

Michigan Today

Vol. 15, No. 2, Summer, 1983

The University of Michigan

'Campaign for Michigan' endowment goal seeks lasting resources to nurture 'heart of institution'

With the announcement of "A Heritage of Leadership: The Campaign for Michigan" on October 14, the U-M initiated the public phase of an unprecedented effort — to raise \$160 million from private sources to increase its endowment and to fund construction and renovation of facilities. Half of the Campaign objective — \$80 million — is devoted to increasing the University's endowment for faculty and student support.

A permanent resource

An endowment gift adds to the financial base of an institution by providing investment funds to generate additional income. It is a permanent resource for a university, the foundation on which most of America's finest private institutions have been built and sustained.

The U-M has four major sources of support for educational and general operations: appropriations from the State of Michigan (now only 34 percent of total revenues), student fees (25 percent), contracts and grants primarily for teaching and research (25 percent), and gifts and endowment income (10 percent). The remaining six percent comes from other sources.

For the decade 1972-1982, endow-

ment income has remained constant as a percentage of U-M's total budget, about two percent. Combined, endowment income and revenue from current gifts and grants has also held constant, at about 10 percent of the total.

Support source 'mix' changes

In other ways however, the funding mix to support the University has changed dramatically during the decade. State appropriations, as a percentage of the total budget, decreased from 39 to 34 percent. Revenue from research and other government-sponsored programs is down three percent. To offset these declines, student fees have been increased annually, rising during the last decade from 18 to 25 percent of the total.

At the end of June 1983, the market value of U-M's endowment and other invested funds was almost \$180 million. While this portfolio is among the most valuable of any public institution, it is far smaller than those of private universities with whom Michigan must compete for the nation's best students and most talented faculty.

If revenue from the state and other sources were adequate to the educational and scholarly tasks the

University faces, U-M could rest on its present endowment. But it is not, and the University cannot.

Protection from uncertainties

In the face of continuing fiscal uncertainties, Michigan remains determined to increase the base of support under its faculty and students — its "human capital", the very heart of the institution.

Two key differences between Michigan's endowment and its other forms of support underscore the importance of this challenge. First, endowment is permanent. It helps insulate the University from the un-

(see **Endowment**, page 2)

A Special Day for U-M

Friday, October 14, 1983, marked a very special day in U-M's history — the announcement of "A Heritage of Leadership: The Campaign for Michigan."

This University-wide, five-year project to raise \$160 million to increase Michigan's endowment and to fund new construction and renovation of facilities is the largest fund-raising campaign ever mounted by a publicly assisted American university.

A photo-essay in the next issue of *Michigan Today* will cover activities linked to the event, and will introduce the Campaign's volunteer leadership team to readers.

Alumni rate education highly, say U-M prepared them well

The University recently surveyed 182,000 of its alumni to better evaluate its academic and non-academic offerings. Preliminary analysis indicates U-M alumni generally work in the field they prepared for, and a majority earn more than \$35,000 a year, according to a sampling of survey responses from 93,000 graduates.

"Some respondents commented that while they are not working in the area of their degree, their U-M education prepared them extremely well," states Gerlinda S. Melchiori, director of research and administration in the Office of Development and University Relations. A five percent sample of the data shows 53 percent of the alumni rated their academic program as "excellent" in preparing them for their field of employment, while another 35 percent rated their programs "good."

Certain schools fare better than others in rates of employment, according to the survey sample. The College of Engineering ranks at the top for female graduates, with 100 percent employed in their field (75 percent for males). The School of Social Work also does well, with 93 percent of the male and 91 percent of the female respondents working within the human services.

Other units with at least 87 per-

cent of their graduates working within their fields of study include the College of Pharmacy, School of Nursing, Medical School, Law School, and School of Dentistry.

"Less than perfect statistics," Melchiori explains, "should not be interpreted to mean unemployment. In some instances they may indicate upward mobility. For instance, the 21 percent of males reportedly not employed in their field of study - engineering - most likely classified themselves as employed in management, government services, etc.," she explains.

A valuable aspect of the survey for U-M, Melchiori notes, is the ability to track the careers of graduates with non-professional degrees, such as English and history majors. The survey results provide direct input for the academic planning process, record-keeping, and admissions activities, as well as supporting the efforts in communications, development and alumni relations.

"Information on satisfaction with academic preparation is of value to individual schools and departments in assessing the effectiveness of their curricula," Melchiori explains. "It is also of interest to U-M 'feeder institutions' — the high schools and colleges from which we draw large numbers of students."



U-M President Harold T. Shapiro, former President Gerald R. Ford, and U-M Regent Robert E. Nederlander announced The Campaign for Michigan on October 14. Ford is the campaign's honorary chairman and Nederlander the campaign chairman. "A Heritage of Leadership: The Campaign for Michigan" seeks to raise \$160 million for endowment for faculty and students and for facilities renovation and construction.

Ambassador's visit marks century-long ties with China

A summer visit to the U-M Ann Arbor campus by Zhang Wenjin, People's Republic of China ambassador to the U.S., added another link to the more than 100-year-old chain of ties between the U-M and China.

Hosts for the Ambassador's visit were Leonard Woodcock, adjunct professor of political science, and Michel Oksenberg, professor of political science. Woodcock was formerly ambassador to the People's Republic of China and Oksenberg served as a National Security Council staff member responsible for China.

Accompanied by his wife who is a specialist in literary criticism, Ambassador Zhang spent two days in Ann Arbor in early August. He toured a number of facilities including the Asia Library, the Replacement Hospital Project, the

Center for Chinese Studies, and the laboratories of several Chinese scholars. His U-M visit was made possible by the Burroughs Corporation, which has helped sponsor scholarly exchanges between the U-M and the People's Republic.

Ambassador Zhang was accompanied on a his visit to College of Engineering laboratories by Wu Shi-Ming, who came to U-M from Chekiang University in Hangchow. Wu added another link to U-M's China connection when he graduated in August, becoming the first U-M student from the People's Republic to receive a Ph.D. since the scholarly exchange between the U-M and that country was resumed in 1979. Wu's stay at U-M has been supported by the Chinese Academy of Sciences and a pre-doctoral fellowship from the Rackham School of Graduate Studies.

Endowment, from page 1

certainties of economic and political change. Second, it provides the University with the additional "vital margin" that is necessary to ensure the continued special distinction of its programs.

"Few fiscal objectives have higher priority for The University of Michigan than increasing the amount of our endowment. Meeting the endowment challenge of The Campaign for Michigan will mean undergirding the central objectives of the University: distinction in teaching and excellence in scholarship."

Harold T. Shapiro

Endowment income at Michigan works in several ways, all of which preserve and enhance the attributes which place U-M among the finest institutions of higher education in the world:

...It helps attract meritorious students, preserves a student body mix that contributes to a rich intellectual and diverse cultural life, and it reduces the burden of rapidly rising tuition costs.

...It provides recognition and reward for faculty who demonstrate excellence as teachers and scholars.

...It keeps the University at the forefront of new knowledge, insight, and investigation that may lead to discovery.

...It gives the University flexibility to support growth in selected disciplines and academic units so they can respond to society's needs for trained, broadly educated men and women.

The challenge of increasing Michigan's endowment must be met, so the University can continue to pursue its mission of teaching, research, and service at a level of excellence.

A Heritage of Leadership: The Campaign for Michigan

• Business Administration	\$15,000,000
• Chemical Sciences	\$20,000,000
• College of Engineering	\$12,000,000
• Eye Center	\$9,500,000
• School of Music	\$1,700,000
• Replacement Hospital	\$20,000,000
• Tappan Hall Renovation	\$1,400,000
Facilities	\$80,000,000

• Endowed Professorships	
• Endowed Research & Teaching Professorships	
• Endowed Junior Faculty Appointments	
• Endowed Scholarships & Graduate Fellowships	
• Endowment for Teaching, Research and Libraries	
Endowment	\$80,000,000

Campaign Goals Include Both Facilities and People

Freshmen represent 'cream of the crop' from across nation

The academic quality of U-M's freshmen remains high, and may be improving, according to Clifford Sjogren, director of undergraduate admissions.

In a report outlining the characteristics of the 1983 freshman class, Sjogren notes that the College Board's Scholastic Aptitude Test (SAT) scores increased over last year's figures. The median SAT score on the mathematics test is 620 this year, compared to 610 last year. Median score on the verbal portion is 550, compared to 540 in 1982. "We are pleased with the overall quality of entering freshmen," says Sjogren.

"The University is able to attract these well prepared students because our academic programs remain very strong."

