Michigan Today

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The University of Michigan

U-M 'Recipe for Renewal' seeks to assure excellence

The University of Michigan enters 1982 committed to doing whatever it must to sustain and enhance its reputation as a preeminent world-class institution, said U-M President Harold T. Shapiro. Each decade brings new sets of challenges, he said, and U-M intends to be resilient and creative in adjusting to change in the remainder of the 80s.

Speaking in December to the Development Council Board of Directors, President Shapiro outlined a "recipe for renewal" consisting of three major ingredients:

- Internal restructuring and realloca-
- A renewed and strengthened partnership with the State of Michigan.
- An enhanced and intensified program of private giving.

If the University does not creatively adapt to changing times, a collection of challenges could threaten the University's renowned academic status, Shapiro pointed out. Unrelenting inflation, declining levels of State support, a threatened reduction in Federal support, a dwindling collegeage population, and a backlog of facility needs resulting from a decade of postponed construction projects are among the forces requiring attention, he said. The University intends to meet these and other "challenges to its greatness" with a renewed commitment to the sources of the institution's tradition of distinction as a state university with unparalleled public and private support. This valuable combination is an asset to be cherished. We must work together

Internal restructuring

marks Michigan."

Generation of needed funds through careful internal economies and reallocations is a key part of the plan that has been developed by U-M leaders. Reallocation of existing resources is not easy to accomplish, Shapiro explained, but this movement of present budget dollars from less essential programs to those of highest quality and centrality to mission has already begun.

to retain this distinctiveness that

Examples of reallocation are the major reduction of the Extension Services central office and the forthcoming termination of the department of geography.

External relationships

The University seeks to fashion a "new alliance" with the State designed to preserve U-M's vital contributions to the economic and social well-being of the State. Such efforts should serve to restore a fair measure of the levels of public funding that the University has traditionally received from the State.

One example of the attempt to build a "strengthened partnership" with the State is the \$285 million Replacement Hospital Project, which will allow the State, through the University, to remain in the forefront of the search for new medical knowledge, to continue to provide opportunities for students to obtain training that is among the best in the world, and to continue to provide citizens with the most advanced medical care possible. The University is exploring other avenues for cooperation, such as helping to articulate possibilities for establishing a center for research in industrial automation in Ann Arbor.

Concerning the role of private gifts, President Shapiro emphasized that for the 1980s and beyond, private giving must assure even greater significance because public funding from both State and Federal realms is threatened. Changes in federal policy may have a staggering effect on higher education, he said.

"It is apparently the administration's view that education is not a federal function, that it is not even a federal purpose, and that specific educational outcomes do not affect the federal interest.

"But it seems to me that as long as adequate investment in physical capital is an appropriate federal concern, so too is investment in human capital an appropriate federal interest. We must ensure that a national debate on the appropriate federal role in higher education is engaged."

Volunteers play key role

The great universities of the world have become great at least partly because they have drawn private citizenship into that partnership for financial support, he said. The spirit of volunteerism and increased financial support from alumni, friends, corporations, and foundations is essential to the future quality of the University, the president added.

According to Shapiro, details of specific opportunities for expanded support will be announced later. "We will articulate a wide array of exciting aspirations. Especially

needed are endowment gifts that are so effective in attracting and retaining the highest quality students and faculty and thus ensure programs of excellence," he said.

Donors who invest in U-M gain the "double satisfaction" of furthering those activities that embody the ideas in which they believe and enhancing the University's contributions to the cultural and technological advancement of civilization, President Shapiro pointed out.

Renewal is not only a continuing process but also a personal commitment to contribute to that process, he said. Faculty, staff, students, alumni, and all members of the University family must work as a team to be successful, he emphasized.

"Opportunity from Adversity"

Referring to a central theme of his State of the University address this fall, President Shapiro said the University is earnestly striving to "create opportunity from adversity." During the past academic year, he noted, state support for the University's basic teaching and research financed by the General Fund, if adjusted for inflation, fell by 12 percent.

