

the university of michigan Today

Vol. 9, No. 1, Winter 1977

the university of michigan Today is the only Michigan publication received regularly by 188,000 alumni, friends, and faculty of the University



LIBRARY GROUNDWORK—Former President Gerald Ford (center) discusses plans for the Ford Library with (continuing clockwise) former White House counsel Philip W. Buchen; Director of the Michigan Historical Collections, Robert M. Warner; two fund-raising professionals from Ketchum, Inc.; U-M Vice President for University Relations and Development, Michael Radock; Chairman of the Grand Rapids Museum Committee, Carl Morganstern; and U-M Vice President and Chief Financial Officer, James F. Brinkerhoff.

Precedent-Setting Decision Sends Ford Papers to U-M

The University of Michigan has been designated as the future site of the Gerald R. Ford Presidential Library, a decision described as "the first of its kind in the field of public records."

The library will make the papers of the former President, a member of the Class of 1935 and a U-M Presidents Club member, available as a national resource for scholarly work on the U-M campus.

Ford's decision to place his documents in public ownership while still in office, his separation of historical documents from mementos, and his designation of a major public research institution to house and use the documents have been widely praised.

Both the library and a Presidential museum that will be built in Grand Rapids, Ford's home Congressional District, will be constructed with private funds raised through a nationwide campaign directed by Ketchum, Inc., a professional consulting firm.

A national steering committee is being organized for the campaign. Michael Radock, vice president for university relations and development, who represents the University on the committee, says "The fund raising effort will emphasize national solicitation, and will seek to raise about \$5 or \$6 million for the library and the museum.

"The first several months of the year will be spent working closely with the former President and the committee as we complete our plans."

The U-M library will be located on the North Campus, adjacent to the Bentley Historical Library. Because it will be part of the national archives, its operation will be funded by the federal government.

Liberal Access Rules

Robert M. Warner, director of the Michigan Historical Collections says that the Ford Library will offer scholars "the most liberal access rules of any Presidential library." He expects the library to draw "mainly scholars, especially those interested in recent American history."

Ford's papers have been deposited at the Historical Collections since 1964. According to Warner, the centralization of his congressional, vice-presidential, and presidential papers should be particularly beneficial to scholars.

Significant Archives

"This is a highly significant event. From an archival standpoint, the Presidential Library will be a major asset to the Michigan campus.

"It will join our major historical collections in the Clements Library, which is rich in items from the American Revolution; the Michigan Historical Collections, which contains countless papers from Michigan political leaders and citizens; and the University libraries which house some five million volumes.

"On one campus we will now have a truly unique range of materials relating to the history of this country."



PAPERS ON FILE—Some of what will ultimately amount to between 25 and 30 million pieces of paper or about 11,355 cubic feet of Presidential documents, are carefully maneuvered into temporary storage (left) until the Ford Library is built adjacent to the Bentley Historical Library (above).



THE DRS. FORD—Mrs. R. W. Fleming holds a mirror for then-First Lady Betty Ford as she prepares to receive an honorary doctor of laws degree from U-M at the winter commencement, joining her husband who received the same degree in 1974. She termed it, "the second nicest title I've ever received. The first was 'Mrs. Gerald Ford.'"

Now It's 'Prof. Ford'

Former President Gerald Ford has accepted an appointment as adjunct professor of political science at U-M beginning April 4-8.

While his teaching schedule is still being worked out, tentative plans call for him to address small groups of students.

Prof. Harold K. Jacobson, chairman of the Political Science Department, said, "We expect that former President Ford will take part in several classes while he is here.

"Members of our department and of the U-M Institute of Public Policy Studies are looking forward to sessions with Mr. Ford. With his many years of legislative experience, followed by his two years as President, his observations and perspectives will be invaluable to our students and faculty. We expect to have many searching, productive talks with him."



HAPPY DAYS ARE HERE AGAIN—Jubilation swept the campus following Michigan's decisive victory over Ohio State, signaling a Rose Bowl appearance for the Wolverines.



BAND STEPS OUT IN CALIFORNIA—All 261 members of the marching band, the largest in U-M history, made the trip west. Besides taking the field during the Rose Bowl, they made a number of guest appearances, including one at Disneyland.



A PRIZE-WINNER—The maize and blue Big Ten float, accompanied by the U-M cheerleaders, won second place in the Rose Parade's educational division.

