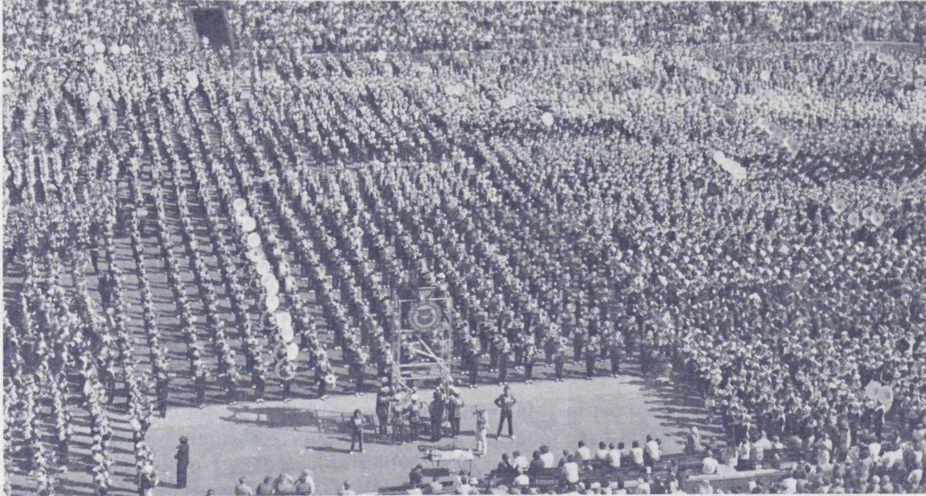


the university of michigan Today is the only Michigan publication received regularly by 184,000 alumni, friends, and faculty of the University



BANDS BY THE YARD—It was standing room only when more than 150 high school bands packed the field from goal to goal on Michigan's annual Band Day. Some of the 13,000 musicians from throughout the state are shown surrounding George Cavendar's marching band.

Fleming's State of University Address Focuses on Undergraduate Education

The value of higher education and concern for the quality of undergraduate education set the tone for President R. W. Fleming's annual State of the University address.

The need for highly trained people is almost infinite, he said, citing inadequate and poorly distributed health care, food requirements in the face of worldwide starvation threats, environmental problems, troubles in municipal governments, and administration of justice.

"The trouble is not whether we are educating too many people, it is whether we know how to adapt our economic system to the employment of the educated people who are so badly needed. That, of course, is a political question for it requires a change in some of our priorities."

Undergraduate Education

He posed two questions about undergraduate education, asking whether the University is giving a genuine liberal education, and whether it is optimizing teaching talent.

Acknowledging that "some of our students emerge with a degree after intensive shopping around for an absolutely minimal program," he questioned "whether we have really thought out what we think an undergraduate education should be."

Too Few Professors

Referring to the quality of instruction available at U-M, Fleming said, "I hold the unequivocal view that we are using far too few professors in undergraduate classes, and that it is time to begin a phased overhaul of that situation."

He observed that increasing tuition rates, the availability of community colleges, and a declining school-age population in the future
(continued on page 2)

Museum of Art Introduces Specialized Guide Program

During the past year, 31 volunteers were studying as hard as many students while preparing themselves to participate in a new program sponsored by the Friends of the Museum of Art.

Now they're ready to share their enjoyment of art with others as docents—lecturers or teachers knowledgeable about art and the museum's collections.

The docents are available to conduct special tours of the Museum for 10 or more visitors, and will tailor the tours to the interests of the group.

Public Obligation

"Often when the general public comes into a museum, they don't get as much out of the visit as they could. We feel the docent program will enhance museum visits," stated Lilli Milder, museums coordinator of public programs.

"Some people have questioned why a university museum would start a program for non-university students. We felt that, as a university museum associated with a state-funded university, we had an obligation to the community at large and to the state."

Request in Advance

The first group of docents was chosen from nearly 100 applicants. Their rigorous training has included twice-weekly lectures, demonstrations, and gallery tour techniques.

Besides meeting special interests, docents will present tours for all ages. Requests for a docent tour should be made at least three weeks in advance.

To set up a tour or request a descriptive brochure, call (313) 763-1231 or write: Docent Office, Museum of Art, Alumni Memorial Hall, University of Michigan, Ann Arbor, MI 48109.