"We could not meet all the legitimate needs of existing programs despite extensive use of University reserves and certain aspects of our endowment," he said. But the University did "seize" these trying circumstances as the occasion for critical self-examination that allows us to enhance our strength while meeting our responsibilities.

Joint dedication

"I am heartened and encouraged by the high level of cooperation among faculty, students, and staff, and their willingness to work toward common goals—reflecting our sense of community and our joint dedication to the humane education and scholarship which comprise the mission of this University."

Host to head Presidents Club

Margaret Ayers Host of Bloomfield Hills, Michigan, has been elected chairman of the Executive Committee of The Presidents Club at The University of Michigan for 1981-82. Her unanimous election was announced at the Club's Annual Meeting on the U-M campus, September 25 and 26.

U-M alumna

A graduate of the University, Mrs. Host is well-known for her active involvement with its Alumni Association and Development Council.

Currently she serves as a member of the Rackham Graduate School Board of Governors, the U-M Development Council including chair of its Student Awareness Study Committee this year, and as the alumni representative on the U-M Athletic Board. She also is a member of the Board of Governors of Cranbrook Educational Community in Bloomfield Hills.

Mrs. Host is past president of the Alumni Association and was co-chairman of the Alumni Center campaign which raised over \$3.2 million for construction of that structure on the U-M campus. Over the years, she has served in numerous positions within the Alumni Association and has been honored with three distinguished alumni awards.

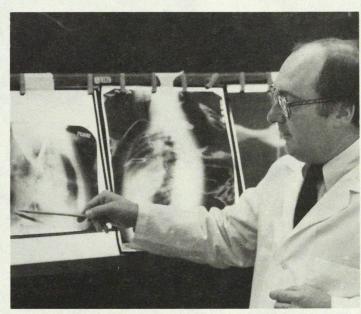
New board members

In addition to Mrs. Host, The Presidents Club elected seven new board members to serve three-year terms: Valerie Bullen, Jackson; William Dobson, Ann Arbor; Dr. John Goodsell, Saginaw; Charles Low, Bloomfield Hills; Jeffrey Messner, Kalamazoo; Millard Pryor, Jr., West Hartford, Connecticut; and Dr. Charles Smith, Toledo, Ohio.

Annual Giving Fund supports quest for academic best



Howard V. Brabson, associate professor of social work, and Alphonse R. Burdi, professor of anatomy, were among the 18 faculty members honored for distinguished scholarship, teach-



ing, and service to the University during the annual Faculty-Staff Convocation. Private philanthropy through the Michigan Annual Giving Program provides the awards.

Mock-ups test hospital design before its "cast in stone"

The design looked good on paper, but in practice it didn't work. That is what participants in U-M's Architectural Research Laboratory (ARL) found when they simulated everyday hospital activities in mockups of rooms being designed for the Replacement Hospital Project.

It's not unusual to mock-up hospital rooms full scale before construction, but U-M has taken the procedure further. It is testing the rooms using medical personnel, and even former patients, to enact everyday hospital scenarios. Each of the scenarios is videotaped for additional analysis.

Functionality tested

"The purpose of the first tests was to determine whether the rooms worked functionally in critical situations," explains Jonathon King, head of ARL and professor of Architecture and Urban Planning. King and the ARL were contracted by the Hospital Planning Office to conduct the study.

The tests definitely revealed some problems, according to King and project manager Lois Solomon. For example, the preliminary bathroom plans didn't work for wheelchair patients. During one scenario, participants knocked a sink (of styrofoam, fortunately) off the wall trying to transport a patient from the room. And during a simulated cardiac arrest when the bed was pulled away from the wall to facilitate resuscitation activities at the patient's head, there wasn't enough room for the emergency equipment to be brought into position. The result has been a number of revisions in plans.

ARL is testing the redesigned rooms to finalize room sizes and layouts. In addition, it is testing the reactions of people to the rooms which are now equipped with actual hospital equipment and furniture loaned by the manufacturers.