Indicative of the high quality of incoming freshmen, Sjogren says, is the fact the 12.9 percent ranked in the top one percent of their high school class, 35.8 percent ranked in the top five percent, and 57.9 percent in the top tenth of their class. Continued high quality of the student body is a key factor in maintaining general educational excellence at the University. In commenting on the admissions report, Billy E. Frye, vice president for academic affairs and provost, notes, "The fact that the quality of the student body is being maintained, and even increased, in a time of increasing competition for the most highly qualified students is evidence of the U-M's strong commitment to institutional excellence in a time of limited resources."

A further indication of the high academic characteristics of incoming freshmen is an increase in the number of freshmen who participated in the College Board's advanced placement program. This year more than 1,750 incoming students submitted advanced placement exam scores, compared to 1,471 in 1982, according to Sjogren.

As of early September, preliminary reports indicate that approximately 4,250 freshmen are enrolled on the Ann Arbor campus this year, about the same figure reported for the freshman class of 1982.

Building a world class center of excellence

Innovative computer network aids engineering students

A new Computer-Aided Engineering Network (CAEN) is being installed at the College of Engineering, to help keep the College in the forefront of computer and communications technology.

CAEN will provide up-to-date computer hardware, software, and technical assistance for the teaching and research activities of the College's 5,500 students and 300 faculty members. When implemented, it's anticipated that the network will serve as a model for industry and other universities.

U-M approach benefits students

The U-M arrangement differs considerably from the approach taken at other universities, whereby students have been required to purchase their own personal computers. All undergraduate and graduate students in the College will be assessed a fee, incorporated into their tuition charge. In return, the College will provide each student with unlimited use of the computing facilities without additional charge. "Instead of asking them to invest in a personal computer, the College will ask its students to pay the computer user fee each term to support a vastly more sophisticated computer environment," explains James Duderstadt, U-M engineering dean.

Better career preparation

This new environment will include powerful personal computers, priced at \$4,000 to \$5,000. "This is the level of equipment we expect our students to use when they enter industry. The College of Engineering believes that the most effective way to approach the challenge of providing personal computing resources for students is for the educational institution itself to assume primary responsibility for acquiring, installing, maintaining, and upgrading the computer-communications technology," explains Duderstadt.

Some 400 to 500 workstations on U-M's Central and North campuses

will link laboratory to classroom to library to office, and even to dorm, where many students will have their personal computers or terminals. The network will provide a variety of support activities, including word processing, computer graphics, data base management, and communications with larger data systems and computing networks.

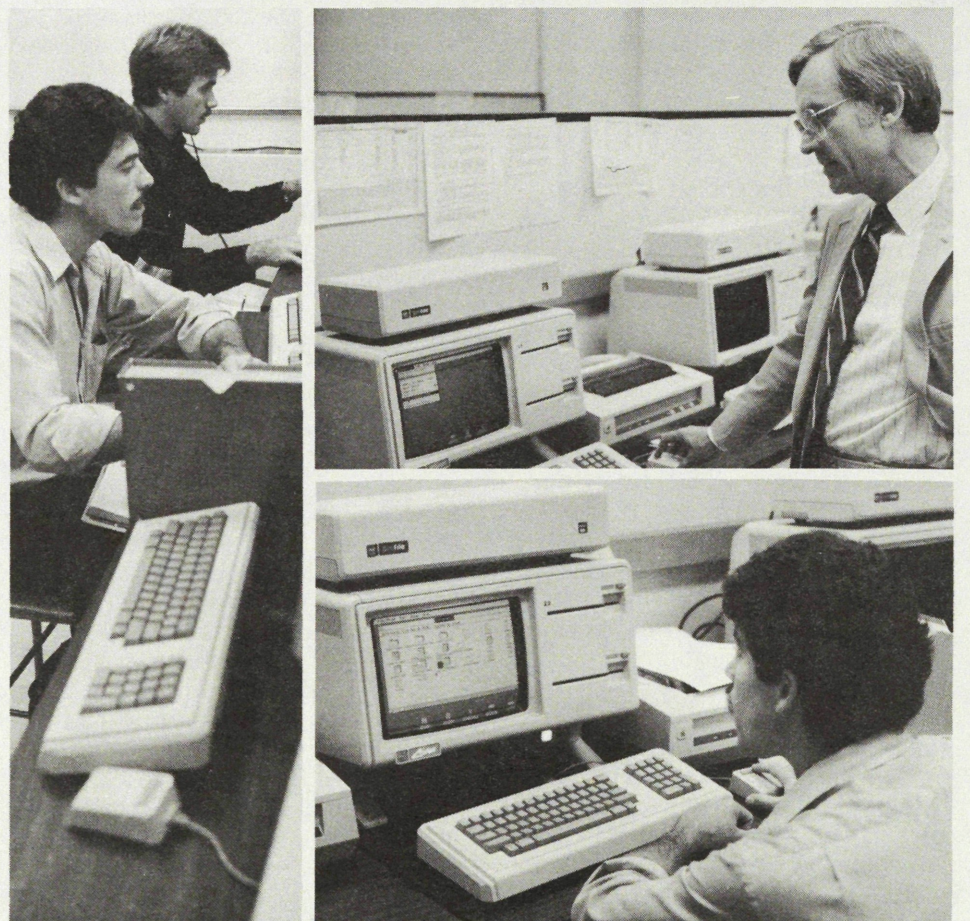
"This computing environment will provide students of the College with a unique opportunity to participate in 'the second computer revolution' — to integrate this technology into their daily activities, and to stay at the cutting edge of this technology throughout their studies at Michigan," Duderstadt adds. "The network represents the College of Engineering's firm commitment to build a world class center of excellence for the use of modern computer methods in engineering education and practice."

Corporate gifts form network base

Major gifts from two U.S. corporations are important steps forward in the College of Engineering's drive to develop one of America's most advanced computing environments for teaching and research.

A Harris 800 super-minicomputer is a gift of the Harris Corporation of Melbourne, Florida. It will be used primarily for scientific computation, especially in areas requiring intensive "numbers crunching," such as finite element methods applied to modeling and analysis of structures and fluids. CAEN director Prof. Richard Phillips explains that the Harris 800 will also support work in computer-aided design (CAD) and computer-aided manufacturing (CAM), areas often referred to as "factory-of-the-future" technology.

A Calma 7000 series computing system, with advanced color graphics capabilities, was financed in part by a gift from Calma Corporation. A subsidiary of General Electric, Calma Corporation is one of the leading manufacturers of equipment for CAD/CAM.



Installation of the Computer-Aided Engineering Network (CAEN) at U-M will "enhance the College's commitment to increasing Michigan's industrial productivity through research and development in computer-aided automation," notes Daniel Atkins (above, top), engineering associate dean for research and CAEN director. When completed, the network will include some 400 to 500 workstations on the Ann Arbor campus.

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Art Museum's permanent collection is a reflection of world history

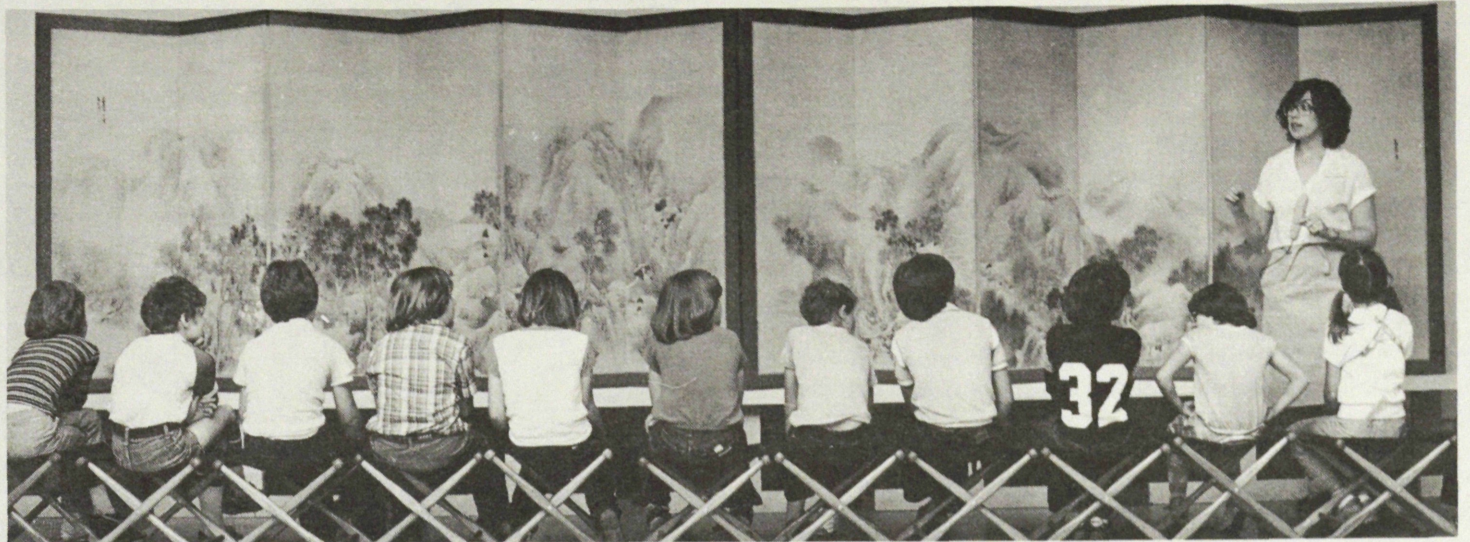
Evan Maurer, director of the U-M's Museum of Art, likes to be able to tell alumni not to be "surprised if you see 'On loan from The University of Michigan' on an identifying label for an art object at the Louvre or Metropolitan Museum."

