

Michigan Today

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Surveys, Headlines Reflect U-M's Educational Excellence

Results of a number of recent national surveys have again confirmed U-M's traditional standing "among the leaders and best," in the quality of its faculty and in the achievements of its alumni.

In fact, U-M frequently is named as one of the nation's top institutions of higher education, both public and private, and is a leader among all state universities as an influential academic institution.

Faculty Excellence

More than 4,000 faculty members in four-year colleges and universities, when asked to name departments in their disciplines with distinguished faculties, responded by ranking U-M fourth in the nation, behind only Stanford, the University of California at Berkeley, and Harvard.

The survey by social scientists Everett C. Ladd, Jr., and Seymour Martin Lipset was published in the *Chronicle of Higher Education*, an education newspaper.

In 15 of the 19 fields surveyed, Michigan's departments placed among the top 11 in the United States. These departments and their comparative national rankings include: psychology, second; philosophy, third; music and political science, fourth; engineering, law, and sociology, fifth; biological sciences and history, sixth; economics, eighth; foreign languages and mathematics and statistics, ninth; business and English, tenth; and education, eleventh.

Leading Academic Institution

Results of a survey in which presidents, deans, department chairmen, and scholars from all types of academic institutions were asked to list leading institutions based on prestige, innovation, and influence were recently reported in *Change* magazine.

The top ten institutions (ranked only in alphabetical order) are: Columbia, Harvard, MIT, Princeton, Stanford, the University of California at Berkeley, the University of California at Los Angeles, the University of Chicago, the University of Michigan, and Yale.

The survey was conducted by Richard R. Johnson, director of research for the Exxon Education Foundation.

Alumni Achievement

According to Gene R. Hawes, a writer who has been rating schools for the past 25 years, U-M is one of the best buys in the country for students who want a statistical improvement in their chances for success.

His "Comprehensive Guide to Colleges" rates U-M as only thirtieth in the country in the number of students whose families are listed in "The Social Register."

However, when it comes to the number of alumni who are listed in "Who's Who," which Hawes describes as "the country's foremost source of biographical information about individuals of power, influence, and accomplishment," U-M jumps to fifth place behind Harvard, Yale, Princeton, and Columbia.

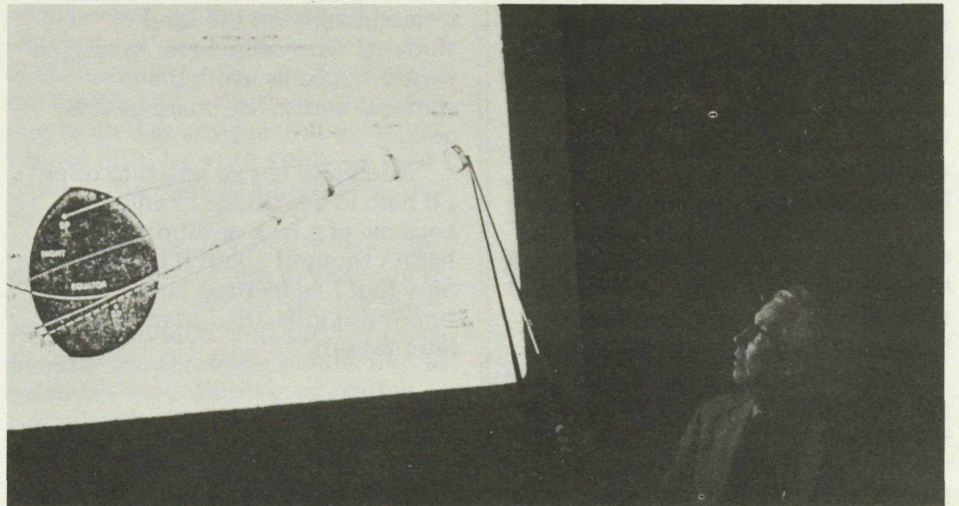
International Reputation

With 2,300 foreign students from more than 100 countries on campus (about six percent of the student body), U-M is fourth among all U.S. public four-year institutions in the number of foreign students enrolled.

Jon Heise, director of U-M's International Center, explains U-M's popularity, "Michigan has an excellent international reputation. Many of the foreign students have acquaintances who have come here. And many specialties are available, such as marine engineering and public health, that are not offered at many other places.

