

Michigan Today

the university of michigan

Vol 10, No. 3, Summer 1978

Private Support Strengthens, Enhances U-M Dearborn, Flint

U-M's thriving branch campuses clearly illustrate the expanded opportunities in higher education that are made available through private gift support.

The branch campuses are located in Flint (4,000 students) and Dearborn (5,500 students). Each serves a primarily commuter student body, many of whom are combining their studies with full- or part-time employment and with family responsibilities.

At first, each of the branches offered courses only at the junior and senior level as a complement to nearby junior colleges, but each proved to be so popular that they eventually became four-year institutions.

The birth of each campus was directly sparked by philanthropic interests, and the special character of each reflects the continuing gift support that has enabled them to meet the particular needs of their student bodies.

Civic Leaders Propose U-M Flint

U-M Flint was established in 1956 following nearly a decade of discussions with the University initiated by civic leaders in Flint who wanted to enlarge college opportunities in the community. Its growth is a reflection of the blending of federal, state, and community resources.

Campus construction began with a gift of \$1.2 million for classroom facilities made by the late Charles Stewart Mott who also made \$2.1 million available for construction of additional facilities several years later.

U-M Flint Moves to City Center

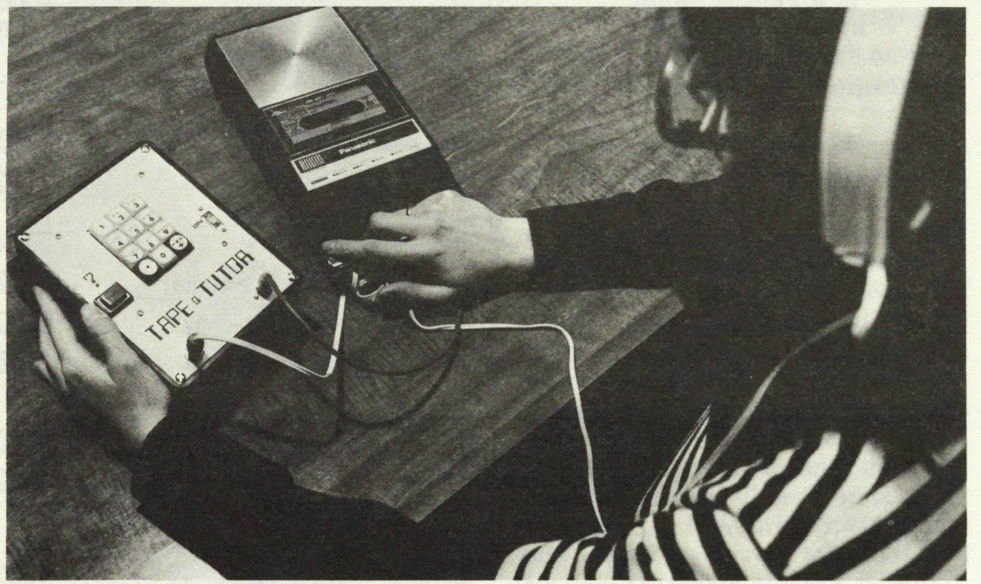
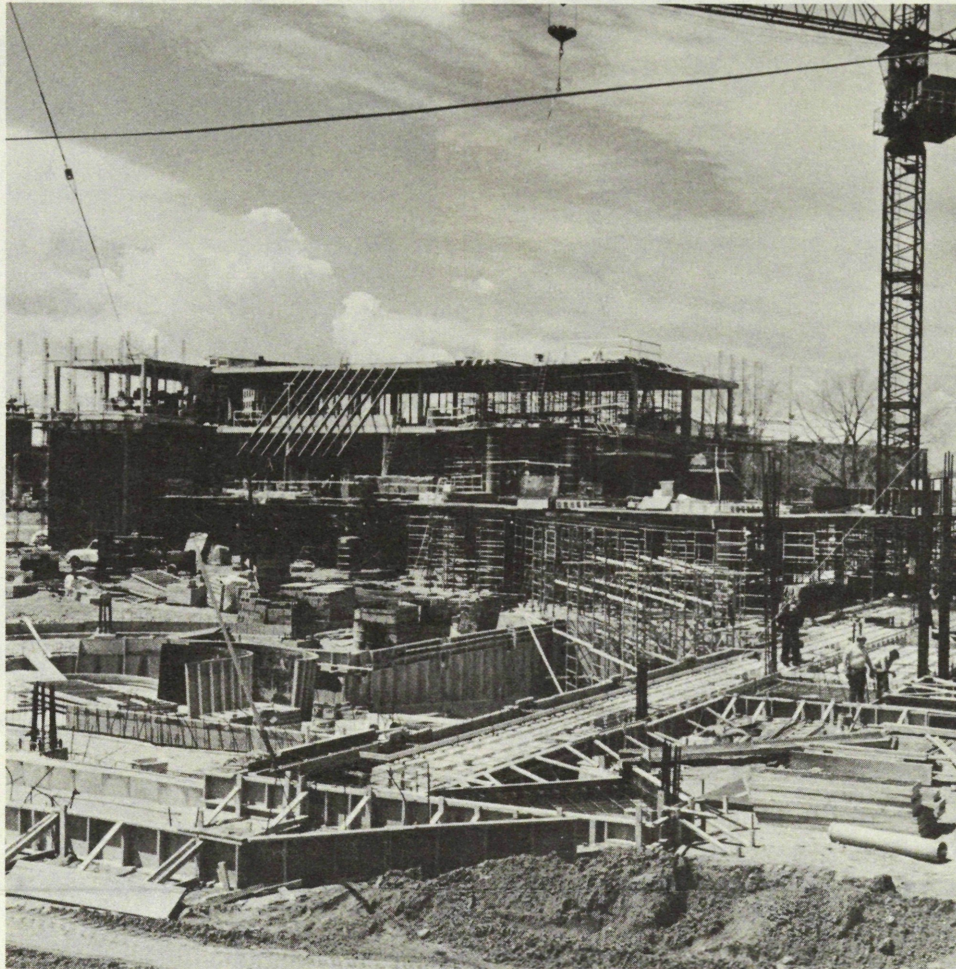
In 1971, the possibility of relocating the campus to a downtown riverfront site as a step in revitalizing the central city was introduced.