In Transition?

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the university of michigan today, Vol 9, No. 1, Winter 1977, published quarterly by the Office of University Relations and Development, The University of Michigan. Second-class postage paid at Ann Arbor, Michigan. Office of publication 3540C Student Activities Building, Ann Arbor, Michigan 48109. Send Form 3579 to *the university of michigan Today*, 3540C Student Activities Building, Ann Arbor, Michigan 48109.



MIXED FEELINGS—As the game progressed, enthusiasm died for many, but hope remained.

Michigan's Seventh Rose Trip Fun for All—Despite the Score

It was Michigan's first appearance in a Rose Bowl since 1972, and except for that disastrous score of Southern Cal-14, Michigan-6, a good time was had by all.

The emigration of U-M students, alumni, staff, and friends to California was described as "the largest, most massive migration of these groups in recent history." The demand for Rose Bowl tickets was unprecedented.

Alumni Migration

More than 2,000 "M" boosters joined official Alumni Association tours, and countless others journeyed to Pasadena to cheer on Bo Schembechler and his Wolverines.

"I make no apologies for the way we played," Schembechler said. "We have a very young team. These kids played hard and gave everything they had. We enjoyed coming out here. We're not going to give up. I think we'll be back very soon."

Third in Nation

The Wolverines ultimately were ranked third in the nation under Schembechler, who was named

the 1976 Coach of the Year.

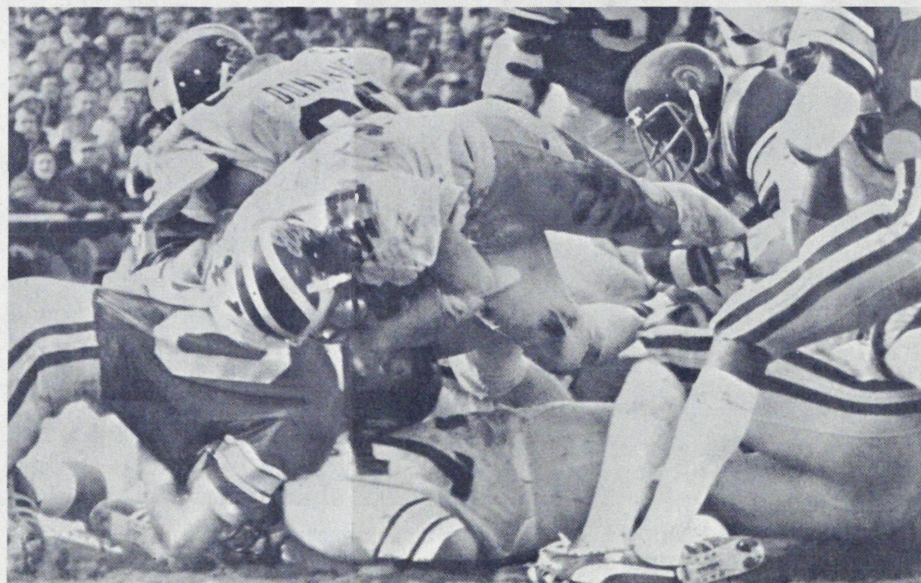
The team produced four All-Americans, including Rob Lytle who broke U-M's top season and career rushing records and was voted the Big Ten's Most Valuable Player.



ALUMNI ACTIVITIES BLOSSOM—Good times included the Big Ten Dinner for Champions in the Hollywood Paladium, attended by Bob Forman, Director of the Alumni Association, Coach Bo Schembechler, and some 1,600 Wolverine fans.



WOLVERINE FANS SPEAK OUT—The enthusiasm of Michigan's fans rivaled that displayed on a football Saturday in Ann Arbor.



MOMENT OF TRIUMPH—Fullback Rob Lytle (center, white jersey), was airborne as he smashed through for Michigan's lone touchdown.

In the News

Superior Freshmen, Academic Recognition, Successful Alumni Distinguish 'U'

U-M ALUMNI AMONG "THE LEADERS AND BEST"—More top business executives earned degrees from U-M than any other public institution of higher education according to Standard & Poor's. In a survey of 74,000 executives of leading U.S. businesses, it was found that 1,762 hold degrees from U-M. Harvard led the list with 5,017 executives, followed by New York University (2,502), Yale (2,271), and the University of Pennsylvania (1,863). The public institution that was nearest to U-M was University of Wisconsin (1,308).