"The admission requirements are strict. In addition to meeting the standard academic qualifications, the foreign students must be fluent in English."

About 15 percent of the students are subsidized by their home governments, while an estimated 57 percent are self-funded. Nearly one-third of U-M's foreign students are enrolled in the College of Engineering.



The assistance of U-M faculty frequently is sought on matters of national concern. For example, (top photo), Thomas M. Donahue, chairman of atmospheric and oceanic science, heads the National Aeronautics and Space Administration (NASA)'s Pioneer Venus Project Science Steering Group. The multi-phase project has been called "probably the most carefully planned collection of experiments ever assembled for any planetary mission."

Bottom photo: Prof. Michael C. Oksenberg (left), currently on leave to serve as senior staff member of the National Security Council, was deeply involved in laying the groundwork for the normalization of relations between the U.S. and the Peoples Republic of China. He is shown with Leonard Woodcock, ambassador, Zbigniew Brzezinski, national security advisor, and Teng Hsiao-ping, deputy prime minister of the Peoples Republic. Oksenberg's predecessor at the National Security Council was Richard H. Solomon, also a U-M faculty member. Before Solomon, U-M Prof. Allen Whiting advised Presidents Kennedy, Johnson, and Nixon.

Nursing Students Avert Severe Funding Cut

Two U-M students recently organized a nationwide coalition of nursing students and faculty that successfully averted a proposed cut of \$84 million from government funds presently allocated to nursing education and research.

The cut, proposed for legislative action by the U.S. Office of Management and Budget, would have essentially rescinded the balance of a two-year allocation already in its second year.

"To cut off these funds overnight was totally indefensible," stated nursing professor Philip Kalisch. "There would have been no phasing-out period.

"Approximately \$1 million, about one-third of the budget for U-M's School of Nursing, was involved. The cut would have affected the entire University. I don't know how we would have come up with the funds to replace the federal money, and it would have been either that or let a good portion of the School of Nursing go down the drain.

"When we became aware of what was going on, two graduate nursing students, Lynn Rinke (Detroit) and Julie Sochalski (Dearborn), got on the telephone. They organized volunteers from other schools of nursing in 22 states, many of whom traveled to Washington, D.C. at their own expense to lobby against the cuts.



Jubilant U-M nursing faculty and students review the roll call vote tally in the "Congressional Record" following their successful lobbying campaign. From left: Cynthia Hudgins, district coordinator for Rep. Carl D. Pursell, Carolyn Davis, associate vice president for academic affairs and former dean of nursing, student Julie Sochalski, Prof. Philip A. Kalisch, student Lynn Rinke, and Prof. Carol P. Patton.

"When they got to Washington, each student was given a list of appointments. They managed to call on over one-half of the 495 congressmen. One student even ran down a hall with Sen. Muskie, telling him about the problem as he went to another committee meeting.

"Most of the lobbying was informational. We felt that many of the

congressmen were simply not informed of what the cuts meant. They were impressed with the integrity of our efforts."

"It was an overwhelming success," summarized Lynn Rinke following the restoration of the funds. "One thing we've learned is how to be involved — how to find these people and work with them."

Students Say It's Important To Raise Private Support

Positive student activism is reflected by a growing desire on the part of students to participate in fund-raising activities that benefit their university.

Four such U-M students are interviewed below.

Carrie Dolan, Highland, Mich., a freshman majoring in political science or journalism, became aware of the need for private support when she participated in an LSA telethon.

"We called alumni all over the United States to raise money for undergraduate programs. I thought that people might be offended by telephone solicitation, but a lot of them liked it because they wanted to ask things about the University and were glad to talk to a student who was calling from the campus.

"At first I thought 'Why does U-M need money?' It seems like an institution that will go on forever without any help. Then I learned that only 27 percent of the budget comes from tuition and state support — it was kind of shocking, especially when I got my tuition bill.

"A lot of our alumni feel loyal to the school and believe that they have an obligation. When they went to school somebody else was footing the bill for them.

"One thing I learned is that small gifts add up. When we called people, we asked for a gift of \$10 or \$15. When you're trying to meet a goal, every little bit helps.