A mayor's committee obtained initial pledges and contributions of \$6 million from the City Council and \$7 million in private funds as inducements for the campus to relocate. Today, over \$50 million in private, city, state, and federal funds has been invested on the 42-acre riverfront campus.

Relocation is well under way as three buildings have been completed and a fourth is taking shape. Nearly 62 percent of all U-M Flint's instruction now takes place at the new campus.

The most recent major gift received by the campus was a \$6 million grant from the C.S. Mott Foundation to construct a sports and recreation building. Overall, the Mott Foundation has given \$17 million for the U-M Flint campus, \$12 million of which has been for development of the riverfront site.

Other recent gifts include grants from both the DeWaters Charitable Trust and the Mallery Charitable Trust that have enabled U-M Flint to take steps toward establishing a public service television station in the Flint area.



Dearborn Campus Was Ford Estate

U-M Dearborn opened in 1959 on 210 acres of heavily wooded land which was part of the estate of the late Henry Ford. The land and \$6.5 million to erect four buildings was given by the Ford Motor Company. The campus has grown to eight permanent buildings and a number of temporary modules, many of which will be replaced soon.

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Private dollars at work on the branch campuses include (clockwise from left): The \$7 million, privately funded University Center, currently under construction on the U-M Flint riverfront campus, which has been described by Michigan Governor William Milliken as "one of a kind in the nation." Milliken (second from right in second photo), Flint Mayor James Rutherford (right), and U-M Flint Chancellor William Moran inspect campus growth. U-M Dearborn's "Tape Tutor" takes course material into students' homes, and its Braille Trail enables blind students to enjoy the nature study area.

Regents Seek Candidates

President Fleming to Step Down

R. W. Fleming, U-M's president since 1968, has announced that he will leave the University in January, 1979, to head the Corporation for Public Broadcasting.