'DOCENTS' ADD NEW DIMENSION TO ART MUSEUM TOURS—Volunteer tour guide Virginia Moss (center), talks with a class of fifth graders who find that her knowledgeable approach, tailored to their age level, makes a visit to the museum something to remember.

U-M's Center for Political Studies Says 'Unknowns' May Affect '76 Voting Behavior

An unusual number of "unknown quantities" are likely to affect election returns in 1976, according to experts on voting behavior at the U-M Center for Political Studies.

The level of voter turnout, the degree of partisanship, and the importance of policy issues will assume key roles.

Survey Research Methods

Researchers at the Center have gathered detailed information on voting behavior in every national election since 1948, and in every off-year Congressional election since 1954.

They have found that, by using survey research methods and techniques, the behavior of the

national electorate can be estimated with a high degree of accuracy from a nationwide sample of about 2,500 voters.

Young Adults

The relatively high proportion of young adults in the electorate, due to the lowering of the voting age to 18 and the World War II baby boom, may significantly affect total voting behavior.

Slightly more than 40 percent of the voting age population is under the age of 40. The electorate now contains an extraordinarily large proportion of relatively young adults whose first experience with politics came in the elections of the mid 60's and early 70's.

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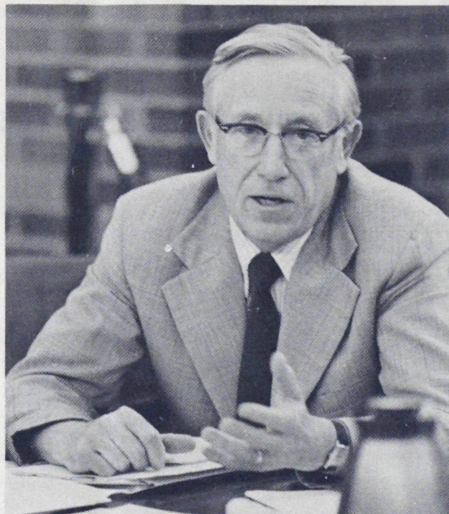
THEY CARE—A multi-cultural child care facility, Pound House Children's Center, has been established this Fall for the U-M community with the help of gift support.

Financial Expert Reviews Achievements, Looks to Future

After 25 years as Vice President and Chief Financial Officer, Wilbur Pierpont will leave his administrative duties at year end to return to teaching.

"I doubt that anyone ever served The University of Michigan with greater dedication and skill," observed President R. W. Fleming. "He has placed an indelible mark on the University, and we will continue to rely on his great good judgment as we progress through these difficult years."

Vice President Pierpont, while declaring that it would be "presumptuous" for him to predict what lies ahead for the University, discussed "the significant changes in financing higher education in the last 25 years" with *Michigan Today*.



Vice President Wilbur Pierpont

Michigan Today: What do you see as the most significant changes in the mechanisms of financing higher education?

"The big shifts have been in the growth of state and federal support, the reversal of the trend for lower student fees along with decreasing state support, and the great growth in fund raising through our Development Council."

MT: What are the roles of state and federal support today?

"The vast increase in federal support of research and graduate training has been particularly important to U-M, which is one of the leading universities in research and training financed by the federal government.

"In terms of the University's total budget, the percentage of state support has dropped as federal support has increased. Therefore total tax support remains about the same, but the sources are quite different.

"The University is, in some respects, a reflection of over 100 years of service in a state with a high level of productivity. The state of Michigan was among the first to support higher education, indicating a great dedication to provide quality education at an affordable price. Other states were less supportive but are now catching up. Demands on state funds are increasing because of the competition for state dollars and the relative shift is going to be noticeable.

"Also, the growth of regional educational facilities such as community colleges has decreased the share of the total educational dollar available for the University. Big, research-oriented universities are under constant pressure to justify their expenditure patterns."

MT: How have student fees changed?

"Over the years, students paid less and less of the cost of their education. Until about 20 years ago, the tuition of U-M students represented only about 20 percent of actual educational costs. During the last 20 years, as the cost of higher education has continued to rise, student fees have begun to climb again. State support and tuition do go together and often in the opposite directions."