"There's so much diversity here—I'd hate to see things cut."

Jon Swanson, a doctoral candidate in the field of higher education, is employed full time as the Director of Community Relations at Starr Commonwealth in Albion, Mich. He still finds time to serve on the University's Development Council Board of Directors.

"The primary idea is that public institutions for the most part are tax assisted as opposed to tax supported. They don't receive the dollars that are necessary for their complete operation from the state. If you're looking for an institution with high standards, private support is necessary.

"This support plays a worthy role for those who appreciate what an institution has done for them or others throughout the state in terms of benefiting the economy and the cultural environment.

"Also, our tax structure gives each individual an opportunity to distribute gifts through charitable activities.

"Gift support helps to bring donors into the process of higher education and to strengthen their commitment."

Martha Peterson, a senior from Crosswell, Mich., whose mother and grandmother are U-M alumnae, is majoring in graphic design. "I feel very strongly about U-M. It has a tremendous amount to offer in addition to classes."

She participated in a creative advertising workshop — a class that simulates an advertising agency — where the "client" was U-M and the goal was fund raising.

"Students should be made aware of the importance of private support. A lot of them don't know what a difference it makes. I know I was astounded at how much came from gifts.

"I don't see how tuition can not go up, but there's no way that state funds and what students pay can keep up with expenditures. Without private gifts, it would cut down tremendously on the kind of students who came here. Michigan would not be as available to students across the board as it is now.

"Michigan has so much to offer. I'd hate to see things change because of a lack of funding. I hadn't thought about it before, but now that I've learned how important gifts are, I plan to give later myself."

Richard G. David graduated from U-M in 1978 and is already repaying the University for the opportunities he found here as he became a student leader.

An assistant accountant for the firm of Peat, Marwick, Mitchell and Co. in Detroit, he also serves on the Development Council Board of Directors and returns to U-M frequently.

"I was looked upon as someone with something to say and a responsible manner in which to say it. I was committed to Michigan for a degree, but it's more than sitting in a classroom all day.

I was active in the University Activities Committee, student government, the Model United Nations, the Board of Control, the Michigan Union Board of Directors, the Housing Office, and as an orientation leader.

"I worked my way through school and received aid from the state. It took sacrifice on my part, but I knew it wasn't covering the cost of educating me.

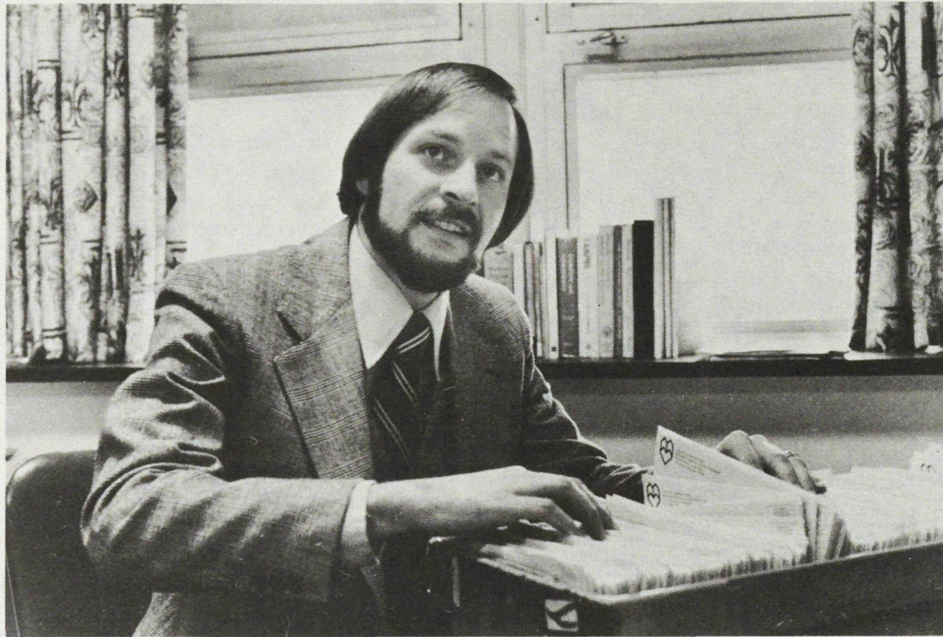
"I lived across the street from the Law School and heard the history of how the Law Quad was given by one person. I wanted to find out what motivated him. I'm interested in private support because of the importance of guarding against the deterioration of the educational program here.

