr. Ann Rae, professor of social work, at ext. 4077.

Policy Changes Take Effect for Ryder Center Users

Joe Vogl, operations manager for the Ryder Center, announced several policy changes that will go into effect July 1, 1992.

First, the \$1 user fee attached to the use of the pool and racquetball courts will be eliminated. This includes the "Semester User Pass."

Also, the \$3 guest fee will increase to \$5 (with no user fee charges) and the three visit maximum per year policy will be eliminated.

A "Recreation User Card" will be available at a cost of \$50. This card will be good for 15 visits to the Ryder Center and can be purchased at the Ryder Center Control Desk.

"The Recreation User Card was developed so that more individuals could experience the center without paying the yearly membership fees," Vogl said. "The holder of one of these cards could bring guests into the facility and pay for them by expiring one visit per person from their card."

Finally, the \$30 alumni user card has been replaced by the new Recreation User Card. For more information contact Vogl at ext. 7300.

"Let's Band Together" Coming to SVSU

A band instrument clinic for high school students and teachers will take place at SVSU on Wednesday, July 15. "Let's Band Together," which is sponsored by the Department of Music and the Office of Continuing Education, will be held in Arbury Fine Arts Center from 7-10 p.m.

This informal clinic features a number of outstanding musicians, including SVSU music faculty members Marc Peretz and Bill Wollner. Participants can attend the instrument and clinician session of their choice. For more information, call ext. 4348.

**Campus
offices will
be closed
Friday,
July 3 for
the
Independence Day
holiday.**

Events/Activities

- **Buffet Picnic** — Wednesday, July 22, 11:30 a.m. to 1:30 p.m., Zahnow Patio Area. Cost is \$3 per person. Rain date is Thursday, July 23. Sponsored by Campus Dining and Student Life.

Did You Know? ...

- Summer hours for the C Lot booth will be 7:30 a.m. to 4:30 p.m., Monday through Friday. A booth attendant will be on duty during these times. Summer hours end Friday, August 21.
- As SVSU enters the new fiscal year, an entirely different set of account numbers will be used with the new management information system. Be sure to include new departmental account numbers on all outgoing mail, or letters will be returned by the mail room staff.
- The Graphics Center will be printing SVSU letterhead in July. Place orders through the Office of Marketing Research & Information Services as early as possible, ext. 4039.
- Collings Drive has been converted to a one-way street from Fox Drive heading east. Future plans include adding parking along this street.

Professional Profile

- **Enayat Mahajerin**, professor of mechanical engineering, presented a paper titled "Modeling and Analysis of Shafts Made of Composite Materials" at the Sixth Japan-U.S. Conference on Composite Materials. The conference, which was held in Orlando (FL) June 21-24, was sponsored by Offices of Research at the Air Force, Army, Navy and Virginia Polytechnic and State University.
- **Roosevelt Ruffin**, director of Multi-Cultural Programs/Affirmative Action, hosted a lunch and tour of the Marshall Fredericks Sculpture Gallery for members of the Michigan Humanities Council June 13. The Council, which includes approximately 25 members, conducted a two-day meeting in the Saginaw area. Among Council members visiting the SVSU campus were Ron Means, executive director; Marilyn Williamson, chair; and Robert Ferguson, vice chair. Ruffin serves as secretary-treasurer for the organization.

Across Campus

- Congratulations go out to **Jean Chesney**, director of the Lifelong Resource Center, and her husband, David, on the birth of a daughter, Mairin Clare, born June 3 at 4:20 p.m. at Saginaw General Hospital. This is the couple's first child.

Personnel

The following positions are open to all regular employees of the University:

Director, Minority Services — Full-time (replacement) position. Master's degree required in Student Personnel, Guidance and Counseling, Social Work or Higher Education Administration with emphasis in guidance and counseling required. Demonstrated experience with personal counseling of ethnic minorities, knowledge of federal, state and local student financial assistance programs and ability to coordinate support programs to benefit ethnic minorities preferred.

Director, Conference Bureau — Part-time, three days per week (replacement) position. Experience in hospitality industry, including all aspects of planning, developing, marketing and management of conferences and special events required.

Residence Hall Director — Full-time (replacement) position. Bachelor's degree and strong residence hall or related experience required.

For further information on these job openings, contact the Personnel Office at ext. 4112. SVSU is an equal opportunity/affirmative action employer.

Transitions

The following personnel changes occurred since June 2. Please make changes in your *Faculty/Staff Directory*.

New Staff

- **Barbara A. Anderson Eddy** — director of Scientific Outreach, Institute for Environmental Policy and Education, ext. 7037.

Title Change

- **Ted Nitz** — personal counselor and coordinator of Physical Disability Services.

AROUND TOWN— The Saginaw Symphony Orchestra, with soloist Kathy Wagner, will present "A Mid-Summer's Night Concert" of moonlight and music on Ojibway Island in Saginaw on Tuesday, July 14 at 7 p.m. Admission is free. The program will be repeated in Bay City at the World Friendship Shell at Wenona Park on Wednesday, July 15 at 7 p.m. A \$5 admission charge will be taken at the gate to benefit the Bay Arts Council; children 12 and under admitted free.