MT: Are you concerned about pricing The University of Michigan out of the market?

"Because education gives an individual an opportunity to create an earning power, I'm not yet overly concerned with pricing the University out of the market. We must strike a balance between charging the students and then finding ways for students to pay the bill and having enough money to keep a first-class university. We hope that as many students as possible can obtain our kind of education.

"The University has eased the burden on students by making a very strenuous effort to provide student loan funds. Our student loan fund is in excess of \$40 million, making it one of the largest in the country. In a typical year, we'll make 15,000 different loans amounting to some \$8 to \$10 million. We will provide student aid in some form to 14,000 to 15,000 students, and we will employ approximately 11,000 to 12,000 students. There are those who think that the University is too selective in its student body, but two out of three students here get some type of financial support from the University. That's a very good record for support to students."

MT: What changes have you seen in private support?

"Private support at U-M from gift, grants, and investment income was 6 to 7 percent of the University's budget at the beginning of the century and now is considerably larger than that. In addition to the \$28 to \$30 million made available to the University, gift support can be used for specialized activities that greatly improve University programs and activities. It's the little extra that really makes the difference. The University needs to keep developing its fund-raising programs."

MT: What are some of the major accomplishments during your tenure as vice president?

"First of all, we have developed a very sound financial structure for all University operations.

"We have had a very large program of capital expansion since World War II. During this time, the North Campus was developed. Approximately 1,000 acres of land were purchased. There are now 267 buildings on North Campus, and some 3,700 students are housed there.

"Our plant assets in 1950 were \$97 million. Today they exceed \$655 million at cost. In addition to buildings financed with state and federal support, we have had a number of excellent gifts for buildings and equipment.

"I've always been partial to books and libraries. We have made a strenuous effort to enlarge greatly the library system for the benefit of the faculty and the students. Libraries are at the heart of any university, and we have very good ones here.

"During this period, it is to be noted that student loan funds for support of students have increased from \$770,513 to \$40,318,195. Student aid expenditures 25 years ago amounted to \$750,000 per year and at the present time they are running at the rate of \$25,000,000 per year."

MT: What do you see for the future?

"I think that federal support in total will continue, and that student aid and student support will be a major part of the federal support. However, although the total will stay up, there will be shifts within the federal support, which can give the University problems.

"Education has been very well supported for the last 20 to 25 years in Michigan, but there will be increasing competition for state support from public welfare needs and quality of living needs.

"Our main challenges will be balancing inflation, a stabilized enrollment on the Ann Arbor campus, program shifts and related costs, and the need to modify programs continually to meet students' needs.

"It's always hard to keep something first-class. To stay on top requires a constant infusion of new ideas, new programs, new money.

"I don't know of a year I've been here that we had enough money to do all the things that we wanted to do. We've had more needs than money, so it was always a question of priority of uses, of alternatives. I think that will always be typical of a first-rate university. I'd be disappointed if we decided that we had all the money we needed. I would think that we had lost our imagination and our desire to do a better job."

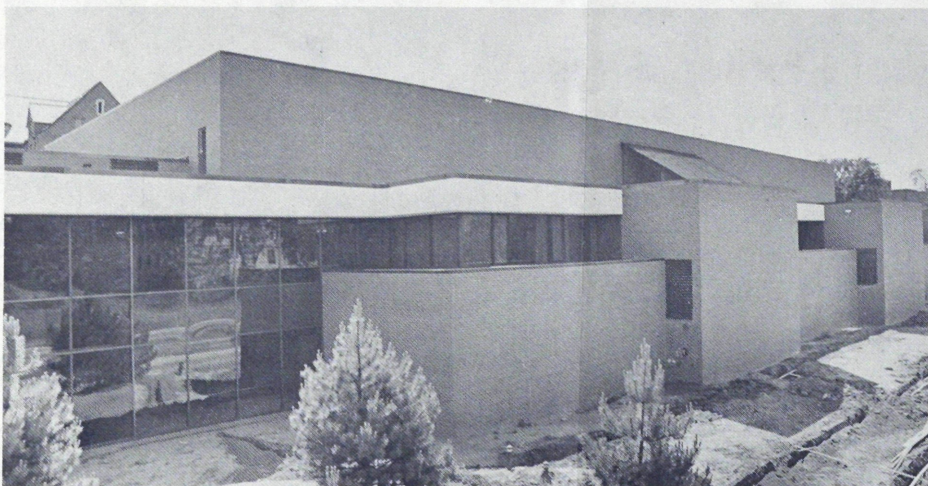
MT: What do you view as your greatest contribution as vice president?