"I worked at a grocery store and saw how prices kept going up. When I bought my textbooks, I saw how much the books in the library were costing. My fraternity experiences taught me what it cost to run a building.

"When I went to conferences, even as a student, there was an esteem attributed to representing U-M. I was proud of the school. Now, in a business aspect, the University is highly respected. I can walk proudly as a Michigan grad.

"It's not a sense of owing, but I want someone else to be able to grow and develop an appreciation as I did. I changed and developed a lot, and maybe my support can help someone else go through that metamorphosis. It's a commitment I want to make.

"I was pleased to find out that my company has a Matching Gift Program. I know that the value of any dollars I give is going to be multiplied."



Students who are interested in U-M's financial welfare include (from top): Carrie Dolan who included tutoring local high school students through Project Community among her activities; Jon Swanson, who served as a graduate intern with U-M's Annual Giving Program; Martha Peterson, who found out about the need for private support in an advertising class; and Richard David, who returned to U-M following graduation to advise students who were being recruited by his firm.

Grant Focuses Efforts on Child Abuse

Three of U-M's professional schools have joined hands to train students in a pioneering program that focuses on child abuse and neglect.

Funded by a grant from the Harry T. and Margaret D. Towsley Foundation of Ann Arbor, the interdisciplinary effort draws together clinical programs at the Medical School and School of Social Work, and has established a Child Advocacy Clinic in the Law School.

"Child abuse and neglect is an area that desperately needs more collaboration among the legal, pediatric, psychiatric, and social work fields," says Donald Duquette, who heads the clinical law Child Advocacy Program.

Refining the Response

"In many cases, child abuse or neglect is a symptom of serious but less obvious family or personal problems. Through creative use of the law family life can be rehabilitated, but in their zeal to help, professionals can do harm because they don't know how to intervene effectively.

"The response to child abuse and neglect cases is not as finely tuned as we would like it to be. The focus frequently has been on finding cases rather than responding to those we have.

"Through our clinics, we hope to find ways for various professionals to work together."

Handling actual cases under the supervision of a law faculty member and consulting with social work, psychiatry, psychology, and pediatric faculty and students constitutes the core of the program.

Simulates Practice

Available to second- and third-year students, the clinic begins with simulated practice on campus and moves on to cases from a three-county area that have been offered to the clinic and screened by the supervising attorney.

Students practice in three distinct roles, beginning as attorney for the Child Protection Agency, moving on to represent the child, and finally representing accused parents.

"The clinic isn't meant to attract

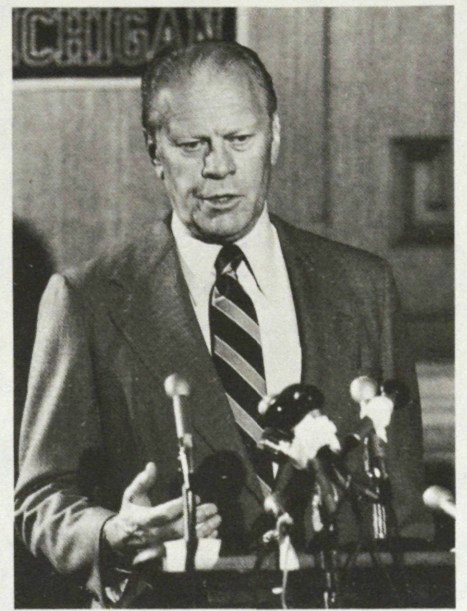
only students who want to specialize in family law. The skills are readily transferrable to other areas," Duquette explains.

"Early in the semester, the students are prepared for their legal encounter. Then, the job of the supervising attorney is to sit back and let them do the necessary work. They do a superduper job.

Students Refine Skills

"These students are just naturally bright, but they don't know how to be a lawyer when they come in. It's very rewarding for a teacher to watch them come along. By the end of the semester, they are working in the courts and with the social agencies as well as any practicing lawyer. I burst all over with pride as I see them performing at a high level in a specialized area."

