

The faculty "lineup" at commencement. See page 5.

# MSU News-Bulletin

Vol. 2, No. 31

Michigan State University

July 1, 1971

## Inside . . .

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## MSU still spending at 1970-71 level

Along with the rest of the state government, Michigan State University enters its new fiscal year today with no appropriation 1971 - 72.

But the doors won't be closed and the lights and telephones shut off for failure to pay the bills. In fact, things will go along pretty much as normal.

While the governor and the legislature struggle to match taxes and spending for the next fiscal year, MSU and other state agencies have been authorized to continue to spend at their present levels. This is within the mandate of the state constitution which requires that expenditure levels be maintained within

actual resources available.

As a result of the continued spending authorization, there will be no immediate noticeable effect on University operations. A prolonged hiatus could produce a financial crunch, however, if the University were to find current spending levels too low to meet

inflationary and other uncontrollable rising costs. Hopefully, the current situation will not continue to that point.

Although there is no imminent crisis, not knowing the actual level of the 1971-72 appropriation does produce some difficulties. The most serious impact is on the university's ability to plan and implement new programs and to meet personnel needs. The salary situation is a case in point, according to Jack Breslin, executive vice president and secretary to the Board of Trustees.

For example, Breslin says, the necessity to keep spending within the pre - July 1 rate means that step wage increases which some Administrative - Professional employees were to receive on their anniversary date effective today will have to be postponed. The University expects that any such delayed A-P increases will be paid retroactively as soon as possible following the receipt of appropriations, if funds are available.

By the same token, any general wage increases for faculty and staff must necessarily wait until the amount of dollars available for such purposes is known. Only after the appropriation is received will the University be able to determine its ability to provide salary hikes and their effective dates.

## Findings reveal average faculty work week is more than 57 hours

The average Michigan State faculty member logs a work week in excess of 57 hours and spends more than 25 hours of that time preparing for, evaluating and carrying out his

classroom teaching. If he's a full professor, he spends about 12½ hours weekly in research and some 10½ hours a week in administrative duties. If he's an instructor, he devotes 7½ hours each week to research and only 4½ hours to administration.

These figures are included in a report summarizing the findings of the faculty activities survey conducted last fall by the Office of Institutional Research (OIR). The survey included some 2,200 faculty in 15 colleges and their associated units, and in continuing education. The new College of Osteopathic Medicine was not included.

The OIR was in response to a legislative requirement for and "academic staff performance audit" at state - supported institutions, although the state's survey request did not mention the 10 classroom contact hour stipulation added to the 1970-71 higher education appropriations act. (MSU Faculty News, Nov. 24, 1970).

THE SURVEY REPORT shows that the average work week for MSU professors is 59.1 hours. It is 58.2 hours for associate professors, 57.8 hours for assistant professors and 54.2 for instructors.

And the OIR report indicates that the figures "appear to be typical of other universities which have surveyed faculty workloads" — the University of Minnesota reported 57 hours a week for all faculty ranks in 1969, the University of Wisconsin showed 54 hours a week, and the institutions in California showed a range of 50 to 71 hours weekly.

All faculty here reported spending most of their work week in direct instruction, although this ranged from 20.9 hours a week for professors to 29.2 for instructors.

On a percentage basis, MSU professors spend 34.1 per cent of their time in direct instruction, 21.6 per cent in additional instruction (including counseling and advising). Associate professors reported spending 42.9 per cent of their time in direct instruction, assistant professors 45.4 per cent and instructors 53.9 per cent.

(Continued on page 2)

## Report your phone changes

Faculty members, staff and regular employees should notify the University telephone office of any change in office, department, residence, or phone number at work or home by filling out a "716 card" available at the data processing office, 44 Administration Building.

The information will then be added to the telephone office's large computerized directory which is edited daily, said Eva M. Beckley, chief telephone operator.

"The information cards filled out by faculty and staff during the summer are only used to compile the green directory which is distributed across campus," said Miss Beckley.

"Most people don't realize that we keep an up - to - date directory here at the office so we can give people the correct information when they call for someone new on campus or someone who has moved to a new office or has a new phone number."

Unless a new directory address card is completed, the telephone office has no way of receiving the information.

## Supplies now at photo lab

Effective July 1, University departments will be able to obtain photographic supplies at the Information Services Photo Laboratory, Room 11, Agriculture Hall.

The supplies, including film, paper and prepared chemicals, had been available at the General Stores.

"By handling the supplies through the photo lab, we hope to carry a more varied stock and serve the departments in some kind of advisory capacity," said William V. Mitcham, manager of the photo lab. Purchases must be made through

interdepartmental transfer of funds, since no cash will be handled by the lab. Purchases may be made Monday through Friday from 8 a.m. to noon and 1 p.m. to 5 p.m.

Mitcham said that if a department wants a supply not ordinarily stocked by the lab, a special order may be made.

Although sales will not be made directly to students, Mitcham said there is a possibility that the lab may be able to sell supplies to groups of students enrolled in photography classes offered by the School of Journalism and the Department of Art.



Letter

Urban affairs college needed?

To the editor:

The State News of May 12 informed us that: "A proposal to create a College of Urban Affairs and Ethnic Studies will be submitted . . . this fall."