Allan F. Smith, professor of law and former Law School dean and former vice president for academic affairs, will serve as acting president until a new chief executive takes office.

Final responsibility for the choice of U-M's president is vested in the University's Regents by the state constitution.

Selection Committee Appointed

A special Presidential Selection Committee consisting of the eight Regents or their successors in office

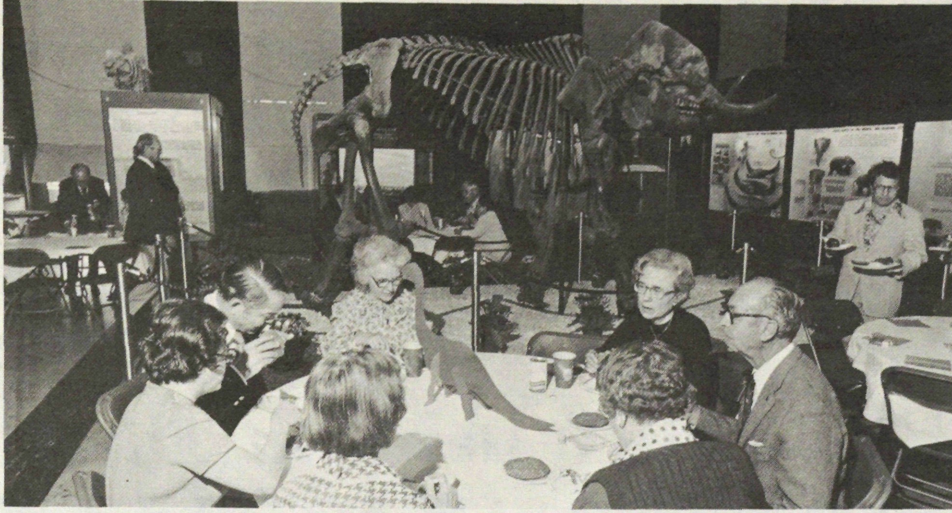
has invited the faculty Senate Advisory Committee on University affairs, the Michigan Student Assembly, and the Alumni Association to appoint representative committees to suggest future University needs and the names of candidates.

Committee Seeks Candidates

The Selection Committee will also be open to suggestions from the entire University community, the people of Michigan, and any individual having an interest in the University.

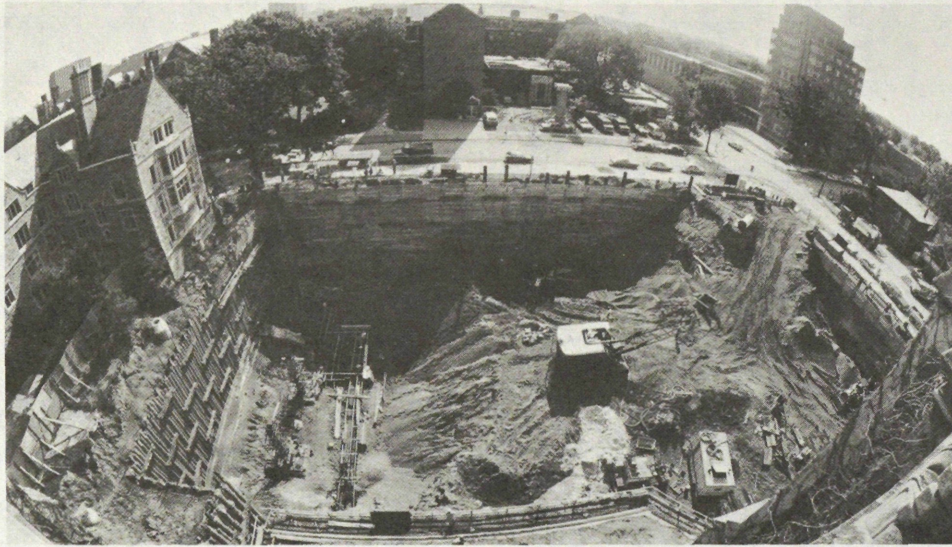
Names should be submitted to the Presidential Selection Committee, The University of Michigan, Room 4010 LSA Bldg., Ann Arbor, Michigan 48109.