"Certain facilities, can be designed well on paper, such as offices," King explains. "Hospitals are much more difficult because you are working with inches and movement. "The rooms must provide adequate space for normal patient care activities," he says, but excess space repeated room after room quickly lengthens the size of the building. This increases the cost and decreases the building's functionality because of the additional distance involved both in patient care and basic maintenance," he points out.

"Through these tests we are seeking the minimum functional size."

According to King and Solomon, hospital design is difficult because there is not enough published reference work that is up to date. "Hospitals change more rapidly than other building types, largely because of rapid advances in medical technology," they note. "Consequently, a 10-year-old book on hospital planning is obsolete

Teaching needs

"The U-M design is more complicated because it must accommodate teaching needs as well as patient care," they add.

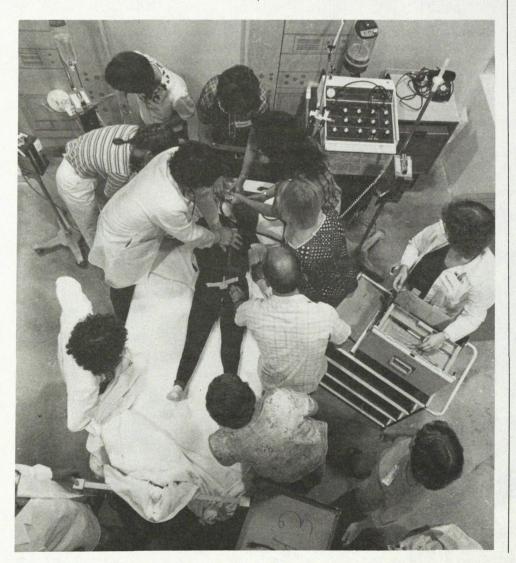
King and Solomon find the hospital project interesting and fun to work on because the findings have a more immediate impact that can be seen on the revised plans.

As a result of their research, the RHP should be optimally functional and pleasant for those who will spend time there.

Learning experience

The project has provided interesting learning opportunities for student participants, as well. They have met with the hospital planners and architects, and have visited other hospitals to find out what the staff would design differently, as part of the testing procedure.

Established in 1949, U-M's Architecture Research Laboratory is the oldest architecture research unit in North America. King estimates there are about 25 similar research organizations nationwide, all associated with universities.



U-M breaks ground for hospital of the future



U-M reached an historical milestone on October 15 when it officially broke ground for its \$285 million Replacement Hospital Project.

Everyone in attendance had the opportunity to participate in the groundbreaking after U-M President Harold T. Shapiro and Bailus Walker, Jr., director of the Michigan Department of Public Health, turned the first symbolic shovels-full.

"We are building for the future," said President Shapiro. "This project will allow our state—through The University of Michigan—to remain in the forefront of the search for new medical knowledge and to continue to provide opportunities for the sons and daughters of Michigan to obtain training that is among the best in the world."

New technology can improve hospital efficiency, patient care

"How are you feeling, Joe?" the doctor inquires as he types a code on the telephone keyboard. In a few seconds Joe's medical chart appears on his television set.

The doctor types another message and the television screen projects Joe's x-rays, taken earlier in the morning. The doctor examines Joe, then uses the keyboard to order additional tests and leave new instructions for the nurses.

After he leaves, Joe uses the keyboard to order his lunch from a menu that appears on the TV screen, then he selects a special "closed-circuit" movie.

Scenes such as this will be common to modern hospitals in the near future as computers become a greater part of hospital care.

In the new U-M replacement hospital, a sophisticated computer network will serve a variety of purposes, from monitoring the vital signs of intensive care patients to coordinating the communications system.

U-M hospital planner Ken Thompson is working to ensure that the new hospital will have the most modern communications and information transfer system feasible.

"In the past, each piece of communications equipment—phone, pager, intercom, public address system, security system, computer terminal, television—has been a self-contained unit with its own wire. A nurses' station could have twelve separate electronic boxes connected to a jungle of wires under the floor," Thompson

says.