"When you become a financial vice president of a leading university, one needs to work very hard to keep it a leading university.

"I believe that a university financially bankrupt will soon be academically bankrupt. We are not bankrupt in either case; we are still a first-rate university, and I have been happy to be able to contribute to that kind of a record."

U-M Summarizes 25 Years of Economic Growth

	1949-50	1975-76	% Increase
Assets			
Student Loan Funds	\$ 746,894	\$ 40,318,195	5,298
Endowment Fund	21,238,148	114,995,200	441
Plant Fund	97,360,672	665,341,454	573
Income			
State Appropriations	11,436,315	112,012,348	879
Federal Support	3,397,118	74,669,746	2,098
Gifts, Grants and Investment Income	2,223,558	27,649,413	1,143
Total Expenditures	\$24,295,787	\$285,624,135	1,076



DOUBLE THE PLEASURE—Space for campus recreational activities has more than doubled, growing in square feet from 173,000 to 363,000, with the construction of a new Central Campus Recreation Building on the site of the Women's Athletic Building (above), a new North Campus Recreation Building, and renovations to the Sports Coliseum.

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Fleming (continued)

will make prospective students more selective and increase the competition to recruit undergraduates.

Employing more professors in undergraduate education is necessary, Fleming said, "to keep us in the position of great strength we have always occupied in higher education."

He cited two "difficult" but not "insuperable" problems in implementing that goal—cost and finding a replacement for the financial support that graduate assistants now earn by teaching.

If it is decided that more professorial time should be devoted to the undergraduate program, Fleming recommended several simultaneous steps.

Simultaneous Steps

—Document "underfunding" of recent student growth and press the state for "catch up help."

—Channel more private gift money into graduate student support.

—Encourage colleges, schools, and departments to reallocate more of their funds to support of additional professors.

—Examine available reward incentives with a view toward "encouraging those professors who wish to do so to spend more of their time in the undergraduate program."

In Transition?

Please send corrections in your name or address to *Michigan TODAY*, 3540C Student Activities Building, The University of Michigan, Ann Arbor, Michigan 48109.

In the News

Superior Undergraduates, Nationally Recognized Faculty Keep U-M on Top

"GRADE A" STUDENTS—Some 22.5 percent of the students in U-M's 1975 freshman class had A or A+ grade averages in high school, and 33.1 percent had A- averages, according to a survey by the American Council on Education.

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...AND THEY'RE GETTING SMARTER—Incoming U-M students in the fall showed an improvement in academic and Scholastic Aptitude Test (SAT), performance, following a decline last year. Median scores on SAT's (mathematics 600, verbal 520, with 800 as a perfect score) improved a total of 10 points. The median high school percentile rank of incoming students jumped from the 91st to the 92nd percentile.

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U-M PROVIDES A FIRM FOUNDATION—The University of Michigan ranks in the top ten among all undergraduate institutions in the United States as a producer of doctoral candidates, according to a study in *Science* magazine tabulating the number of students who graduated from the country's approximately 1,900 baccalaureate institutions during 1910-69 and subsequently earned PhD's. A total of 4,703 U-M men continued to receive their doctorates, ranking behind University of California-Berkeley (6,619), University of Wisconsin (6,548), City College of New York (6,192), University of Illinois (5,710), and Harvard University (5,465). During the same period, 773 women went on to earn PhD's, following Hunter (1,110), University of California-Berkeley (926), Barnard (846), and University of Wisconsin (808).

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PRESIDENTIAL TIMBER—President R.W. Fleming has been elected chairman of the American Council on Education's board of directors. Six other faculty members also now head or serve as presidents-elect of national educational and scientific organizations. They are Francis A. Allen, professor of law and president, Association of American Law Schools; Charles Gibson, professor of history and president-elect, American Historical Association; Wilbert J. McKeachie, professor of psychology and president, American Psychological Society; Peter O. Steiner, professor of economics and law and president, American Association of University Professors; Warren H. Wagner, Jr., professor of botany and president-elect, Botanical Society of America; and Robert A. Warner, director of the Michigan Historical Collections and president, Society of American Archivists.