The Museum's permanent collection of more than 10,000 objects holds the respect of museum and art professionals around the world. "Our permanent collection," explains Maurer, "reflects world history. And, we're particularly well known for our Japanese and Chinese holdings. Our collection of Western prints and drawings is respected internationally."

The permanent collection had its beginning in 1868 and has grown mainly through specific gifts, many of them from Michigan collectors. It's also been supplemented by Museum purchases, supported by donor contributions and, until recently, University funding.

To offset the loss of University support for purchases, the Museum will hold its first major fund-raising event in almost ten years this fall. The proceeds from "In Search of Serendipity" — an auction and sale of donated antiques and art objects — will go to the acquisitions fund of the permanent collection.

Many of the University's holdings are in constant demand from other museums for traveling shows and special exhibitions. "Right now we have two paintings at the Louvre in Paris and two at the Metropolitan Museum of Art in New York. Three of our Henry Moore sculptures are at the Met also. And, next year we'll be



More than 3,500 school children participated in Docent tours at the Museum of Art last year. The Friends of the Museum, a volunteer group, raise funds to provide transportation for the students.

sending a Max Beckman painting to the Munich Museum," Maurer adds.

The Museum's permanent collection is more than just a ready source of exhibit materials, however. It's also a valuable resource for U-M faculty and students. It supports teaching and research activities for the School of Art, Department of the History of Art, and many other humanities-based programs.

As a cornerstone of the Museum, and a vital resource to the University and greater community, the permanent collection can't be allowed to become stale. "We must constantly renew and reinforce our holdings," Maurer explains. "A collection of this calibre has to be revitalized with additional pieces that enhance and expand our current selections. The enthusiastic support of the Friends of the Museum in planning our auction and sale — "In Search of

Serendipity" — is an important step for us in that direction," he adds.

The depth and vitality of the Museum extends well beyond its permanent collection. "We're recognized as one of the top 10 university museums in the country," Maurer notes, "and we're included near the head of the list for small museums of similar type."

An average of 10 exhibitions are mounted at the Museum each year. Many of those originated by Museum staff travel to major galleries and museums throughout the country. An exhibit of Frank Stella prints, which opened in Ann Arbor last September, is on a two-year tour with stops in 14 cities.

Special publications focusing on current exhibits and objects from the permanent collection are prepared for both general and scholarly audiences. Extensive, book-size

catalogs are researched and prepared for each exhibit organized by the Museum. A volunteer force numbering more than 120 helps the Museum present a variety of events, including symposia and lecture series. Included in this group are the Museum's Docents, specially trained to conduct informative and educational tours for both children and adults.

Last year some 70,000 people participated in Museum activities. "We see ourselves as both a University and a community resource," Maurer explains. "Our activities are free, our doors open to all who want to share in the learning and cultural development we can provide. We maintain an active schedule of events and exhibits that appeal to a wide range of interests. We're really a treasure chest, just waiting to be discovered and enjoyed."



"Nydia, the blind girl of Pompeii," an 1868 gift to the University and the piece which started the permanent collection, greets more than 70,000 Museum of Art visitors each year. The Museum is housed in Alumni Memorial Hall, which anchors the southwest corner of the "Diag."

The Vital Margin

Estate gifts support design competition, enhance architecture library collection

Major gifts to the University frequently play dual roles. They provide funds for special projects, in an area of interest to the donor, which might not otherwise be possible. They also provide an opportunity for the donor and the University to permanently honor or memorialize a relative, colleague or friend.

The Leonard B. Willeke Design Prize, offered for the first time this year by the College of Architecture and Urban Planning, is an example of a gift playing such a dual role. And, it was made possible through the efforts of two alumni who are interested in helping ensure the University's excellence.

The prize is named for the late, self-taught Detroit architect who practiced for 50 years, designing many stately homes in the Detroit area. Intended to "promote excellence and innovation in architectural design," the competition was originally proposed by Louis M. Dickens, Arch. '64.

The competition was created from an endowment fund from the estate of the late Leona M. Willeke, the architect's widow, and administered by U-M engineering and law alumnus Pierre V. Heftler.

Dean Robert Metcalf explains that the prize competition is a valuable addition to the teaching resources at the college. "The competition is open to any architecture student. All of them are given the same 'problem.' In working on a solution and

undergoing the judging, the students learn from each other as well as receiving professional critiques from the judges. It's another dimension in instruction for us, one that we are proud to be able to present."

Mr. Heftler was also instrumental in arranging to have the College receive the "Willeke Collection." Many of the items in the collection can be classified as rare books, no longer available today. A major portion of the collection consists of "period" photos, collected early in this century, of buildings which did not survive World Wars I and II. "The collection represents a substantial visual resource pertaining to architectural monuments which the College did not have," Metcalf notes. "It is a valuable addition to our library, for both students and faculty members."

Alumni and friends interested in supporting U-M may return this coupon to receive detailed information. Send to: *Michigan Today*, 3510 SAB, Ann Arbor, MI 48109-1316.

I am interested in supporting The University of Michigan. Please send me information on:

- Making a gift to the University now.
- Making a gift to the University by bequest or trust.
- Joining The Presidents Club.
- Joining the Alumni Association.
- The Campaign for Michigan

SPECIAL REPORT ON MATCHING GIFTS Michigan Today

Matching gifts: An important addition to U-M's 'vital margin'

The company matching gift program, a very special partnership involving the business community, the University, and U-M alumni, provides Michigan with an ongoing additional vital margin of private support.

A number of businesses, recognizing the importance and necessity of private support in maintaining quality higher education, encourage their employees to contribute to the college or university of their choice by offering to match employee gifts.

Begun in 1955 by the General Electric Foundation, the matching gifts program now boasts more than 960 participating companies nationwide according to CASE (Council for Advancement and Support of Education), which serves as a clearinghouse for information on the program. More than 1,200 companies have matching gifts programs with provisions for support of The University of Michigan.

This important aspect of the out-

standing level of private support afforded the U-M by its alumni resulted in more than \$924,600 in additional gifts during 1982-83 — a vital margin of supplemental support.

Donors can double gift value

Generally, the matching gift program means that a company employing an alumni donor will match the alumni gift to the University on a one-to-one basis, thus doubling the value of the donor's contribution. Many companies match on a greater than one-to-one basis, providing an opportunity for donors to triple or quadruple the original value of their support of the University. Some companies extend the eligible pool of donor participants to include employee spouses, retirees and board members.

Steady growth over eight years

Growth of the U-M matching gifts program over the last eight years

(those for which comparable statistics are available) has been steadily upward. As illustrated in the accompanying chart, the amount of dollars contributed by companies through the matching gift program has shown an overall increase of more than six times — up from \$142,700 in 1974-75 to \$924,600 in 1982-83.

A 29 percent increase in the number of gifts (up 1,298) and a seven percent increase in the number of companies participating in the last year demonstrate the growing popularity of the matching gifts program.

This special partnership provides companies with an opportunity to show their appreciation for the high level of educational training employees have received at the University, provides alumni with an opportunity to increase the value of their contributions to the University, and

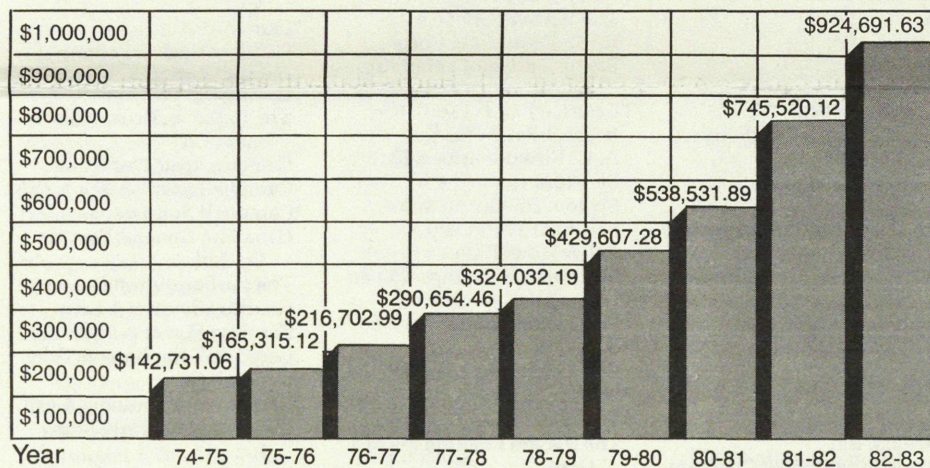
provides the University with additional private assistance necessary to maintain and enhance its educational environment.