The long-range goals of the interdisciplinary effort are to generate research and to develop training materials for students and professionals. Eventually, Duquette would like to establish a continuing education program dealing with child abuse for practicing lawyers.



Gerald R. Ford

Ford Shares U-M Memories

Former President Gerald R. Ford (LSA '35), an adjunct professor of political science since 1977, recently returned to the campus to lecture in several classes.

During his visit, he reflected on his days as an undergraduate and some of his feelings about U-M.

Fond Memories

"Without a question of a doubt, my participation as a member of The University of Michigan football squad, Harry Kipke, the head coach, Fielding H. Yost, the athletic director, my associates on the football team, the trials and tribulations related to playing, and the successes and failures are among my fondest memories.

"I also have very good memories of my association as a member of the Delta Kappa Epsilon fraternity. I was fortunate to have some very good friendships in the fraternity which I've kept over a long period of time."

First-Class Education

"In addition, I have very good memories of my academic experiences . . . some better than others. Basically, I liked the atmosphere of the campus. I had some outstanding professors, and I think I got a first-class education. I have always had a very warm feeling toward the University because of the good experiences I had here, academically, athletically, and in other areas.

"I feel very indebted to the University for the opportunity to get a first-class education. I came here during the depths of the depression and was able to get a degree with the help of many people here."

Importance of Private Support

"No university, in my opinion, can exist, expand, and improve without private funding from business, foundations, and individual donors of public funds from governments — federal government, state government, and other governmental sources.

"If a university, even a public university, is to have facilities, faculty, and broad programs, it must go out to private sources for the necessary funding. Private sources enrich a good institution with broader programs and activities."

The Gerald R. Ford Library

"I never expected that I would ever have such an experience. Of course, I have nothing but exhilaration from the sight of that building."

The Vital Margin

Private Giving Breaks U-M Records In Fiscal 1978

by Michael Radock
Vice President for University Relations and Development

We are proud to announce that U-M received \$28.4 million in private voluntary support from 55,600 donors in fiscal 1977-78, setting several new records in its fundraising history.

The total reflects new highs in both the number of gift dollars received and the number of donors who contributed, and a new record in corporate support. Contributions by source are shown in the accompanying graph.

Corporate Record

Included in the record corporate amount was an all-time high for donor participation in corporate gift matching plans, through which 346 companies made gifts of \$300,000 to Michigan to match contributions by their employees.

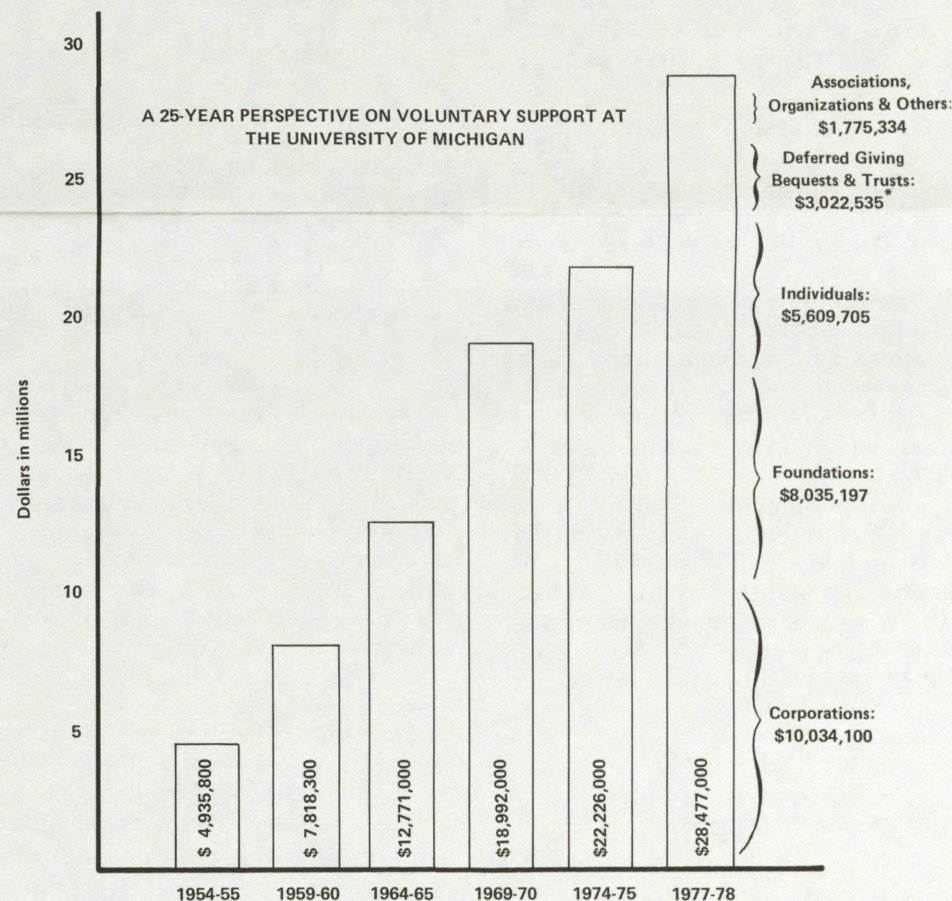
Michigan has been one of the two leading universities in the country for the past three years in corporate support. While national figures have not been released yet for 1977-78, we're hoping that our efforts will make us number one in this area.