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GOVERNMENT RECOGNIZES UNIVERSITY'S EXPERTISE—In 1975 the University tied for fourth place in the number of faculty and staff members who served on federal government advisory panels. U-M, Massachusetts Institute of Technology, and John Hopkins University were tied for fourth place, with

103 persons each, following the combined campuses of University of California (350), Harvard (167), and University of Texas (110).

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FM FUND RAISER—Premiums including records, books, tickets to concerts and plays, sports equipment, and services offered by station staff and local merchants will be given to donors who pledge contributions to the University's public radio station, WUOM/WVGR, during a fund-raising marathon from 6:00 p.m. November 13 through 11:00 p.m. November 14. Telephone (313) 764-9210 to make your pledge.

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GET IN THE GROOVE WITH THE SCHOOL OF MUSIC—Two new records featuring U-M faculty and staff have been released in time for holiday gifting. Choose from nationally acclaimed ragtime virtuosos William Albright and William Bolcum, performing "Ragtime Back to Back," or the University Wind Ensemble and the University Symphony Band in "Hindemith." Two ever-popular selections, "Christmas on Campus" and "2000 Years of American Marches" are also available. Proceeds from the record sales support School of Music scholarship awards. Albums can be ordered from School of Music LP Records, The University of Michigan, Ann Arbor, MI 48109 at \$7.75 each, including tax and shipping.

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MICHIGAN COMPETES IN SUMMER OLYMPICS—Phil Hubbard, U.S. basketball team gold medalist, heads the roster of Michigan athletes involved in the summer Olympics. Others were Gordon Downie and Alan McClatchey who swam for Great Britain, gymnast Pierre Leclerc who performed for Canada, and gymnasts Nigel Rothwell and Bruce Medd, Canadian alternates.

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UNIVERSITY GIFT PROJECT TO MARK ALUMNAE COUNCIL'S 60th BIRTHDAY—To celebrate its 60th birthday in 1977, the Alumnae Council will present a collection of written memorabilia to the Michigan Historical Collections. All alumni and alumnae are welcome to contribute written memorabilia such as student letters and diaries, posters, photographs, scrapbooks, etc. Items should be mailed to The 60th Anniversary Historical Collections, Alumnae Council, Michigan League, Ann Arbor, MI 48109.

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YEAR-END CONSIDERATIONS—If you are planning a gift to the University, this is an important time of year to remember that both federal tax laws and tax provisions within the state of Michigan encourage you to support higher education.

Gift to Publicize Advances

Art, Science Unite in U-M Prosthetics

A rare combination of art and science can be found in the cosmetically acceptable replacement body parts created by a U-M faculty member.

Denis Lee, associate professor and director of services for Medical Illustration, is widely known for his unique application of artistic skill to the development of lifelike fingers, noses, ears, breasts, eye assemblies, complete face masks, and other features to suit individual patients.

Lives Change

"Our main goal is to help patients who have been disfigured by birth defects, accident, disease, or surgery," he said.

During the last few years, he has fitted well over 400 people of all ages with custom-designed prostheses, often dramatically changing their lives.

Mitchell Foundation Gift

Because the availability of these prostheses is not widely known, he plans to use funds from the



Mitchell Foundation to exhibit his technique at medical conferences.

"Our biggest problem is that physicians have no idea what kind of help is available for their patients. They aren't aware of the advances in cosmetic prostheses. This gift will allow us to reach more people."

The relatively recent develop-



PROSTHETIC ART—A silicone duplicate of the clay model of an ear prepared by Denis Lee (left), is attached to the patient's head and then tinted to match his complexion.

ment of silicone rubbers that can be vulcanized at room temperatures, along with Lee's skillful tinting and coloring, are the keys to these prostheses.

To replace a patient's breast, for example, Lee makes a cast of the remaining breast and then reverses it, producing a lifelike prosthesis that can be worn with

heavy-duty surgical adhesive for a natural look.