Donor participation is easy

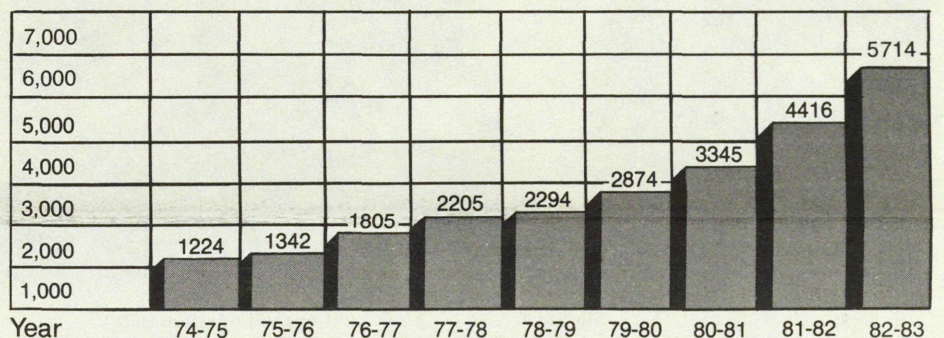
It's easy to participate in the matching gift program. You need only obtain a matching gift form from your company's personnel or contributions officer, complete it, and send it along with your gift to the University.

As always, your contributions can be designated for a particular University department, program, school, college or campus, or to the Vital Margin Fund, for use where the need is greatest. In general, company matching funds will follow any designations specified by alumni donors.

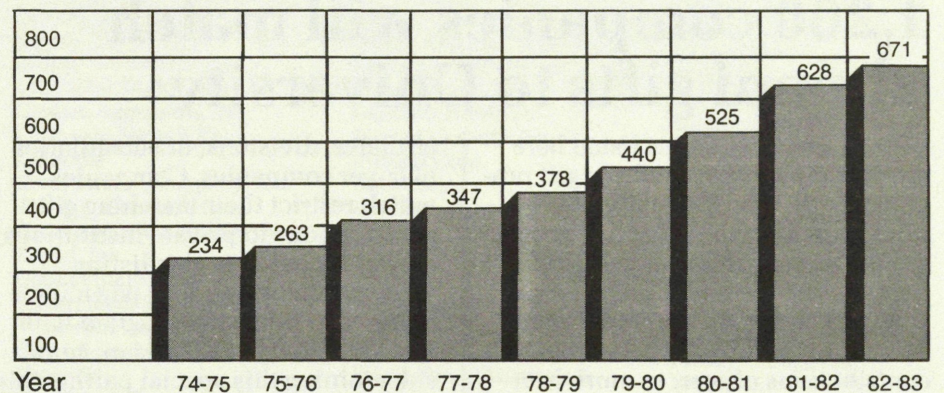
Amount of Matching Gift Dollars Contributed by Companies



Number of Alumni Donors Matched



Number of Companies



Alumni phonathons promote matching gift programs

"Hello. This is Jake Eichhorn from Dow Corporate Research. I'm with a group of U-M alums calling U-M alums at Dow. We're working to ensure Michigan's excellence, and we need your help."

For three years, Jake ('46, '47, '51) and his team of callers have led the other Dow Chemical Company phonathon teams in raising support for Michigan. Jake also has been the leading caller in two of those three years, second the other year.

"It's not difficult to 'sell' support of The University of Michigan if you really believe in what it is," Jake explains. "The involvement reflects a personal commitment. When you realize the value of higher education - what it has meant to you, and what it means for the present generation, the impact it has had on the nation...when you consider what it costs to provide that education, the cost of high technology equipment alone - we have to shoulder up and do what we can. The phonathon in support of Michigan is a unique way

to express our interest and belief in the importance of higher education."

Reflection of corporate philosophy

The Dow-Michigan Matching Gift Challenge Phonathon was a natural outgrowth of Dow Chemical Company's interest in higher education and the company's philosophy about philanthropy. A Charter Michigan Benefactor, Dow was concerned about the problems facing Michigan's colleges and universities as a result of reduced state appropriations, and recognized the need for more individual and corporate involvement.

Dow believes in directing its corporate support to areas of employee interest, explains D. C. "Nick" Neuchterlein ('51), coordinator of the phonathon. "Supporting and encouraging the matching gift program are ideal expressions of that philosophy. The phonathon concept evolved as a way to personally reach alumni/ae employees."

(See **Dow**, page 2)

Matching grant helps establish Business School professorship

A combination of pooled alumni gifts and a matching grant from a company foundation enabled the Graduate School of Business Administration to establish the Peat, Marwick, Mitchell & Company Professorship in Professional Accounting in the fall of 1982.

"The professorship is being established by the gifts of alumni of the School of Business Administration who are employed by Peat, Marwick, Mitchell & Company, and by a special matching grant from the Peat, Marwick, Mitchell Foundation," explains Gilbert R. Whitaker, Jr., dean of the Business School.

Peat, Marwick, Mitchell & Company is an international public accounting firm with offices worldwide. The effort to establish the professorship was led by Charles T.

Smith, managing partner, and Robert W. Scharff, partner, both of the Detroit office of the firm.

Fifty alumni employees, from 13 company offices across the nation, participated in the program. Their gifts and pledges, coupled with the Foundation grant, provided \$250,000 to establish the professorship.

"Holders of the professorship," Dean Whitaker explains, "will be distinguished scholars who have made important research contributions in the field of professional accounting. The holder of the professorship will also teach graduate and undergraduate courses in accounting," he adds.

Funds to support the professor-

(See **Business**, page 2)

Dow, from page 1

Last October, in their third annual phonathon, the Dow callers garnered support from 53 percent of their peers, and a matched gift total of \$33,000, figures they cite with pride. Overall support of the University by Dow employees shows that 64 percent of the active employees contribute to the University, for a matched gift total of \$42,300.

Dow's idea impressed GE

When officials at General Electric — initiator of the concept of the corporate matching gift program — learned about the Dow Phonathon, they were interested in trying the innovative approach.

"GE has always been at the leading edge of support to The University of Michigan," notes John Ingersoll ('46, '47) who helped manage GE's first U-M phonathon last November. "It's an important source of professionals in business, engineering, and science for our company, and also for soci-

ety. The matching gift program is an appropriate way to channel GE financial support to areas where employees think it should go.

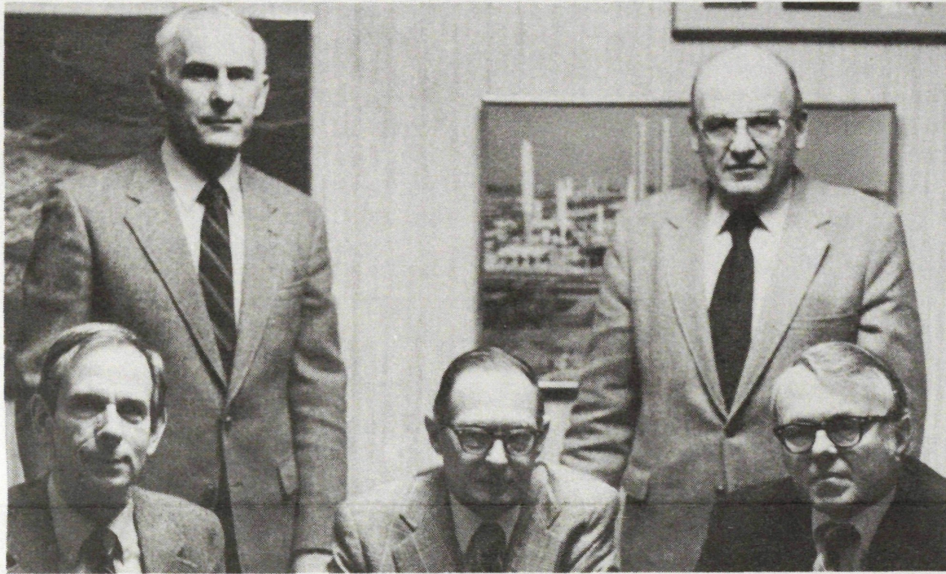
"The GE Foundation is dedicated to the support of higher education. We believe we need more, not less, education. The future is dependent on it," Ingersoll emphasizes. General Electric Company is a Charter Michigan Benefactor, and the GE Foundation is also a Michigan Benefactor.