Overall, Michigan traditionally ranks among the nation's top dozen institutions of higher education—both private and public—in the amount of gifts it receives. Our donors recognize the importance of these discretionary funds in maintaining Michigan's quality, diversity, and educational leadership.

Private support is rapidly becoming a necessity for public universities. Michigan is fortunate to have been one of the first tax-assisted public institutions to develop this irreplaceable supplemental financial resource.

Unrestricted Gains

We are particularly pleased to see that the proportion of unrestricted giving continues to increase. Unre-



*This does not include those trusts that are administered by others outside the University or cash value of life insurance policies.

stricted gifts can be used wherever the need is greatest and give us priceless flexibility.

A special factor in our success this year has been the intense interest and involvement of our faculty, deans, and other administrators. Also, for the first time in many years, our students have become excited about seeking private support for the University. The combination of committed alumni, faculty, staff, and administration produces an unbeatable system.

Honor Groups

Our traditional honor groups for donors have flourished throughout the years, and we have introduced three new levels of special donor

recognition this year which will enhance our program.

The new donor groups are the James B. Angell Society for donors of at least \$1 million, the Henry Tappan Society for donors of \$50,000 over 10 years, and the Deans Club for recognition of annual gifts of a minimum of \$500.

Existing donor groups and their current memberships are as follows: 429 Michigan Benefactors who have made gifts of at least \$100,000 over 10 years; 2,460 members of the Presidents Club who have given at least \$10,000 over 10 years; 15,120 members of the Hundred Club who give at least \$100 annually; and 1,380 continuous donors who have made an annual gift for the past 25 years.

Back Page Briefs

Presidential Search Continues

Alumni, faculty, and student advisory committees are continuing to review the names of individuals who have been submitted as candidates for U-M's presidency.

"All the committees are working," reported Regent Robert Nelderlander, chairman of the Regental Search Committee.

"We are not under any compunction to move immediately because we have a very able Interim President in Allan Smith.

"We are hopeful that we will have a new president within a reasonable period of time."

Some Welcome Changes in the Union

Plans for revitalizing the Michigan Union to make it more responsive to student needs are under way.

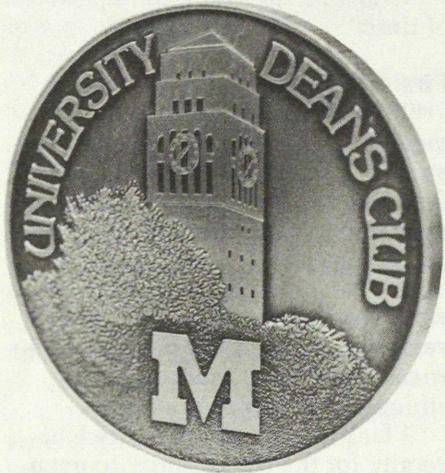
The changes were implemented when the U-M Regents transferred control of the campus landmark from its voluntary board of directors to the Office of the Vice President for Student Services in response to student requests.