"Modern technology has changed this. Communications units now integrate these functions into one or two pieces of equipment, for example a telephone with a computer keyboard connected to a television that is also a computer screen," he explains. "The new hospital will have an integrated communications network that will include the newest equipment feasible. It also will have the flexibility to add new systems as they develop."

According to Thompson, the system "should provide the best possible patient care by virtue of instant information."

Among other innovations planned for the hospital is a new type of pneumatic tube system for delivery of supplies. Controlled by a microprocessor, tubes can be sent to any location in the hospital and are programmed to avoid "traffic jams" or collisions. Larger supplies, such as linens and equipment, will be delivered by computer directed carts. Programmed to make deliveries throughout the hospital, the carts can even summon an elevator.

Facts about the replacement hospital

- Replacement of Old Main is necessary, because it cannot physically accommodate the sophisticated life-support systems essential for modern medical care. It also lacks amenities such as air conditioning and safety features such as a sprinkler system.
- Each patient floor will have a radiology area minimizing the need to move patients for routine x-ray examinations. The intensive care units on patient floors will be equipped with highly sophisticated computerbased monitors for critically ill patients. Computers automatically will compare the functions of sick or damaged organs, such as the heart, lungs, and kidneys, with readouts of normal organs to alert doctors to any change in a patient's condition.
- All patients will be housed in single or double rooms, efficiently clustered in eight-bed units each centering on a nursing "command post" only a few steps away from any room.
- By 1990, University Hospital expects to care for 28,000 inpatients each year and accommodate 400,000 visits by outpatients to its more than 100 clinics. In addition, nearly 16,000 operations will be performed, including 300 open heart procedures on adults, between 300 and 400 heart operations on children, and 100 kidney transplants.

Its work force will number nearly 5,000 including more than 1,000 physicians and 1,100 registered nurses.

Private support sets records in 1980-81

Private gifts to The University of Michigan during fiscal 1980-81 totaled \$39.2 million, the largest amount of voluntary support ever received by the University.

Because of changes in the standards of gift accounting and reporting, however, the U-M will be represented by a lower total, \$31.7 million, in some national surveys James F. Brinkerhoff, U-M vice-president and chief financial officer, said.

One of the reporting changes—supported by such national groups as the Council for Advancement and Support of Education (CASE), Council for Financial Aid to Education (CFAE), and the National Association of College and University Business Officers (NACUBO)—involves how to classify private support received in "unsolicited contracts."

Until last year, the reporting procedures permitted the U-M and other schools to classify this support as private qift. This year, under the revised procedures, such support cannot be included in the institution's gift total.

The U-M figure for 1980-81 would have been, if reported on the basis of previous. definitions, \$39,262,835 (compared with \$33.9 million for 1979-80), Brinkerhoff said. But, under the new definitions, the U-M must reduce the figure by \$7,544,253 and report \$31,718,582 as its gift total for fiscal 1980-81.

Of the \$31.7 million total, \$10.4 million came from corporations (or 32.8 percent of the total); \$7.8 million from alumni (24.6 percent); \$3.7 million from other individuals (11.9 percent); \$8 million from founda-

tions (25.3 percent); and the remainder from other sources. The number of alumni donors totaled 73,237.

The Vital Margin

Every gift is important to Michigan's excellence

by Wendell R. Lyons Director of Development

I am often asked why private support is so important to the quality of The University of Michigan. Many people feel that because U-M is a public institution, it doesn't need such support.

U-M is a tax-assisted university. About 23 percent of the University's total operating budget is appropriated by the Michigan State Legislature; 15 percent is derived from federal grants and contracts. Student fees, auxiliary enterprises (residence halls, U-M hospital, etc.), other service departments, and private support account for the balance.