In their first effort, calling nationwide, the GE phonathon teams dramatically increased participation of U-M alumni in support of the University from 10 percent to 25 percent. They accepted almost \$5,000 in pledges, to be matched by GE.

"We learned that calling for Michigan isn't difficult," says Ingersoll. "Most of the alumni we called have strong positive feelings about the University. They are happy to do what they can for Michigan."

"Individual involvement is important to the success of any project... to make things happen. We want to make sure the right things happen to Michigan."

*"Nick" Neuchterlein
Dow Phonathon Coordinator*



Representatives from the Dow-Michigan Matching Gift Challenge Phonathon (left to right): M.C. "Bud" Carpenter, Vern Gliniecki, Jake Eichorn, Chris Weber, and Don Massnick.

1,200 companies will match alumni gifts to University

The 1,204 companies listed here are participants in matching gift programs with The University of Michigan. Companies with * preceding the name will provide a greater than one-to-one match.

If your company is not included here, check with your personnel or contributions officer, as more companies join the list regularly. In addition, the list may not specifically include separately-named

affiliates, divisions, or subsidiaries of larger companies. Companies which restrict their matching gift contributions to private institutions are not included in this listing.

If your company does participate in the matching gifts program with The University of Michigan, consider joining this special partnership that helps the U-M maintain its vital margin of excellence in higher education.

A
Abbott Laboratories
*A.S. Abell Co. Foundation, Inc.
Abex Corp.
Acme Cleveland Corp.
Adams, Fox, Marcus, Adels-tein & Gerding
Adria Labs, Inc.
Aeroglide Corp.
Aerojet-General Corp.
*The Aerospace Corp.
*Aetna Life & Casualty Aid Association for Lutherans
*Air Products & Chemicals, Inc.
Air Reducton Company, Inc.
Airco, Inc.
Ajax Magnethermic Corp.
Aktion Associates, Inc.
Arkwright-Boston Manufacturers Mutual Insurance Co.
Akzona, Inc.
*Albany International Corp.
Albertson's Inc.
Alco Standard Corp.

Alexander & Alexander
Alexander & Baldwin, Inc.
Allegheny International, Inc.
Allegheny Ludlum Steel Corp.
Allen Aircraft Products, Inc.
Allen Group, Inc.
Allendale Mutual Insurance Co.
Allied Corp.
*Allis-Chalmers Corp.
Alloytek, Inc.
Allstate Insurance Companies
*Aluminum Co. of America
*AMAX, Inc.
Amerada Hess Corp.
American Airlines, Inc.
American Bank & Trust Co. of Pennsylvania
American Bell
American Brands, Inc.
American Broadcasting Cos., Inc.
American Can Co.
American Cyanamid Co.
American Electric Power Company, Inc.

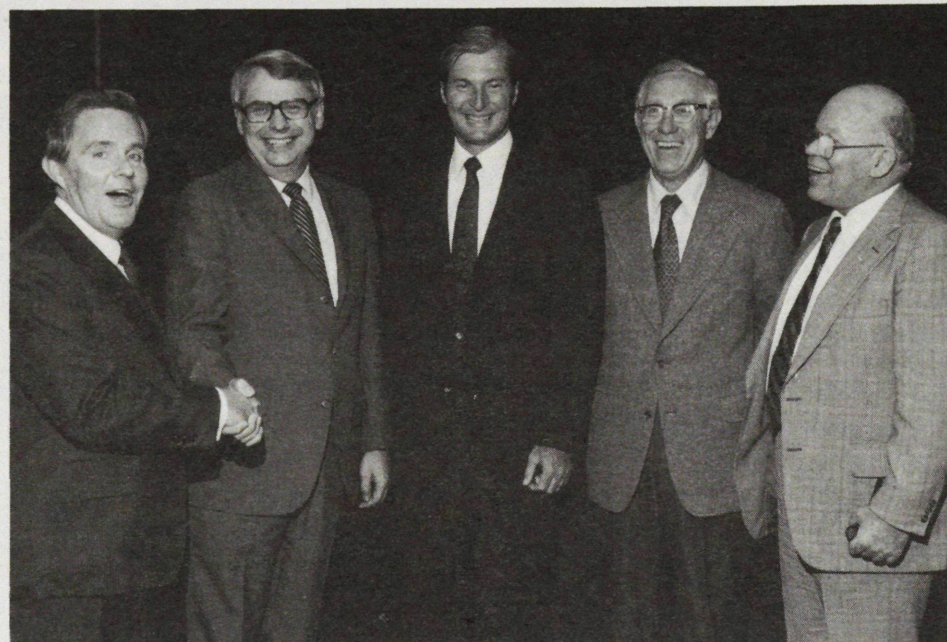
*American Express Co.
American General Corp.
American Hoechst Corp.
American Home Products Corp.
American Hospital Supply Corp.
American International Group
American Medical International, Inc.
American Motors Corp.
American Mutual Insurance Cos.
American National Bank
American National Bank & Trust Co. of Chicago
American Natural Resources System
American Optical Corp.
American Standard, Inc.
American States Insurance Company
American Sterilizer Company
American Stock Exchange
American Sunroof Corp.
American Telephone & Telegraph Co.

Business, from page 1

ship will be invested by the University. Income from the gift will be used to provide a stipend for the named professor and will also provide limited funds to support research efforts. Dean Whitaker anticipates naming the first Peat, Marwick, Mitchell professor later this year.

The Peat, Marwick, Mitchell &

Company professorship is the second one to be established at the Business School by a combination of alumni employee and company matching gifts. The Arthur Young Distinguished Professor of Accounting, now held by Associate Dean Donald H. Skadden, was established in 1970 by 15 partners in the Arthur Young Company.



Establishment of the Peat, Marwick, Mitchell & Company Professorship in Professional Accounting was cause for celebration at the Business School last fall. On hand for the event were (left to right) Charles T. Smith, Jr., managing partner of the Detroit office of Peat, Marwick, Mitchell & Co.; Business School Dean Gilbert R. Whitaker, Jr.; Robert W. Scharff, partner in the firm's Detroit office; Wilbur K. Pierpont, U-M professor emeritus of accounting; and U-M Regent Thomas A. Roach.

American United Life Insurance Co.
Ameritrust Co.
AMF, Inc.
Amfac, Inc.
Ampex Corp.
Amstar Corp.
Amtac, Inc.
Amtel, Inc.
Anaconda-Ericsson, Inc.
Analog Devices, Inc.
Anchor National Life Insurance Co.
Arthur Andersen & Co.
The Andersons
Andrews, Kurth, Campbell & Jones
Anheuser-Busch Companies, Inc.
Apache Foundation
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ARA Services Inc.
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Armstrong Rubber Company
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Arrow-Hart, Inc.
*ASARCO, Inc.
*Ashland Oil, Inc.
Associated Box Corp.
Associated Dry Goods Corp.
Athos Steel & Aluminum, Inc.
Atlantic City Electric Company
*Atlantic Richfield Co.
Augat, Inc.
Austin Company Foundation
Automatic Data Processing, Inc.
AVCO Corp.
Avon Products, Inc.
Avtex Fibers, Inc.

B
The Badger Co., Inc.
Badische Corp.
Baird and Warner, Inc.
The J. E. Baker Co.
Ball Corp.
Bancroft-Whitney Co.
Bangor Punta Corp.
Bank of Boston Corporation
Bank of California
Bank of Hawaii
Bank of Maine
Bank of New England
The Bank of New York
Bank of Tokyo Trust Co.
Bank of the Southwest
BankAmerica Corp.
Bankers Life & Casualty
The Bankers Life Bankers Trust Co.
Banner Gelatin Products Corp.
Barber-Colman Company

BarclaysAmerican Corporation
C. R. Bard, Inc.
Barnes & Roche, Inc.
Barnes Group, Inc.
Barry Wright Corp.
The Barton-Gillet Co.
BASF Wyandotte Corp.
Baxter Travenol Laboratories, Inc.
*Beatrice Foods Co.
Bechtel Power Corp.
A. G. Becker Paribas, Inc.
Bechtold Co.
Becton, Dickinson & Co.
Beech Aircraft Corp.
Bell & Howell Co.
Bell Federal Savings & Loan Assn.
Bell Laboratories
Bell of Pennsylvania
Bell Telephone Laboratories
*Bemis Co, Inc.
*The Bendix Corp.
The Bergen Evening Record Corp.
Bernd Brecher & Assoc., Inc.
Loren M. Berry Fdn.
Best Products Co.
Bethlehem Steel Corp.
BFC Chemicals
Bigelow-Sanford, Inc.
Bird Cos. Charitable Fdn., Inc.
Bituminous Casualty Corporation
The Blandin Companies
Blount, Inc.
Blue Bell, Inc.
The Boeing Co.
Boise Cascade Corp.
Booth Financial Group
Borden, Inc.
*Borg-Warner Corp.
Boston Edison Foundation
Bowater North America Corp.
The Bowery Savings Bank
Brakeley, John Price Jones, Inc.
Bristol-Myers Co.
Brockway Glass Co., Inc.
Brookwood Studios
Brown-Forman Distillers Corp.
*Brunswick Corp.
Buckbee Mears Co.
Bucyrus-Erie Co.
Buell Industries, Inc.
Buffalo Color Corp.
Buffalo Evening News
Buffalo Savings Bank
Bundy Foundation Educational Aid Program
Bunge Corp.
*Bunker Ramo Corp.
Burlington Industries, Inc.
*Burlington Northern, Inc.
Leo Burnett Co.