The Presidents Club Meets



Presidents Club members, who dined among the dinosaurs at the Exhibit Museum during their Spring campus get-together, scheduled their Fall Weekend September 29-30.

Law Library Addition Bottoms Out



Excavation work for the new underground Law Library addition has bottomed out at a depth of 55 feet. The \$9 million structure, financed by gifts from the Law School's Capital Campaign, will be enclosed by winter so that work can continue inside. Completion is slated for mid-1980.

Men's Glee Club Wins Honors

The U-M Men's Glee Club has won first place honors among men's choirs in the prestigious Llangollen International Musical Eisteddfod in Wales.

The group competed while on their first tour of Western Europe since 1971, when they also took first place in the world's largest international music contest. In all, they have won four times.

Dr. James Shortt, Jr., the club's business manager, said, "all the judges commented very positively. They thought our singers were just terrific on each selection."

The 50-member touring ensemble is the second oldest glee club in the United States. It is a student-run, self-sustaining organization composed of both graduate and undergraduate students from every college in the University.

The group has made three stereo recordings that are available through the School of Music.

The tour was made possible through contributions by each club member, support from Glee Club alumni, earnings from concerts since 1971, and support from other sources.



Glee Club members John Lincoln (left), Neil Hediger, Director Leonard Johnson, and Leif Bjaland exult in their victory in what is regarded as the world's largest international music contest.

The Vital Margin

Excellence in Higher Education Is a Family Affair

by Michael Radock
Vice-President for University Relations and Development

We're sometimes asked why a public institution of higher education such as The University of Michigan seeks private support.

The answer is relatively simple. In many ways, budgeting for university expenditures can be compared to managing family finances.

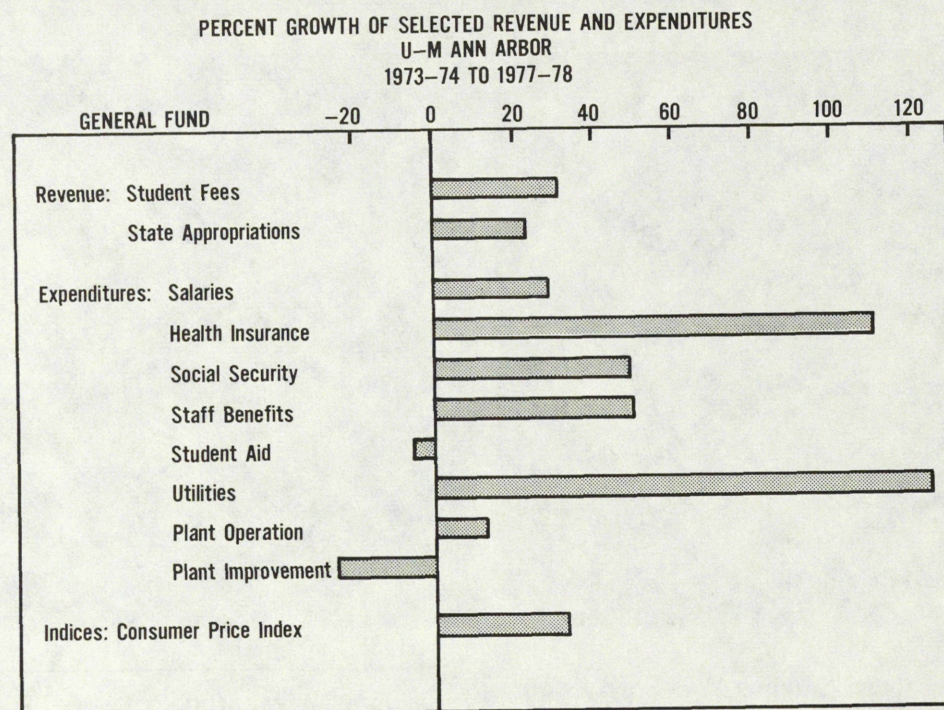
Disposable income—what's left after paying the bills—provides a family with the means to expand its horizons. The ways that these resources are used help to make each family a little different from its neighbors.