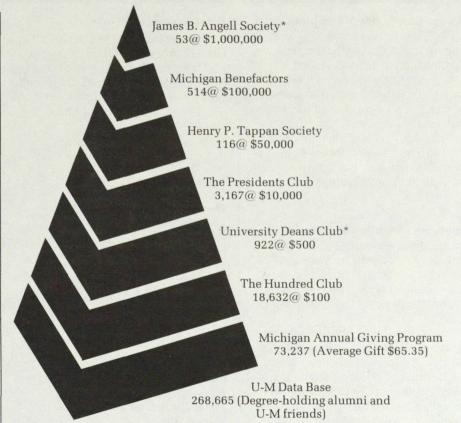
Private support is Michigan's Vital Margin of Excellence because it provides the educational extras that make the difference between average and excellent. The continuing tradition of generosity has enabled U-M to meet many urgent needs for which no other money is available.

Gifts support excellence

Private support funds scholarships to attract top students, professorships to attract and retain top faculty, modern facilities and specialized equipment to keep pace with changing and developing needs, and many other learning opportunities that help keep Michigan a leader.

U-M has been highly successful in attracting private support. Last year friends and alumni provided some \$39.3 million to ensure this Vital Margin—\$31.7 million in gifts and \$7.5 million in unsolicited contracts.

U-M's fund raising success doesn't mean it is interested only in very



Programs established in 1978. Figures as of June 30, 1981.

Donors are acknowledged at seven levels in the Michigan pyramid of gift support.

large gifts, however. The smaller gifts quickly add up, as is evident in the \$3.4 million received from nearly 70,000 individuals who contributed to the Annual Giving Fund last year.

The wide variety of opportunities to give to U-M enable donors to select the option that best fits their personal situation and interest.

Outright gifts

The simplest and most frequent outright gift is by personal check payable to The University of Michigan. Donors who are employees, officers, or directors of matching gift com-

panies can multiply their gift by enclosing the company's completed matching gift form with their check. The University will return the form to the company, which will then match the employee's gift. Forms usually are available in the personnel or corporate contributions office.

Long-term appreciated stock and other securities are often more advantageous to a donor than cash gifts. The donor is not required to pay a capital gains tax on appreciated securities which are contributed. He or she may claim the full current market value of these securities as a charitable deduction on the income tax form.

Gifts of property

Gifts of real estate have helped the University build its facilities. Real estate that doesn't enhance the facilities is sold and the proceeds put to good use. For tax purposes, the donor may deduct the fair market value of the property.

Gifts of personal property such as art works, books, and furnishings also have added significantly to the University's facilities. When related to the University's purpose and function, such items are fully deductible. (Unrelated items have a reduced value for tax purposes.)

Planned gifts

Many larger gifts to the University are the result of detailed planning involving the donor, his attorney, accountant, trust officer, insurance agent, or other advisor. Bequests, trusts, life insurance, and the Donor Pooled Income Fund are important assets to the University that can have significant financial advantages for the donor. Planned gifts are tailored to the donor's needs. The Planned Giving Director in the Development Office can provide further information.

Gifts may be designated for a specific school, project, or interest. They also may be earmarked for the Vital Margin Fund for use where the need is greatest. Undesignated funds have been used to provide emergency student aid, to bring important lecturers to campus, to provide awards for outstanding teaching and learning, and for a myriad of other opportunities vital to the University's mission.

Federal financial aid under fire in 1983 budget

As two-thirds of the University's students now receive some form of financial assistance through a federal program, a prediction of severe cuts in federal higher education programs, particularly in financial aid, would drastically affect many of them, U-M President Harold T. Shapiro warns.

The prediction of cuts has moved concerned groups at local, state, and federal levels to begin informing both citizens and public officials of the impact such cuts would have.

President Reagan's proposed fiscal 1983 budget calls for cutbacks in most government loan and grant programs other than Guaranteed Student Loans (GSL). Targeted for cuts are Pell Grants (for the lowest income groups), National Direct Student Loan, State Student Incentive Grant Programs, and College Work Study, according to the Washington-based American Council on Education

ACE also has alerted U-M officials to the possibility of further restrictions in the Guaranteed Student Loan Program, possibly including a doubling of the origination fee from 5 to 10 per cent and transfer of graduate student support to another program (Auxiliary Loans to Assist Students -ALAS) that would require repayment beginning at the time the loan is made. GSL repayment always has been deferred until schooling is completed.