Lee is willing to share his knowledge of prosthetics, and hopes to reach more physicians and patients.

"We're using our artistic abilities as a form of medicine. We can really help people. There's nothing more important than that."

The Vital Margin

Programs Boost Faculty Incentives; Presidents Club Numbers '1776 + 10'

Two new programs using gift funds—one to support and encourage new faculty initiatives in research, teaching, and service, and the other to recognize and reward distinguished senior faculty members—have been approved by the Regents.

Both will be financed by income of about \$200,000 annually derived from six bequests to the University totaling some \$3.6 million.

Margin of Excellence

"These new programs, which will stimulate teaching and research while enhancing the University's attractiveness to eminent senior faculty members, are a striking demonstration of the way discretionary funds can help us maintain our vital margin of excellence which includes an outstanding faculty and an exceptional student body," stated Michael Radock, vice president for University relations and development.

One of the programs, the Faculty Development Fund, is designed to encourage, through individual grants awarded in open competition, "new research, teaching, and service projects and programs, or to bring existing ones to fruition."

The other will allow the addition of a stipend to the University's 24 named professorships, which presently carry no monetary award. This will provide an added means to "more adequately recognize senior faculty members of great distinction."

Presidents Club

A Bicentennial membership total of "1776 plus 10" members was announced at The Presidents Club Annual Meeting held on campus in early October.

Nearly 500 members and spouses from throughout the nation returned for the event.

38 Michigan Women Will Receive First Athletic Scholarships

Michigan women are now eligible to receive athletic scholarships.

Thirty-eight partial tuition scholarships will be awarded by the end of the year to upperclasswomen participating in the women's varsity sports: tennis, volleyball, field hockey, competitive swimming, synchronized swimming, basketball, and gymnastics.

Partial scholarships were selected in order to recognize more female athletes.

Don Canham, director of athletics, reports that a fund-raising campaign for women's athletics "similar to what we do for men" will be started in the near future. "We fully intend to have as outstanding a program for women as we do for men."

The Presidents Club, which is described as the most successful philanthropic organization of its type in the country, posted its largest gain in membership ever, adding more than 230 members since its last Annual Meeting.

Members of this group of alumni and friends, each of whom pledges a minimum of \$10,000 to the University, have contributed more than \$50 million in the Club's 15-year history.

Dr. Fleming Barbour, (MD '36), a Flint, Mich., ophthalmologist, was elected as Chairman of the group's 18-member executive committee. He succeeded Regent-Emeritus Robert P. Briggs of Elk Rapids, Mich.

Voting Behavior (continued)

Voter Turnout

The rate of voter turnout is hard to estimate because young people traditionally have not been very active in national politics. In 1974, less than one-quarter of eligible voters under the age of 25 voted, compared to 60 percent of the voters over 35.

Because young voters entered the electorate during a period when politics was in disfavor, they show an unusually low level of attachment to political parties. A large proportion of young voters characterize themselves as political independents. In addition, many are disinterested or apolitical.

If the campaign succeeds in attracting their attention favorably, they may start to consider themselves partisans.

Partisanship

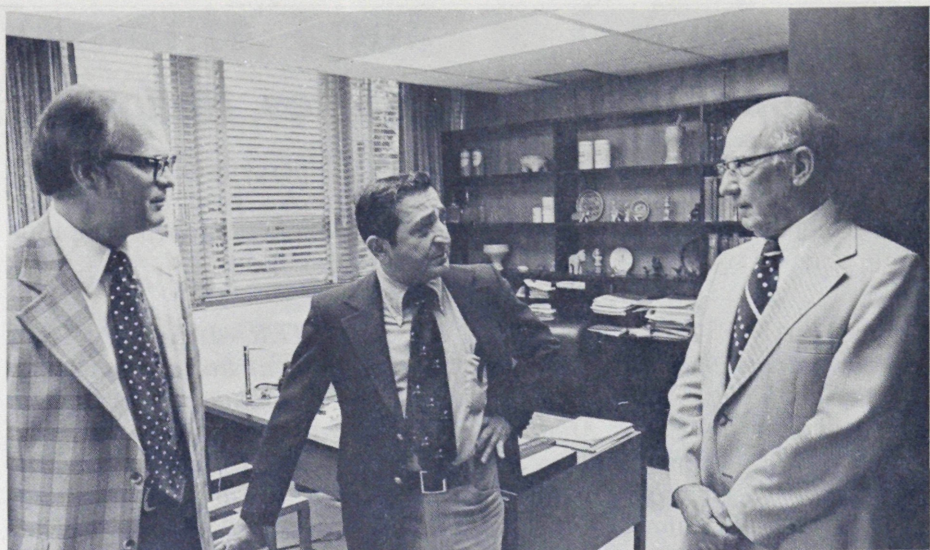
Partisanship had the least effect on the 1972 presidential election of any election in 20 years, because many voters who considered themselves to be independents or Democrats were unimpressed with McGovern. They contributed to an abnormally large Nixon vote that did not reflect the partisanship of the electorate.