Similar flexible resources beyond those that are committed to day-to-day operations are those that help to give The University of Michigan its special character.

In recent years, families have found that they need to work harder than ever to stay in the same place. According to annual average figures listed in the Consumers' Price Index, a family with an income of \$13,220 in 1970 needed to earn \$21,000 in 1977 simply to maintain the same buying power. The rate of increase for 1978 through June shows that the same family would need at least \$22,740 at the present time.

Handling "The Uncontrollables"

Such an increase is staggering on an individual basis, and even more so when extrapolated to the budgeting that is done for a university which must cope with rapidly rising expenditures for "the uncontrollables"—utilities, health insurance, Social Security, and the



Source: Office of Financial Analysis and Office of State and Community Relations

like. The percentage change of major items in the University's budget is illustrated in the accompanying graph.

Each year, it becomes more difficult to balance the University's budget. Sources of income are limited. Competition for tax dollars is increasing, while public concern with government spending grows. Student fees must be held at a manageable level.

Scarce state tax dollars that are allocated for higher education must be shared among a number of institutions, each of which has highly individual needs and goals.

Frankly, while the tax assistance received by the University covers many basic costs, it is not sufficient

to maintain Michigan's comprehensive quality in today's economic climate.

Private Support Sustains Quality

Thus, private support has become a significant element in sustaining the quality that has meant so much to Michigan's alumni and friends throughout the years.

Members of the Michigan family who support the University through their gifts are safeguarding its position in the upper ranks of institutions of higher education, and ensuring that the opportunities they enjoyed will be available to students in the future.

They're making excellence a family affair.

Branch Campuses

(continued from page 1)

Some of the private support received by U-M Dearborn has been designated for program development. For example, a \$205,369 grant from the W.K. Kellogg Foundation to develop non-traditional methods of offering courses for working adults and part-time students is being used to implement 15 new courses that do not require regular classroom attendance.

Gifts Establish Nature Trails

U-M Dearborn's environmental study areas have been developed with private assistance such as gifts from the Ford Motor Company Fund to establish nature trails and prepare field guides. In addition, a gift from the McGregor Fund made the area accessible to blind visitors through a Braille Trail.

Community support is also reflected in the renovation of Henry Ford's mansion, Fairlane, which is located on the campus.

Annual Fund Drives Scheduled

Both U-M Dearborn and Flint are making outreach efforts to ensure that the vital supplementary resources that aid their development will continue. U-M Dearborn will be conducting its second annual fund drive this year, and U-M Flint its first.

"In their communities," explains U-M Dearborn's Dean of Academic Development Lee Katz, "our campuses offer a place of high excellence that is available to commuter students. The campuses are small, and the students' loyalties are strong. They become part of the campus family and carry that identity into the work world. It is important that they have the opportunity to maintain this continuity."

There's A Personal Story Behind Every Gift to Michigan

Nearly 50,000 donors now support The University of Michigan, and there's a story behind each gift.

The most recent honor roll of donors, "Sharing with Michigan," acknowledges those who made a gift to the University and features interviews with several donors—some well known, and some not as well known—who were willing to share their reasons for supporting the University.

Excerpts from these interviews follow.

I love U-M, and I take a lot of grief for that because I live in Columbus, Ohio.—Ann Gabriel

Ann Gabriel (Business '71) has made a gift to Michigan each year since her graduation. When she and Dick Cavett hit the jackpot on *The \$25,000 Pyramid*, one of the things she did was to increase her support of student loans.

"Because I was an out-of-state student, my expenses were high at Michigan. Financial aid was critical for me to get through school. I received assistance of some type all four years. It made the difference between going to U-M or Ohio State.

"I know how much scholarships and loans mean to young people and their families. Someone helped me, and now it's my turn to help someone else."