Burroughs Wellcome Co.
Business Men's Assurance Co. of America
Butler Manufacturing Co.

C
*Cabot Corp.
Cadillac Gage Company
Cahill, Gordon & Reindel
Calex Mfg. Co., Inc.
The Callanan Road Improvement Co.
Cameron Iron Works, Inc.
Campbell, Byrd & Black, P.A.
*Campbell Soup Co.
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Cardinal Savings & Loan
Carolina Power & Light Co.
Carolina Telephone & Telegraph Co.
Carpenter Technology Corp.
Carter Hawley Hale Stores, Inc.
Carter-Wallace, Inc.
Cassell Systems, Inc.
Castle & Cooke, Inc.
Catalytic, Inc.
Caterpillar Tractor Co.
CBI Industries, Inc.
CBS, Inc.
*Celanese Corp.
Centel Corp.
Center Bank, N.A.
Central Life Assurance Co.
Central Telephone and Utilities
Century Banks, Inc.
*Certain-Teed Products Corp.
Chamberlain Manufacturing Corp.
Champion International Corp.
Champion Spark Plug Co.
Charles River Breeding Laboratories
The Charter Company
*The Chase Manhattan Bank, N.A.
Chatham Super Markets, Inc.
Chemed Corporation
*Chemical Bank
Chemplex Company
Chemtech Industries, Inc.
Chesapeake & Potomac Telephone Cos.
The Chesapeake Corp. of Virginia
Chesbrough-Pond's, Inc.
*Chessie System Railroads
Chicago Pneumatic Tool Company
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Chrysler Corp.
Chubb & Son, Inc.
Chubb LifeAmerica
Church Mutual Insurance Co.

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If your company is not already participating in a matching gifts program, detailed information on how to start one is available from the Council for Financial Aid to Education (CFAE).

A nonprofit service organization established in 1952, CFAE's purpose is to encourage the widest possible voluntary support of institutions of high learning, especially by business. It promotes, but neither solicits nor disburses, funds for higher education.

CFAE's unique program includes studies in educational philanthropy oriented to both the business and college communities, a corporate

and academic consultation service, publications directly useful to corporate contributions executives, a national public service advertising campaign, informational publications to help broaden the base of college support, leadership meetings for business executives in key cities and industries nationwide, and periodic symposiums for corporate and college administrators.

The CFAE's consulting service is available, without charge, to any company that wishes to join the aid-to-education movement. CFAE can be contacted at 680 Fifth Avenue, New York, NY 10019.

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 *McGraw-Hill, Inc.
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 *Merit Oil Corp.
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 Middle South Services, Inc.
 Middlesex Mutual Assurance Co.
 Midland Federal Savings
 Midland Mutual Life Insurance Co.
 Midland-Ross Corp.
 Midlantic Banks, Inc.
 Miehle-Goss-Dexter, Inc.
 Miller, Canfield, Paddock & Stone
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 *Milton Bradley Co.
 Minneapolis Star & Tribune Co.
 Minnesota Mining & Manufacturing Co., Inc. (3M Company)
 The Minnesota Mutual Life Insurance Co.
 MITE Corp.
 The MITRE Corp.
 *Mobil Oil Corp.
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 Monarch Capital Corp.
 Monroe Auto Equipment Co.
 Monsanto Company
 *Montgomery Ward & Co.
 Monumental Corp.
 Moog, Inc.
 Moore McCormack Resources, Inc.
 Morgan Construction Co.
 Morgan Guaranty Trust Co. of New York
 Morris Coupling & Clamp Co.
 Morrison & Foerster
 Morrison-Knudsen Co., Inc.
 Morse Shoe, Inc.
 Morton-Norwich
 Morton Thikol, Inc.
 Motorola, Inc.
 Charles Stewart Mott Foundation
 Ruth Mott Foundation
 Mountain Bell
 Mountain States Mineral Enterprises, Inc.
 MTS Systems Corp.
 *Murphy Oil Corp.
 Mutual Benefit Life
 The Mutual Life Ins. Co. of New York
 Mutual of Omaha
 Mutual Trust Life Insurance Co.

*National Distillers & Chemical Corp.
 National Gypsum Co.
 National Health & Welfare Mutual Life Insurance Assn.
 National Lead
 National Life Insurance Co.
 National Medical Enterprises, Inc.
 National Steel Corp.
 Nationwide Mutual Insurance Co.
 *Natomas Co.
 NCR Corp.
 Nepera Chemical Co., Inc.
 New England Electric System Cos.
 New England Merchants National Bank
 New England Mutual Life Insurance Co.
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 New Jersey Bell Telephone Co.
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 *New York Telephone Co.
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 *Northwestern Bell
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 *Northwestern National Bank of St. Paul
 Northwestern National Bank
 Northwest
 *Northwestern National Life Insurance Co.
 *Norton Co.
 W. W. Norton & Co., Inc.
 Norwest Bank Minneapolis, N.A.
 NRC, Inc.
 John Nuveen & Co., Inc.
 Nylube Products

O
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 Occidental Petroleum Corp.
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 Oklahoma Gas and Electric Co.
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 Olinkraft, Inc.
 Oneida Ltd.
 Ontario Charitable Fund
 Openaka Corp., Inc.
 *Ortho Pharmaceutical Corp.
 Owens-Corning Fiberglass Corp.

Owens-Illinois, Inc.
 Oxford Industries Inc.

P
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 Pacific Resources, Inc.
 Louis Padnos Iron & Metal Co.
 Pan-American Life Insurance Co.
 *Panhandle Eastern Corp.
 *Parker-Hannifin Corp.
 Ralph M. Parson Co.
 The Paul Revere Life Cos.
 Peabody International Corporation
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 Peavey Company
 Pechiney Ugine Kuhlmann Corp.
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 *Pennsylvania Power & Light Co.
 *Pennzoil Co.
 Peoples Energy Corp.
 PepsiCo., Inc.
 PET, Inc.
 Petro-Tex Chemical Corp.
 Pfizer, Inc.
 *Phelps Dodge Corp.
 PHH Group
 Philadelphia Manufacturers Mutual Insurance Co.
 *Philadelphia National Bank
 *Philip Morris, Inc.
 *Phillips Petroleum Co.
 Phoenix Mutual Life Insurance Co.
 Piedmont Aviation, Inc.
 *The Pillsbury Co.
 The Pioneer Group, Inc.
 *Pioneer Hi-Bred International, Inc.
 Pitney Bowes, Inc.
 Pittsburgh National Corp.
 *Pitway Corp.
 Plainfield Cytology Laboratory, Inc.
 Plante & Moran, CPA's
 Playboy Enterprises, Inc.
 Pogo Producing Co.
 *Polaroid Corp.
 Pope, Ballard, Shepard & Fowle
 Post Newsweek Stations
 Potlatch Corp.
 PPG Industries, Inc.
 *PQ Corp.
 Preferred Risk Mutual Insurance Co.
 Preformed Line Products Co.
 Prentice-Hall, Inc.
 Price Brothers Co.
 T. Rowe Price Associates, Inc.
 Price Waterhouse
 Prince Corporation
 *The Proctor & Gamble Co.
 Provident Life & Accident Insurance Co.
 Provident Mutual Life & Accident Insurance Co. of Philadelphia
 Provident National Bank
 *The Prudential Insurance Co. of America
 Public Service Electric & Gas Co.
 Puget Sound Power & Light Co.
 Purity Supreme, Inc.