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...AND THE BUSINESS SCHOOL LEADS STATE UNIVERSITIES—Both the deans of 123 accredited schools of business administration and 160,000 readers of MBA magazine ranked U-M as one of the top business schools in the nation, along with five private schools—Stanford, Harvard, Chicago, Wharton, and MIT (Sloan).

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ENROLLMENT CONTINUES TO EXPAND—Enrollment on each of U-M's three campuses during the Fall term stood at 34,754 (an increase of 59) for the Ann Arbor campus, 5,275 (up 417) for the Dearborn campus, and 3,658 (up 211) for the Flint campus.

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MINORITY ENROLLMENT GROWS—More than 10 percent of U-M's student body is comprised of minority students. Fall figures show an increase of 165 minority students for a total of 3,425.

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U-M FRESHMEN ARE ACHIEVEMENT ORIENTED—2,647 U-M students who responded to a national questionnaire during summer orientation (out of a total of 4,502 incoming students) ranked themselves above average in academic ability (92.2%). Over 85% of the freshmen came to U-M because it "has a good academic reputation," and only 18.2% said that their bachelor's would be their terminal degree. The goal of 73% of the U-M respondents is to "be an authority in my field."

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COLLEGE OF ENGINEERING GETS HIGH MARKS—In a survey of 400 department heads of accredited engineering programs by the magazine *New Engineer*, U-M ranked among the top five in the nation in graduate-level academics and the value of a school's graduate degree for landing good academic and non-academic jobs in engineering science, chemical/petroleum engineering, and mechanical engineering. At the undergraduate level, Michigan ranked sixth in two categories: best over-all academically, and producer of the most successful graduate students. U-M also ranked sixth in attracting recruiters for both graduates and undergraduates. The reason cited most often was the College's academic quality.

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U-M COORDINATES TRANSPORTATION STUDY—The University of Michigan has been chosen to administer a new statewide transportation program that will draw on the resources and expertise of other Michigan universities and private industry to assess transportation research priorities, stimulate research proposals, and make recommendations that can improve transportation in the state. The University will manage the interdisciplinary program under a \$180,000 contract awarded by the Department of State Highways and Transportation.

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NEW COUNSELING PROGRAM HELPS GRADUATE STUDENTS ASSESS "ALTERNATIVE CAREERS"—Funded by a one-year grant from the Alfred M. Sloan Foundation, the Office of Non-Academic Career Counseling and Placement for Graduate Students has been established to assist U-M students and professionals who are facing decreasing opportunities for employment in higher education. Director James Krolik encourages graduate degree holders to consider alternatives in business and industry, social service, government, and other fields. "Our aim is to make students aware of these options and provide the tools and techniques they need to take advantage of them. We advise students not just to stress their degrees, but to emphasize the skills they have acquired in attaining them such as the ability to investigate, analyze, and communicate."

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RESEARCH FUNDING HITS NEW HIGH—U-M research expenditures in 1975-76 totaled \$74,893,469, an increase of 4.5 percent over the previous year. Most of the increase was provided by federal agencies.

MEDICAL SCHOOL TO ADD FAMILY PRACTICE—U-M Regents have approved the establishment of a new specialty program to train family doctors. The new program will be under way in about 18 months. U-M presently operates one of the largest programs for interns and residents in the U.S. Under the guidance of faculty physicians, some 600 of these doctors-in-training staff University Hospital, Ann Arbor Veterans Hospital, and Wayne County General Hospital, as well as St. Joseph Mercy Hospital in Ann Arbor and 14 other affiliated institutions in Detroit, Grand Rapids, Kalamazoo, and other Michigan cities.

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MIDWESTERN PROGRAM MAKES BIG SPLASH—More than two-thirds of U.S. naval architects come from U-M. According to Francis Ogilvie, chairman of the Department of Naval Architecture and Marine Engineering, the department "is becoming recognized as a national asset." Part of this reputation is due to the ship model towing tank used to carry out experiments in innovative ship design. Built in 1904, it was the second U.S. towing tank. It still is the second largest such facility and one of the few belonging to an academic institution. It is now supplemented by a smaller tank on the North Campus.

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PROF. MOVES POLE—A U-M professor recently helped to move the South Pole, but the project was easier than one might think.