The question is, "Can alumni afford not to support their university?"—Robert Hargrove

Robert C. Hargrove (Engineering '47), interviewed while based in London, England, as Director of Operations for Badger, Ltd., assesses U-M's stature as a "world-class" university.

"Michigan always has been active in the education of people from various countries. Everywhere you go, you meet U-M people who are proud of their university.

"Through reading Michigan's fund-raising literature, I became aware of the problems in obtaining sufficient funds. Because of this and knowing that a number of my friends and colleagues support the University, I decided that I ought to join in.

"The U.S. educational system is so superior and available to people that all the support it can get is deserved."

I look back on my years at Michigan with absolute unalloyed happy memories.—Mike Wallace

Mike Wallace (LSA '39), co-editor of CBS' *Sixty Minutes*, says that U-M is "where I first was infected by the virus of broadcasting.

"Michigan is a first-rate school and it launched me on my career. I didn't just learn the rudiments of broadcasting, but also language, economics, political science, and history.

"I had such a happy and useful time in Ann Arbor and I didn't realize that I learned as much about myself as I did. What better can one say about a university?

"I owe them something. That's one reason I'm a Presidents Club member. For the University to give me as much as it did and for me not to try to repay in some way would be selfish."



Anyone who thinks that Michigan is a football ground for muscle-brains is quite mistaken.—Eileen Arnsby

Eileen Arnsby immigrated to the state of Michigan 25 years ago from London, England, and was "frightfully lonesome" for the BBC (British Broadcasting Company) until she found the University's radio station, WUOM.

Although she has never set foot on the campus, she is still a faithful listener, and provides financial support for the University each year.

"I feel as if I were an alumna myself. It seems to me that Michigan is a university in the proper sense of the term. For one who has been brought up in Europe, learning is the chief thing, rather than vocational education. U-M seems to combine the true notion of the Renaissance concept of learning for the whole person with the needs of the modern world.

"The United States should be proud of an institution like The University of Michigan. I feel so frustrated when I see people who could give and don't. I wish I could give a lot more."

I want to help maintain the marvel of the American economic and social system.—Daniel F. Coughlin

Daniel F. Coughlin (LLB and MBA '57), an overseas career employee of the worldwide Esso Group, has been based in Caracas, Brussels, and London.

"I think the United States is far and away the most attractive society in the world. I have seen how deleterious the absence of private enterprise and initiative can be for society as a whole. I feel indebted to Michigan and have a great fondness for my days there.

"The system has been good to me, and I feel inclined to do what I can to keep it going."

We always felt like we owed something to Michigan.—Mark and Cathy Zumberge

Cathy (English '75) and Mark (Physics '76) Zumberge met during their freshman year at a St. Valentine's Day dance held in West Quad.

Although they're on a limited budget while Mark studies for his doctorate, they want Michigan "to keep on being the best. We had a feeling all the way through that we were getting a quality education. It was tough—we didn't play—but we enjoyed our four years and got a lot out of them. We want it to be that way for the next group of students.

"We know that it's important that Michigan has every bit of private support it can get from alumni."

Many of the astronauts were in some type of U-M program, and we leaned on the school for a lot of help.—Jim McDivitt

Jim McDivitt (Aerospace Engineering '59), is one of the many former astronauts who have U-M ties.

"Some state universities are not really first-class educational institutions, but U-M can compete with any other university, regardless of whether it is a public or private. It's really a super school.

"A school needs support from the outside—both monetary and moral. By providing financial support, I am doing what I can to maintain the quality of The University of Michigan. I shall always be proud of Michigan, and I hope that through my actions, it might also be proud of me."

Always I felt that I received much more than I gave to the University.—Erle Taylor

Erle Taylor (Chemistry '29) says, "Michigan is a very fine school. It helped me and I'd like to return the favor. The University is in my will, but I like to give what I can now.

"My horizons were enlarged by Michigan and my taste for knowledge whetted. Michigan gave me a desire to want to learn more.

"I have a very warm spot in my heart for the University and feel that in addition to the money Michigan receives from the state, contributions from alumni help amazingly."