STAFF MEMBER

OF THE MONTH

Marilyn G. Frahm

**Director,
Marketing
Research &
Information
Services**

July 1992

There's a twinkle in her eye and pride in her voice when Marilyn Frahm talks about her upbringing as a farmer's daughter in Coopersville, near Grand Rapids. "I was a member of the 4-H Club. I raised cattle and did a lot of things with my father at a time when girls weren't encouraged to do that," she recalls.

Her fondness for rural life is perpetuated in the remodeled, turn-of-the-century farm house where she and her husband, Ralph, live on a 135-acre dairy farm northeast of Frankenthuth. Though most of her energies are devoted to responsibilities as director of the University's Office of Marketing Research and Information Services, she and Ralph take an active interest and lend a hand to their youngest of three sons, who operates the farm.

In December, Frahm celebrates her 16th anniversary at SVSU since joining the staff as a shared-time secretary in what was then the Office of Continuing Education and Evening Services. In 1977 she became staff assistant in Continuing Education. She was named media coordinator in Information Services in 1979 and, in 1982, became director of the office. This year her responsibilities and title were expanded to include marketing research. Along the way she added an M.B.A. degree

from SVSU to her bachelor's degree in social sciences from Michigan State University.

Working with a staff of four "very talented and dedicated people," her office produces about 500 publications a year ranging from invitations to University functions to SVSU's recently published 146-page, 1992-94 course description catalog.

Marilyn describes her marketing research activities as "trying to assess where the University is, how it's perceived throughout the region, discovering what public services are needed and how the University can help fill unmet educational needs, given its resources.

"We try to provide an accurate data base that can be used to make decisions about the direction the University should take. We all have feelings about what we might be doing and the research helps pin down more precisely where the needs are and what actions we could take that are most likely to prove successful," Marilyn says.

"The research helps us determine how we should focus our advertising, how we should write and distribute information about the University and what kinds of support materials we should provide to the Office of Admissions for its student recruitment activities."

Marilyn says she's seen a number of changes take place at SVSU since 1976. "The physical changes are obvious. Aside from that, the two most significant positive changes are President Gilbertson's administrative staff reorganization in 1990 that placed the Office of Admissions and the Office Information Services in the same administrative unit, the Division of Public Affairs. The other was in 1987 when Saginaw Valley attained University status. That seemed to clarify in people's minds the difference between SVSU and Delta College."

Marilyn says she most appreciates "the wonderful diversity of people, in terms of ideas, background and culture" that she finds at SVSU.





INNER VIEW

FEATURING FACULTY OF SAGINAW VALLEY STATE UNIVERSITY

Campaign with a Difference

Brad Miller experienced American politics at the street level through work with city and state governments and on campaigns for elective office. Then he earned a doctorate with emphasis on state and local government.

That's why he finds the 1992 campaign particularly fascinating.

"It has been a different campaign right from the beginning," he says. He cites the up-and-down popularity of Tsongas, Buchanan, Clinton, Brown as examples.

"Ross Perot put into it has really opened up interesting avenues from the political science standpoint," he adds. "It has really affected how students are more interested. They want to know how the elective system works.

"Fundamental things now are brought into question; the Electoral College, the role of TV in campaigns, campaign funding, the rise of three parties. There are questions being asked about how the system operates.

"It is really good for us in the Political Science Department. Students want to know. More important, they are interested in getting involved. Several have asked how to volunteer to work for campaigns," Miller says.

Miller notes that it is becoming more frequent for people from the SVSU community to go beyond involvement in campaigning

for others and to seek elective office themselves. He points to an SVSU student and staff member, both candidates for state representative in the newly-created 96th district.

"And there are at least two students or former students running for sheriff in Saginaw County," he adds. "There is a good block of people from SVSU who are getting involved in politics. This says something about what we are doing here."

Miller notes that the redistricting following the 1990 Census has both opened doors and caused confusion. Because the new boundaries create some districts with no incumbent, newcomers are encouraged to enter the political process. And they have done so in large numbers locally, with as many as 12 or 15 candidates for some offices.

"But that makes it hard for voters," Miller says. "It leads to less informed choices. Name recognition becomes more important. The candidate who gets the most yard signs out or the most fliers in mailboxes is likely to succeed. People who show up at the primaries are likely to vote on a name recognition basis. Or they may just stay home, thinking 'I don't know anything about this.'"

The news media seem ready to take a different approach to the '92 campaign, Miller says. Many radio and TV stations may not accept paid commercials this year. That's partly economic, he explains, because politicians are charged the lowest rates. It also helps maintain equity between candidates with large budgets and those who cannot afford media advertising, he adds.

"Another reason is because campaign ads have gotten so, for lack of a better word, sleazy. The stations want to stay away from dirty campaigns. They are considering selling large blocks of time or creating news blocks with exposure for all candidates."

Miller thinks the Perot candidacy has caught public attention because people want to simplify what has become an extremely complex process. "People can latch on because it is simple."