"As a matter of fact, the South Pole has to be repositioned frequently," says Botany professor William Benninghoff who was on a research trip to the Scott-Amundsen South Pole Station in Antarctica during the latest re-survey of the South Pole's position.

"The South Pole is at a point where the ice cap is more than 7,000 feet thick," he explains.

"The ice cap is flowing along the 46th meridian in the direction of the South Atlantic Ocean. It moves about 10 yards per year."

The precise location of the South Pole is essential for certain geophysical measurements relating to the earth's axis of rotation.

In the past the pole position was determined by observations of the sun. Last year, however, U.S. Navy satellites in polar orbits made it possible to determine the pole position with an accuracy of within one yard.

Incumbent Regents Reelected

Regents Gerald Dunn (Lansing, Mich.) and Robert Nederlander (Birmingham, Mich.) have been reelected to their second eight-year terms on the U-M Board of Regents. The political makeup of the Board remains six Democrats, two Republicans.



Dunn



Nederlander

Dunn is a Central Michigan University graduate who has done graduate work at U-M. A former state senator, he is executive secretary of the Metropolitan Association for Improved School Legislation. He is a lobbyist for nine Wayne County school districts and has been involved in education for 17 years.

Nederlander, who holds bachelor's (1955) and law (1958) degrees from U-M, is a partner in a Detroit law firm and an officer in a Detroit theatrical organization. He is also a member of the U-M Presidents Club.

Law School Announces First Fund-Raising Campaign, Sets \$10 Million Goal

The University of Michigan Law School has announced the first capital campaign in its 117-year history, seeking to raise \$10 million.

The primary purpose of the campaign is to obtain \$8 million for construction of a new library addition. Another \$1.25 million is sought for endowed professorships, student fellowships, and other program needs, and \$750,000 is required to complete renovation of the Lawyers Club, the major residence hall for students which is now entering its 51st year of service.

Michigan's Law School is recognized internationally for its leadership in legal education and research. A recent survey of law school deans ranked Michigan among the top three law schools in the United States, along with Harvard and Yale.

Combination of Funds

"The partnership of private support and public funding has enriched the Law School and made it what it is today," says Dean Theodore St. Antoine.

"The School must move ahead to meet tomorrow's demands for well-trained young lawyers and for expanded research and service to society."

To do this, the dean added, new funds must be obtained to make up for cutbacks in federal funding and shortages in state money.

Dean St. Antoine describes the library as "filled to capacity. Books are stored in stairwells, in the basement, and in the stack aisles."

The 62,500 square-foot law library addition, which will help to relieve overcrowding in the Legal Research Building, will be an "L"-shaped underground facility running parallel to Monroe and Tappan streets and connected to the present Law Library.

Major Gifts

John H. Pickering ('40) of Washington, D.C., is serving as the campaign's alumni chairman.

A number of major gifts have been received including \$1 million from the Herbert H. and Grace A. Dow Foundation of Midland, Mich.; \$1.5 million from the Kresge Foundation of Troy, Mich.; \$1 million from the late Thomas G. Long ('01) of Detroit; \$1 million from Calvin N. Souther ('29) Portland, Ore.; and \$600,000 from the Harry A. and Margaret D. Towles Foundation of Ann Arbor.



STIRRINGS BENEATH THE LAW QUAD—The proposed library addition, extending three levels below grade, will be under this parking lot, which will be replaced by a landscaped area.

Brinkerhoff Named U-M Vice President, Financial Officer



James Brinkerhoff

James F. Brinkerhoff, a former U-M administrator, has returned to the University as vice president and chief financial officer.