Michigan's donors include (clockwise from left): Ann Gabriel, Daniel F. Coughlin, Mark and Cathy Zumberge, Jim McDivitt, Erle Taylor, Eileen Arnsby, Mike Wallace, and Robert Hargrove.

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Back Page Briefs

Football Season is a Sellout

Michigan's Wolverines set a record even before taking the field in their first football game of the season. Tickets for all home games were sold out by early August.

Last year, an average of 104,203 fans attended each of the home games, with 106,024 packed into the Stadium for the Ohio State games.

Tuition Hike Averages 8-9 Percent

Final budget figures approved for the 1978-79 year call for an overall 8-9 percent tuition increase. The new rates range from \$550 per term for in-state freshmen to \$2,680 for out-of-state medical students.

As the regents met to consider the budget, Regent Thomas Roach expressed concern that continuing tuition hikes would "price some potential students out of the market." However, he added that the regents had no choice since the legislature had not provided an adequate appropriation.

The University expects to make a total of nearly \$59 million available for student financial support programs, an increase of nearly \$3.5 million over last year.

Grants Add Opportunities

Two grants recently received by the University demonstrate the ways in which private gift support enriches U-M's educational climate.

The first, a \$685,000 grant from the Bush Foundation of St. Paul, will

support the development of a Center for Training in Child Development and Social Policy, part of a nationwide network of four such centers.

The second, a grant of \$74,880 from the Theodore Presser Foundation of Philadelphia, will fund an international symposium on the application of learning theory to teaching and learning of music. Sponsored jointly by U-M's School of Music and the Music Educators National Conference, will be held at U-M in two four-day sessions, Oct. 30-Nov. 2, 1978, and July 30-Aug. 2, 1979.

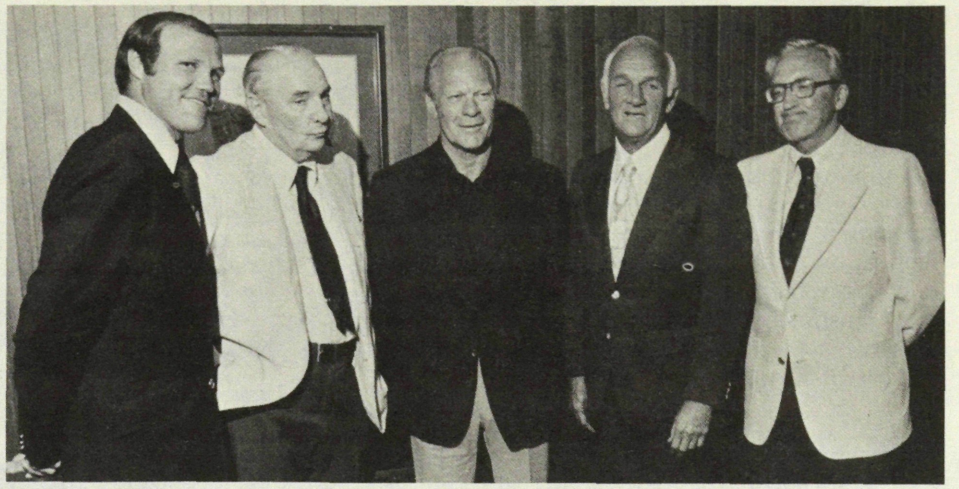
Athletic Hall of Honor Established

Six well known Michigan athletes have been named as charter members of U-M's new Athletic Hall of Honor.

Gerald R. Ford, Bill Freehan, Tom Harmon, Bennie Oosterbahn, Cazzie Russell, and Bob Ufer were inducted at a dinner following the Michigan Open Pro-Celebrity golf day, which benefitted the athletic scholarship fund.

The Hall of Honor will annually pay tribute to former Michigan athletes and coaches who, according to Athletic Director Don Canham, "have made a significant contribution to the Athletic Department and the University community."

Among the initial inductees, former President Ford lettered in football (1932-34) and was the most valuable player on the 1934 team;



"That's a pretty fancy league for me to be in," said former President Gerald R. Ford (center) of his co-inductees into Michigan's Athletic Hall of Honor. From left: Bill Freehan, Bennie Oosterbahn, Ford, Tom Harmon, and Bob Ufer.