R
 Ranier National Bank
 Ralston Purina Co.
 Arthur D. Raybin Assoc., Inc.
 Raytheon Co.
 *Reader's Digest Foundation
 Reading & Bates Corp.
 Refrigeration Research
 *Reliance Electric Co.
 Reliance Insurance Cos.
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 Revlon, Inc.
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 *Rexnord, Inc.
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 Reynolds Metals Co.
 W. W. Rich Fdn., Inc.
 Richardson, Gordon & Associates
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 *Riegel Textile Corp.
 C. A. Ritchey, Inc.
 RKO General, Inc.
 H. H. Robertson Co.
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 Rockefeller Center, Inc.
 Rockefeller Family & Associates
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 Rockwell International Corp.
 Rohm & Haas Co.
 ROLM Corp.
 Rorer Group, Inc.
 Rosenman, Colin, Freund, Lewis & Cohen
 Ross, Johnston and Kersting, Inc.
 Rospach Corp.
 Royal Insurance
 Royce Rolls Ringer Co.
 Rubbermaid, Inc.
 Rust International Corp.
 RYCO Division, Reilly-Whiteman, Inc.

Q
 *Quaker Chemical Corp.
 *The Quaker Oats Co.
 Quaker State Oil Refining Corp.

R
 Southern Bell Telephone & Telegraph Co.
 *Southern New England Telephone Co.
 The Southland Corp.
 Southwest Forest Industries
 Southwestern Bell Telephone Co.
 Southwestern Life Insurance Co.
 Spectra Physics, Inc.
 Sperry Corp.
 *Springs Industries, Inc.
 SPS Technologies, Inc.
 The Square D Co.
 *Squibb Corp.
 The Stackpole Corp.
 Stanadyne, Inc.
 Standard Coosa Thatcher Co.
 Standard Insurance Co.
 *Standard Oil Co. of California, Chevron USA, Inc.
 *Standard Oil Co. (Indiana)
 *The Standard Oil Co. (Ohio)
 *The Standard Products Co.
 Standex International Corp.
 STANHOME, Inc.
 Morgan Stanley Co., Inc.
 *The Stanley Works
 State Mutual Life Assurance Co. of America
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 Stauffer Chemical Co.
 Stearns-Roger World Corp.
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 J. P. Stevens & Co., Inc.
 Stone & Webster, Inc.
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 Student Loan Marketing Association
 *Suburban Propane Gas Corp.
 Sullivan & Cromwell
 Summit Hill Laboratories
 *Sun Co., Inc.
 Sun Life Assurance Co. of Canada
 *The Superior Oil Co.
 Swain & Moore
 SWANK, Inc.
 Swiss American Securities, Inc.
 *Sybron Corp.
 Syntex Corp.

S
 *SAFECO Insurance Cos.
 Saga Corp.
 St. Joe Minerals Corp.
 *St. Paul Cos., Inc.
 *St. Regis Paper Co.
 Salomon Brothers
 Sanders Associates, Inc.
 Sandoz, Inc.
 Santa Fe Industries, Inc.
 Santa Fe International Corp.
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 Schindler Houghton Elevator Corp.
 Schlegel Corp.
 J. Henry Schroder Bank & Trust
 Charles Schwab & Co., Inc.
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 *SCM Corp.
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 Scott Paper Co.
 *Seaboard System Railroad
 Seafirst Corp.
 *Joseph E. Seagram & Sons, Inc.
 Sealed Air Corporation
 Sealright Co., Inc.
 Sealy, Inc.
 G. D. Searle & Co.
 Seattle First National Bank
 Seattle Trust & Savings Bank
 Security Benefit Life Insurance Co.
 Security Pacific Corp.
 Security Van Lines, Inc.
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 Seton Co.
 S & H Foundation, Inc.
 *Shaklee Corp.
 *Shell Oil Company
 Shenandoah Life Ins. Co.
 The Sherwin-Williams Co.
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 Siemens-Allis, Inc.
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 Signode Corp.
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 Skadden, Arps, Slate, Meagher & Flom
 SKF Industries
 Skinner Corp.
 Smith International, Inc.
 SmithKline Beckman Corp.
 Sohio Industrial Products Co.
 *Sonat, Inc.
 Sonnenschein, Carlin, Nath & Rosenthal
 Sony Corp. of America
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 Southeast Bank, N.A.

T
 Tandy Corporation
 Taylor Wine Company, Inc.
 Tech/Ops, Inc.
 Tektronix, Inc.
 *Teledyne, Inc.
 *Tennant Co.
 C. Tennant, Sons & Co. of New York
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 *Tesoro Petroleum Corp.
 *The Texaco Philanthropic Foundation, Inc.
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 *Texas Eastern Corp.
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 Texas Instruments, Inc.
 Texasgulf, Inc.
 *Textron, Inc.
 Thomas & Betts Corp.
 *J. Walter Thompson Co.
 *J. T. Thorpe Co.
 *Ticor
 Tiger Leasing Group
 *Time, Inc.
 The Times Mirror Co.
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 Toms River Chemical Corp.
 *The Toro Co.
 The Torrington Co.
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 Toyota Motor Sales, U.S.A., Inc.
 Tracor, Inc.
 Trane Company
 Transamerica Corp.
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 Transway International Corp.
 The Travelers Insurance Cos.
 Treadway Cos., Inc.
 Tremco, Inc.
 Trust Co. of Georgia
 TRW Fdn.
 TRW, Inc.
 Turner Construction Co.

U
 UGI Corp.
 *William Underwood Co.
 Union Bank
 Union Camp Corp.
 Union Carbide Corp.
 Union Commerce Bank
 Union Electric Co.
 Union Mutual Charitable Fdn.

X,Y,Z
 *Xerox Corp.
 Yankelovich, Skelly & White, Inc.
 Yarway Corp.
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 Young & Rubicam, Inc.
 *Zapata Corp.
 Zurn Industries
 Zyn Technologies, Inc.

Union Oil Co. of California
 *Union Pacific Corp.
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 Unionmutual Insurance Co.
 Uniroyal, Inc.
 United Bank of Denver, N.A.
 United Brands Co.
 United California Bank
 *United Energy Resources, Inc.
 United Engineers & Constructors, Inc.
 United Facilities Group
 United Mutual Savings Bank
 United Parcel Service
 United Telephone of Ohio
 US Air
 *United States Fidelity & Guaranty Co.
 United States Gypsum Co.
 *United States Leasing International, Inc.
 United States Steel Corp.
 United States Tobacco Co.
 United States Trust Co. of New York
 *United Technologies Corp.
 United Telecommunications, Inc.
 United Telephone Company of Indiana
 United Virginia Bank
 UOP Foundation
 The Upjohn Co.
 *Urban Investment and Development Co.
 Utah International, Inc.
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V
 Valley National Bank of Arizona
 VanHouten Electric Sign Co.
 *Varian Associates, Inc.
 Vedder, Price, Kaufman & Kammholz
 Victaulic Co. of America
 Vulcan, Inc.
 *Vulcan Materials Co.

W
 The Wachovia Bank & Trust Co., N.A.
 Walker International Importers, Exporters and Manufacturers
 *Wallace-Murray Corp.
 The Wallingford Steel Co.
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 Warner Communications
 Warner-Lambert Co.
 Warner & Swasey Co.
 *Warren-King Cos.
 Washington National Insurance Co.
 *The Washington Post Co.
 *Waste Management, Inc.
 Watkins-Johnson Co.
 Wausau Insurance Cos.
 C. J. Webb, Inc.
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 Welch Foods, Inc.
 Wells Fargo Bank, N.A.
 West Point-Pepperell, Inc.
 Western Administrative Services, Inc.
 Western Asset Management Co.
 Western Bancorporation
 Western Electric Company
 Western Publishing Co., Inc.
 Westinghouse Electric Corp.
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 Wheelabrator Fdn. Trust
 Whirlpool Corp.
 Whittaker Corp.
 *John Wiley & Sons, Inc.
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 Williams & Company
 The Williams Cos.
 Wilmer, Cutler & Pickering
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 Winston-Salem Dental Care Plan, Inc.
 The Wiremold Co.
 Wisconsin Electric Power Co.
 Wisconsin Telephone Co.
 Woollen Associates
 Architects
 Wolverine World Wide, Inc.
 World Book-Childcraft International, Inc.
 Barry Wright Corp.
 Wyman-Gordon Co.

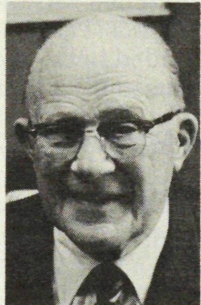
Back Page Briefs

Benefactors mark first decade

The Michigan Benefactor Program, which recognizes and honors donors of \$100,000 or more to the University, commemorates its 10th anniversary this year. More than 600 individuals, corporations, foundations, and associations are designated as Benefactors, a level of support that is unparalleled among public institutions of higher education.