The question is whether or not the election will be a close reflection of basic party loyalties or whether many Democrats will defect, voting against their normal party affiliation. Republican victories depend very heavily on persuading a number of Democrats, and secondarily, independents, to vote Republican.

Policy Issues

The extent to which votes are cast because of policy issues depends on whether the candidates present sharply differing points of view on matters of national importance, or place greater emphasis on personal attributes or partisan alignments.

In every presidential election since World War II, except for 1972, the personal appeal of the candidates and the partisanship of the voters have been much more important than the policy preferences of voters.



PHARMACY CENTENNIAL—Dean Ara G. Paul (center) discusses centennial events for the College of Pharmacy, the first in the nation to offer a full-time university program in pharmacy, with Associate Dean James W. Richards (left) and Dean Emeritus Tom D. Rowe.

Attendance Soars to All-Time High As Wolverine Fans Crowd Stadium

Athletically, the big story in Ann Arbor this fall is the success of Michigan's young football team and the record-breaking crowds packing Michigan Stadium.

With Bo Schembechler's Wolverines ranking among the best in the nation this season, fans have been flocking through the turnstiles in record numbers. Sellouts or near-sellouts at the 101,701-seat stadium have been recorded in Michigan's last eight home games (including the last two of 1975 and the first six of 1976).

It is quite likely that the Wolverines could once again play before more than one million fans this year. In 1975, Michigan was viewed by 1,006,519 in 12 games.

Prior to last year, no football team at any level in the history of the game had played before one million fans. Michigan set an NCAA attendance record last year by averaging 98,449 for seven home games. That record should be broken by this year's team.

As the Wolverine football team heads toward another showdown with Ohio State in Columbus on Nov. 20, four other Michigan teams will be in full swing.

Cross Country

Cross country coach Ron Warhurst is expecting another banner year with eight of his nine letterwinners back from last year's Big

Ten championship team. The Wolverines are aiming for their third consecutive conference title and hope to finish in the top five in the NCAA meet in late November.

Women's Sports

On the women's athletic scene, Michigan's volleyball, field hockey, and tennis teams embarked upon fall schedules in late September with a goal of improving in all three sports. Coach Sandy Vong's volleyball team faced a 13-game schedule while Phyllis Ocker's field hockey squad launched a 10-game slate, and John Atwood's tennis team had an eight-match schedule for the fall.

President Ford ('35) Returns to Campus

President Gerald R. Ford (LSA '35) and Mrs. Ford returned to campus for an official appearance at his alma mater in mid-September.

He met with students, ate dinner with Bo Schembechler's Wolverines, and addressed a packed crowd of 14,000 in Crisler arena.

In a wide-ranging speech he outlined his vision for America, tying it to everyday concerns of citizens—jobs, housing, education, crime, and medical care.

During dinner, he had some advice for the assembled Wolverines. "In those stories that I was considered a great all-time center, I found this—the longer you get away from reality, the bigger those stories get. So, make all your fame now, and I can only say they get better because the longer you are away from school, the fewer there are of people to tell the truth about what happened."

He also reflected on The University of Michigan. "I really got to love and feel very strongly about this University. I think it has contributed very significantly to whatever success I have had.

"The friends I have made and the opportunities educationally and the whole atmosphere here was a great factor in the incentive and the drive to do as well as one could."



You'll see this sign again.
It's the new mark for an old friend.
Watch for it.
It's important to you
and to Michigan.