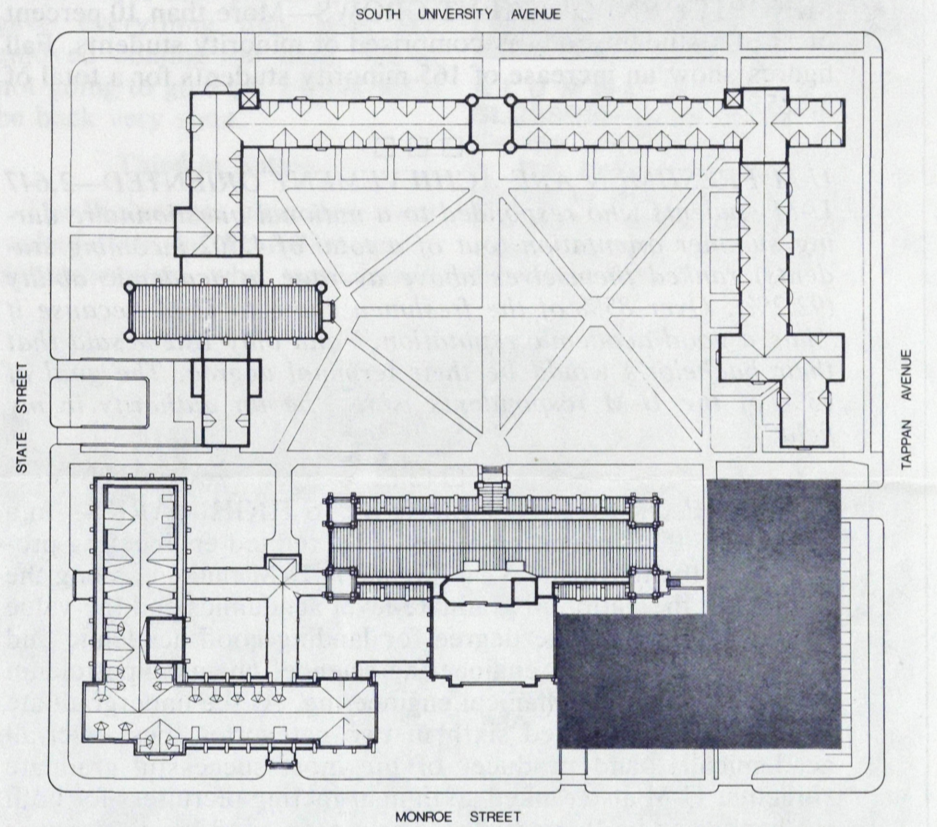
He succeeds Wilbur K. Pierpont, who has resumed teaching in the School of Business Administration at his own request after having held the vice presidency for 25 years.

Brinkerhoff has been at the University of Minnesota since September 1971, first as vice president for finance, planning, and operations and, since 1975, as vice president for finance and development.

He went to Minnesota after spending 9 years at U-M, first as director of plant extension, then as director of business operations, and finally as associate vice president and director of business operations.

At Michigan, Brinkerhoff will be responsible for fiscal affairs, personnel, plant operations and building construction, purchasing, business operations, investments, legal affairs, and audit programs.

In announcing Brinkerhoff's appointment, President R. W. Fleming stated, "We are immensely pleased that Jim is rejoining us so that we may enjoy both the benefits of his long experience on our campus, and the additional and varied experience which he has accumulated at another Big Ten university."



LIBRARY PLANS—Shaded area at lower right shows proposed site of library addition.

The Vital Margin

Annual Giving Program Introduces New Symbol

The University of Michigan's Annual Giving Program has a new symbol.

Since its inception in 1953 as the Michigan Alumni Fund, the program that serves as an umbrella for alumni solicitation has appealed to potential donors under several names.

Now the Annual Giving Program solicits gifts under the banner of The University of Michigan VITAL MARGIN FUND.

The new VITAL MARGIN symbol will identify solicitations from the Annual Giving Program seeking gifts to the VITAL MARGIN FUND that will be used throughout the University, wherever the need is greatest.

Flexible Funds

Michael Radock, vice president for university relations and development, explains, "The flexibility of gifts made to the VITAL MARGIN FUND is the very essence of

private support that makes Michigan a great rather than a merely adequate institution of higher learning.

"The VITAL MARGIN FUND is the equivalent of U-M's 'discretionary income' that can be used when an unexpected need or opportunity arises.

"Many of the things that make

Michigan unique and enable U-M students to expand their horizons would not be possible without the gifts that are made to the VITAL MARGIN FUND."

Where the Need is Greatest

VITAL MARGIN gifts make dollars available where they can help U-M the most, such as:

- undergraduate loans and scholarships;
- academic enrichment programs;
- faculty and student incentive programs;
- subsidization of programs that are not eligible for state support; and
- out-of-state student scholarships.

Gifts made to the VITAL MARGIN FUND continue to qualify their donors for tax advantages, and can be matched by employers who offer a Matching Gift Program.



The VITAL MARGIN Symbol