Freehan, a former American League all-star catcher with the Detroit Tigers, lettered in both football (1960) and baseball (1961); Harmon, the last Michigan football player to win the Heisman Trophy, earned letters in football (1938-40) and basketball (1939); former Wolverine coach Oosterbahn, perhaps the most versatile athlete in Michigan's history, won nine varsity letters (three each in football, basketball, and baseball, 1925-28), and was All-American twice in basketball and three times in football; Russell, a three-time basketball letterwinner and All-American (1964-66), led Michigan to three consecutive Big Ten titles and high national rankings; and Ufer,

who set national records in sprints, won four track letters (1941-44) and is well known for his sportscasting of Michigan football games.

U-M Awards First Nursing Ph.D.

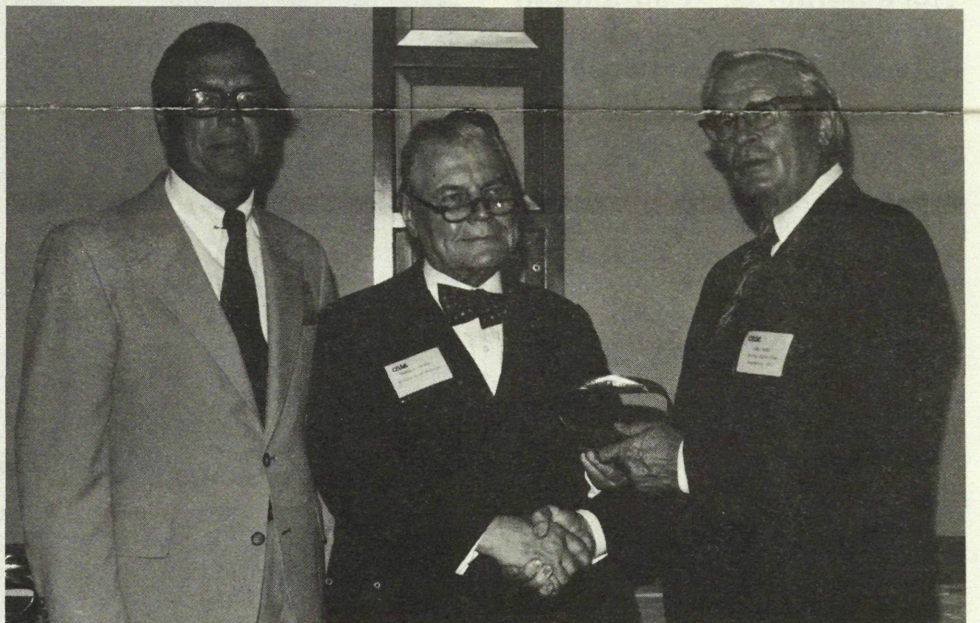
Among the degrees conferred during summer commencement exercises was U-M's first Ph.D. degree in nursing, which was awarded to Marcia DeCann Andersen. Few such programs are presently available. They are important, says Andersen, because "Nursing has been the only field in medicine without its own scientific base."

With summer commencement, U-M has awarded 15,972 doctoral degrees since its first in 1875.

University Wins Grand Awards for Advancement and Support Programs



U-M won 20 individual awards in various categories of the 1978 Council for Advancement and Support of Higher Education (CASE) competition. In the photo above, Bob Forman, director of the Alumni Association (left), and Michael Radock, vice president for university relations and development (right), accept the grand award for general excellence from Raymond C. Kooi of the Ford



Motor Company Fund. Above (from left), David Parkes, manager of the Annual Giving Program, and Tom Koykka, chairman of the Michigan Annual Giving Committee, receive the grand award in the sustained performance category for the accomplishments of U-M's Annual Giving Program from James Hosie, United States Steel Foundation.

Michigan Today

The staff of Michigan Today is grateful for your comments regarding the publication's new look. We continue 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.

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