ACE warning

A recent letter from ACE to U-M

President Harold Shapiro called the cuts a potential "disaster for American higher education. Their magnitude," it reads, "is such as to call into question the longstanding federal role in support of higher education."

ACE reports that the fiscal 1983 'continuing resolution''—passed by Congress in December as a stop-gap three-month measure—already has cut federal student aid programs by 12 per cent from the amount recommended to the President this summer by the Budget Reconciliation Act. Further proposed cuts for the same period, it reports, could reduce aid by "another \$950 million...and reduce most other (higher education funding) programs by 25 per cent.

"For academic year 1983-84," it reported, "student aid would be reduced 60 per cent from current levels, and most categorical programs would be eliminated.'

President Shapiro and other U-M leaders are voicing their concern, in the U.S. Capitol and in concert with other institutions, over the prospects of such cuts. They fear the result will be a narrowing of access to higher education for many American

Reductions of the magnitude proposed are facing opposition from some members of Congress. In a letter to Terrel Bell, U.S. Secretary of Education, a bipartisan group of members of the House Subcommittee on Postsecondary Education voiced strong criticism of the tentative cutbacks in higher education support. They would, the group said, "elimi-

nate any real federal commitment to higher education.'

National debate

President Shapiro, who earlier (see p. 1) had called for a "national debate on the appropriate federal role in higher education," said in response to the ACE letter, that, "The role of higher education in the renewal of American productivity, and as a force for social and economic advancement, is more important today than in any period in our history. There are many members of Congress who have, and will continue, to support higher education funding as a priority in the federal budget. I continue to believe that such federal support is a necessary ingredient in the vitality of this institution and of all higher education."

The U-M Office of Financial Aid is informing students that they can assume that federally-funded financial aid will be available for academic 1982-83. It is emphasizing, however, that the amount of federal money for grants and loans will remain unknown until the fiscal 1983

budget is approved.

Federal grant, Work Study, and National Direct Student Loan programs totaled \$10.7 million at the University in 1980-81. Included were approximately 1400 students who qualified for Pell grants. Approximately 14,000 U-M students received Guaranteed Student Loans, which are not included in the \$10.7 million figure.

Back Page Briefy

Alumni Center nears completion

The Alumni Association is wrapping up its campaign for the new Alumni Center, reports Robert Forman, executive director of the association. To date, alumni and friends have raised \$3.2 million to pay for construction costs.

According to Forman, contributions still are needed for office equipment, furnishings, and landscaping.

Construction is on target for May completion.

American institutions studied

A program providing undergraduate instruction in American economic and social institutions is being established at The University of Michigan by a \$2 million gift from A. Alfred Taubman.

The program will involve several University schools and departments and will attract outside leaders, called "Taubman Fellows," from all sectors of American life to lead seminars offered primarily for undergraduates.

Making the gift to U-M, Taubman said, "Education, especially at the undergraduate level, is vital to preparing this nation's young people to solve society's problems of the near and long-term future. I hope that, through The University of Michigan's new program, many of tomorrow's leaders will have a better understanding of how our institutions function and how they accommodate to change."

\$1.2 million will improve physics

The University of Michigan is one of nine graduate research universities to receive a \$1.2 million endowment from the MacArthur Foundation for a John D. MacArthur Chair in a discipline of the university's choice. U-M has used the grant to enhance its department of Physics.

U-M Professor Martinus J. G. Veltman, one of the world's most prominent physicists, was named to the newly endowed chair.

Education history prize set

The Claude A. and Nita W. Eggersten Prize in the History of Education has been announced by Alfred S. Sussman, dean of the Rackham School of Graduate Studies. The \$1,000 prize will be awarded annually for the dissertation that best provides a credible explanation of the development of thought, events, and institutions in education.