Henry Johnson, Vice President for Student Services, explains, "Michigan is the only major Big Ten university that really does not have a central campus union that is student-oriented. It is necessary to help students identify with the University outside the classroom.

"We are not planning to make the renovations at the expense of alumni. However, perhaps the greatest benefit alumni will derive from the planned refurbishing is knowing the pleasure their children, nieces and nephews — today's students — will get from it."

Deans Club Introduces Medallion

Members of the Deans Club, a new honor group for donors who



make an annual gift of \$500, will receive a bronze desk medallion in recognition of their support upon the occasion of their first year of membership.

New Appointments

Paul C. Boylan, associate dean of U-M's School of Music since 1974, has been named as dean. He succeeds Allen P. Britton who will continue to teach in the school.

Glenn A. Richter, director of bands at the College-Conservatory of Music at the University of Cincinnati, has accepted the post of conductor of the U-M Marching Band. Long-time former conductor George Cavender has assumed the full-time direction of the School of Music's development and school relations programs.

Need Some Guidance?

The first official "Guide to the Campus of the University of Michigan" is now on sale.

The book was published by the U-M Press with the guidance of a committee chaired by Graduate School Dean Alfred S. Sussman.

More than 200 campus buildings are listed, along with a description of the trees and mineralogy, and an up-to-date map.

The new guide is priced at \$3.95. It is available at Ann Arbor bookstores, the Michigan Union and League, and from the U-M Press, P.O. Box 1104, Ann Arbor 48106.

Merit Scholarships Expanded

U-M's program of "merit" scholarships for first-year undergraduate students, in which financial need is not a factor, has been expanded and reorganized.

The program has a number of new features including some 130 scholarships which have been increased from \$50 to \$500; 250 awards of \$1,000 where financial need is no longer a factor; and 130 grants of \$500.

Clifford Sjogren, U-M director of undergraduate admissions, says that the major reason for the revamped merit scholarship program "is to provide some financial relief for the very bright student who is aggressively recruited by other institutions."

Departments Merge

The Department of Journalism and the Department of Speech

Women's Glee Club Formed



The U-M Treble Glee Club, supported by private gifts, is the first women's glee club at U-M in 30 years.

Communication and Theatre will merge into a Department of Communication effective July 1. At the same time, a new Department of Theatre and Drama will be established.

Alumni Occupy Executive Suites

More top business executives earned degrees from U-M than from any other public institution according to a recent Standard and Poor's survey of 74,000 executives of leading businesses. Of those surveyed, 1,762 hold U-M degrees. U-M's standing was fifth in the nation, following Harvard, New York University, Yale, and the University of Pennsylvania.

Write On

The adoption of stricter writing requirements by LSA, the University's largest undergraduate college, has prompted two campus seminars for Michigan high school and junior college teachers in the last year as well as support activities within the college.

More than 35 schools and school districts sent representatives to a campus seminar on classroom methods for teaching writing. Another is scheduled for summer.

One of the new LSA requirements

is that incoming students write an essay. How well they perform determines whether they are placed in an introductory composition course, assigned tutorials, or are exempted from the course.

To discuss the new requirements and teaching techniques, the LSA Composition Board is sending English instructors to high schools and junior colleges throughout the state.

Research by Faculty Sets New High

Since fiscal 1974, says Vice President for Research Charles Overberger, the number of proposals by U-M faculty members for outside research support has increased steadily. These "increasingly aggressive" efforts are reflected in research expenditures by the University in 1977-78 of \$83.3 million, a new high.

Have You Been Counted Yet?

Fifty thousand alumni have now received Michigan's new alumni census. Returns are averaging about 50 percent.

Approximately one-fifth of the alumni body, or 50,000 individuals will be surveyed each year over a five-year period in a continuing effort to maintain alumni relationships.

Michigan Today

The staff of *Michigan Today* continues to invite you to submit suggestions for articles and information that you feel would be useful in helping to increase *Michigan Today's* responsiveness to the interests of the more than 200,000 members of the Michigan family.

Address your letters to:

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Please send me information on:

- Joining the Alumni Association
- Joining The Presidents Club
- Making a deferred gift to the University

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