The names of many Michigan Benefactors are familiar to alumni and friends as some of the "great names of Michigan." Their gifts have provided funds for building construction and renovation, endowed faculty chairs, created scholarship programs, financed research projects, and permitted acquisition of library materials.

This year also marks a decade of voluntary leadership of the Benefactor Program by H. Glenn Bixby of Detroit, Michigan. "U-M has always held a place of special affection for me," Bixby notes. "I firmly believe that this University is an unmatched asset. I also believe that the unique qualities which set Michigan apart from its peers cannot continue to evolve without increasing infusions of private support."



During the first decade of the program, Michigan Benefactors have committed approximately \$80.5 million in gift support to the University. Aggregating all gifts credited to these distinguished philanthropists over the years would produce a total of nearly \$253 million.

U-M a top choice

An article in the June issue of *Money* magazine calls the U-M Ann Arbor campus one of the 10 best public universities for undergraduates. A *Family Circle* report on public institutions cites U-M in its "first rank of schools of nationwide distinction."

"One of the world's leading research universities," the *Money* article says, "the U. of M. is known for its fine humanities faculty and for research in the social sciences. Most of the star professors teach bachelor's degree courses."

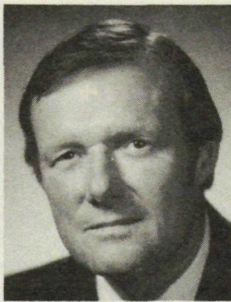
Of the 10 best state schools, the article says, "it's tough to improve on what many state universities have to offer in terms of faculty, facilities and a diverse student body. Funds and full professors tend to go to the graduate departments, but the B.A. student can get a grade-A education."

An article in the September 13 issue of *Family Circle* reported on an informal survey of deans, assistant deans, and admissions directors of graduate schools across the country. The 30 respondents were asked, among other things, what schools had the best reputations, according to the academic grapevine.

U-M was one of five schools included in the magazine's "first rank." The article also notes that U-M was among the schools cited as having outstanding graduate schools in a study recently published by the Conference Board of Associated Research Councils. "Most of the deans we interviewed," the article continues, "believe this affects the quality of undergraduate education."

Acting chancellor named at Flint

M. Joseph Roberson will serve as acting chancellor of the UM-Flint until a permanent successor to the late Conny E. Nelson is found. Roberson's appointment was approved by U-M Regents in June. Nelson, 50, who died of cancer in early May, had been at UM-Flint since 1980. A native of Flint, Roberson has been on the UM-Flint staff since 1966, and vice chancellor for university services there since 1980.



Roberson transferred from Flint Junior College to UM-Flint in 1956, the year it was founded. He holds a B.A. from UM-Flint and M.A. and Ph.D. degrees from The University of Michigan.

He joined the UM-Flint as director of student services and later served as associate dean for student services and assistant professor of education, and dean for student services.

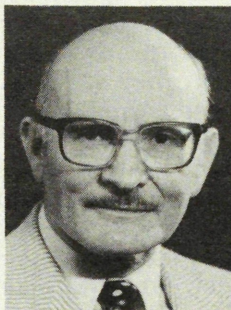
Annual giving undergoes study

A paramount objective of The Campaign for Michigan is to sustain the scope and quality of U-M's academic programs. This objective is supported by three primary goals: ...Raising \$80 million to fund capital improvements and construction. ...Raising \$80 million to supplement the University's endowment. ...Expanding Michigan's annual giving programs and increasing involvement of alumni in University programs.

To work toward achieving the third goal, appointment of a Task Force on Annual Programs was announced this summer by Jon Cosovich, vice president for development and university relations. The task force will study the existing central annual giving programs of the Development Council Office, and those of the annual funds programs conducted by the schools, colleges, and other campus units.

Dean, vice president combined

Alfred S. Sussman has been named interim vice president for graduate studies and research. The combined position and appointment of Sussman were approved by U-M Regents in July.



Dean of the Rackham Graduate School since 1974, Sussman succeeds Charles G. Overberger who had been vice president for research since 1972.

Sussman will head a planning committee charged with studying the question of a permanent merger of the positions of dean of the graduate school and vice president for research. The committee, with both student and faculty representation, will also examine the appropriate reporting relationship for each of the centers and institutes reporting to the vice president for academic affairs and provost.

Presidents Club a family affair

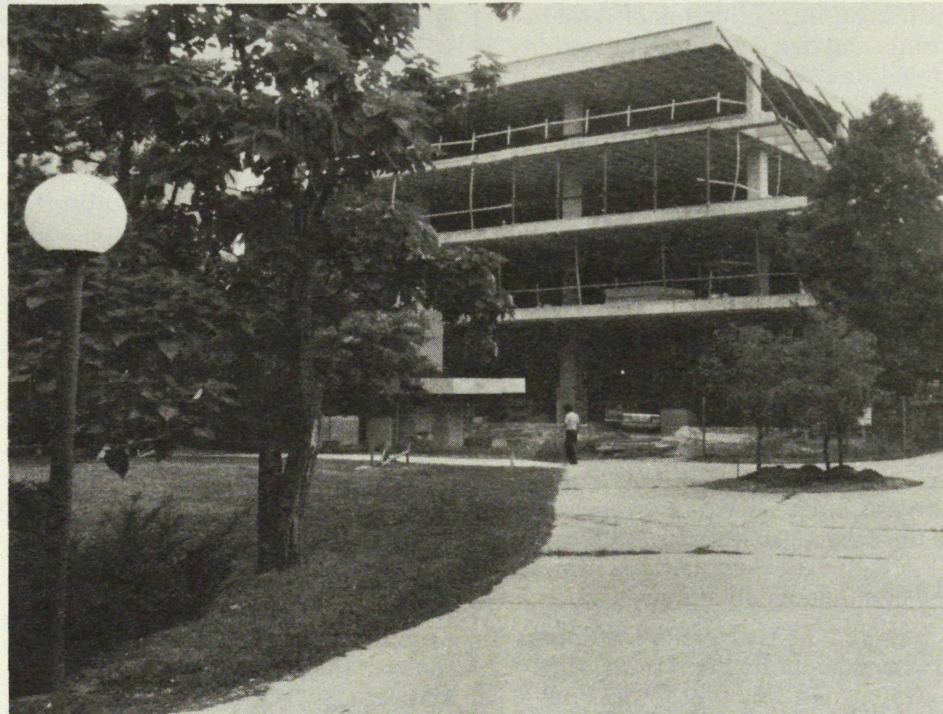
Stephen F. Gregory quickly became a part of U-M history when he joined The Presidents Club as its 4,000th member in August. Not only

Business School campaign reaches 80% of goal

Marked by strong support from Michigan contributors, the Business School's component of The Campaign for Michigan has reached 80 percent of its goal of \$15 million. Gifts from corporations, private foundations, and individuals totaled just over \$12 million in early fall. More than 90 percent of the gifts and pledges have come from Michigan donors. About half of the total is from Michigan-based corporations, more than 31 percent from Michigan foundations, and the remainder from

individuals.

John R. Edman, volunteer general chairman of the campaign steering committee, is encouraged by results so far. "I'm very confident that we're going to reach our \$15 million goal. The response from business and industry has been tremendous," Edman notes. "And, I'm impressed by the generous support of individuals in recent months. They've been more than willing to recognize their responsibility to the Business School," he adds.



Two of three facilities to be funded by the Business School component of The Campaign For Michigan progressed rapidly during the summer. The concrete structure of the Kresge Business Administration Library (above) was complete to the fourth floor. The new library will offer open stacks, computerized circulation, individual and group study areas, and a career center. It's located just east of the Graduate School of Business Administration Building. A computing center/executive education facility, under construction at the corner of Monroe and East University, will enable students, faculty and participants in management and professional education programs to practice and research information processing on-site.

did he help mark that milestone for the Club, he joined a very special family "fraternity." His father, Franklin K. Gregory of Grand Rapids, was the 1,000th member in 1971. His brother David was the 2,000th member in 1977, and sister Susan the 3,000th in 1981.

Established in 1961 with 146 Charter Members, The Presidents Club recognizes donors of \$10,000 or more to the University. The 100 new members listed here joined the Club during May, June, July and August, bringing total membership to 4,001.

Thomas D. & Joyce C. Allen, Mr. & Mrs. Harold S. Barron, Robert T. Bartlow, Dr. & Mrs. John R. Beljan, Mr. Harry M. Berberian, Emerson B. Blair, Albert W. & W. Joyce Bouw, Mr. & Mrs. George F. Braidwood, Dr. Leo & Molly Brickman

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