Professor Emeritus Eggersten was a member of the School of Education faculty for 40 years and served as Chairman of the Department of Social Foundations. Mrs. Eggersten, an alumna of the U-M Drama Department, has been a dramatics instructor at Washtenaw Community College.

The prize has been endowed by contributions from the Eggersten family, friends, and former students.

Listening system improves theater

A new device that uses invisible lightwaves to carry sound is enabling the hearing impaired to enjoy events at U-M's Power Center for the Performing Arts.

The Infrared Listening System was donated to the University by Thomas Monaghan, president of Domino's Pizza, Inc.

The listening device is available from Ralph Beebe, theatre house manager, in the lobby before performances. A 25¢ fee covers the cost of the device's disposable ear pads.

Presidents Club growing

Membership in The Presidents Club climbed this fall. The 94 alumni and friends who joined in September, October, and November brought total Club membership to more than 3,200. New members included:

Joel S. and Judith A. Adelman T. Neale Attenborough Ann E. and Noyes L. Avery, Jr. Karl G. Bartscht Dr. and Mrs. Lawrence J. Bass Bruce R. Berg, M.D. Lorne C. and E. Patricia K. Black, Jr. John H. Blish Dr. and Mrs. Henry A. Boldt, Jr. Paul S. Brentlinger William J. Bufe Dr. and Mrs. Robert H. Burke Professor and Mrs. Albert C. Cain Mr. and Mrs. George T. Campbell Mr. and Mrs. Thomas L. Capua, Sr. Mr. and Mrs. George Cavender Donald S. Chisholm John H. DeYoung David F. Dougherty Bruce and Dee Douglas James J. and Anne M. Duderstadt Clara Dushnik Mr. and Mrs. Frank B. Fehsenfeld Michael and Sara Frank Randall French James W. Gessner Edward W. Hein, M.D. and Katherine Layman Hein Dr. and Mrs. Edward Herremans Jay and Judy Heyman Geoffrey R. Jarpe Carl D. and Janet A. Johnson Elizabeth W. Kaufman Donald and Candace Kelly Lillian Kemler Dr. and Mrs. Brien R. Lang Robert A. and Marczella N. Lawrence Mr. and Mrs. Lewis L. Lesperance Mr. and Mrs. H. Hillard Libman Robert M. Linden Prof. and Mrs. Douglas A. MacKinnon Donald R. Mandich Benjamin and Ruth G. Marcus Dr. and Mrs. James L. Marley, Jr. Mr. and Mrs. James A. Masterson

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Dr. and Mrs. James L. Marley, Jr.
Mr. and Mrs. James A. Masterson
Stewart E. and Patricia P. McFadden
Dr. and Mrs. John D. McGrae
Chris L. and Linda Lofberg McKenney
Mr. and Mrs. William Finck McQueen II
Ken Meade
Dean and Mrs. Robert C. Metcalf
David F. Metz
Bruce H. Miller
Dr. David L. Miller
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Vincent Moore
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Lyman and Jane Woodard

Dedication marks completion of U-M law library addition



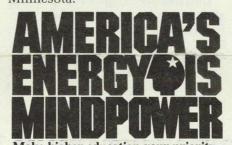
U-M law alumni from around the world were among those who attended the dedication ceremony of the Law School's new underground library addition. Alumni, faculty, and corporate donors provided \$9.5 million to finance the new 77,000 square foot addition during a three-year capital campaign which ended last year.

The addition will hold about 500,000 volumes and will ease overcrowded conditions in the original Law Library. In addition, the interior walls can be remounted in different configurations to adapt to changing needs.

A sloping skylight provides natural lighting to all three underground levels and gives users an unobstructed view of the English Gothic buildings of the existing Law Quadrangle.

Scholarship honors Loken

A scholarship fund to assist Michigan gymnasts has been established in honor of Newt Loken, U-M gymnastics coach for 34 years. The \$25,000 scholarship fund was donated by Sid Wolfenson, a 1940 gymanastics teammate of Loken at Minnesota



Make higher education your priority.



Michigan Today

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Please send me information on:
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