As is traditional whenever a new course or a new curriculum is considered, the first question to ask is: To what body of knowledge does it refer?

Is there a body of knowledge called "urban affairs"? Or does the study of urban affairs consist of applications of parts of sociology, political science, history, psychology and other disciplines? Are there "ethnic studies" that are not parts of anthropology?

If an answer of the following sort is forthcoming — "There is a great body of knowledge about urban affairs" — one must then ask for the names of the theories, laws or the like that give organization to this body of knowledge. If the responder answers this question by naming a few theories, one should ask for a list of the postulates of each theory. If the responder names some laws, he should be asked to example each law and to cite its major limitations.

If questions about structure of knowledge like those above cannot be met with concise and informative answers concerning a unique and unified body of knowledge, then the basis for establishing a new undergraduate college is too weak. There are already too many undergraduate colleges built upon collections of miscellaneous details — a context in which it is exceedingly difficult to educate young minds in the arts of effective learning and thinking.

Only those contexts which can engender and encompass a lifetime of

mental growth are worthy of major effort in undergraduate education. And growth in this context is not a process of climbing up and down a sequence of miscellaneous heaps of information. Rather it is a continuing development, refinement and enlargement of talent in the use of systems of knowledge and of the thought patterns that have created and are creating order in these systems.

In such a context lies the best and most efficient possibilities: 1. For individual learning, development of intellect and discovery of self; 2. for contributions to the community of learning; 3. for discovery and application of knowledge to the solution of human problems.

To avoid this context is to avoid higher education. If society at large continues to find (Science magazine, 168:139, 1970) that higher education is little more than climbing up and down similar piles of miscellaneous knowledge similar to those stumbled over in high school, the streams of support will flow slower and slower. And if internally a university cannot decide which of its activities truly contribute to education and the growth of knowledge, even the good sections of the university will suffer and the whole process will drop down to the average level of society instead of lifting society toward the highest aspirations of higher education.

Ralph W. Lewis  
Professor of natural science

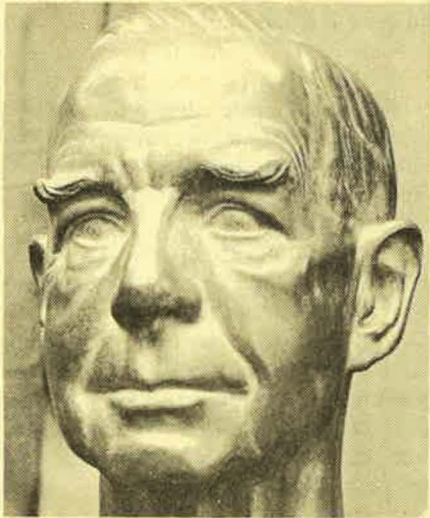
(Editor's Note: Officials of the Center for Urban Affairs, who have declined to respond specifically on Lewis' letter, told the News - Bulletin that a proposal for the four - year college in urban affairs and ethnic studies will be available at the end of the summer.)

Lyman Briggs bust acquired

Lyman Briggs College has acquired a bronze and marble bust of the man for whom it is named.

The bust was presented to Frederick Dutton, dean of the college by the artist, Joseph Walter of Washington, D.C. It has been on display at the National Bureau of Standards and at the National Geographic Society. Briggs has been director of the bureau and an advisor to the society.

Funds for the sculpture — now on display in the college's lobby — came from alumni contributions through the Development Fund and from private donations.



Faculty survey findings . . .

(Concluded from page 1)

The report noted that the percentage of time devoted to direct instruction decreases as the rank of the individual increases. This decrease in direct instruction is offset by increased involvement in additional instruction, public service and administrative duties."

OTHER FINDINGS reported include:

\*More than half of the faculty have more than 12 years' experience, with 89 per cent of the professors in the 12 years and above category.

\*Regular faculty teach 83 per cent of the total student credit hours. Graduate assistants account for 15 per cent of the credit hours, although they comprise 28 per cent of the total full - time equivalent academic staff.

\*The faculty respondents reported 2,085 instances of voluntary public

service to various individuals and organizations. The total represented only the initial contacts; 17 per cent were provided to federal, state or local government, 17 per cent to commercial organizations and 13 per cent to civic and/or social organizations. Services to the respondents' professions accounted

for 32 per cent of the public service work.

A report based on the survey has been filed with the Bureau of Higher Education for use in that body's analysis of audits of all state - supported colleges and universities.

— GENE RIETFOR

AVERAGE HOURS PER WEEK IN ACTIVITIES BY RANK				
(All Funds Analysis)				
Activity	Prof.	Asc. Prof.	Asst. Prof.	Instructors
Direct instruction	20.2	24.6	26.3	29.2
Curriculum Development	2.1	2.3	3.0	2.7
Additional Instruction	7.4	6.8	5.4	5.5
Research	12.5	13.5	13.2	7.7
Public Service	2.5	1.9	1.5	.6
Administration	10.6	6.8	5.1	4.4
Other	3.8	2.3	3.3	4.1
Totals	59.1	58.2	57.8	54.2

Jack Bain: An ex-dean returns to the classroom

Jack Bain spent last week "tying up some loose ends" and moving into his new office one floor up in South Kedzie Hall.

Today he officially gives up his title as dean of the College of Communication Arts and becomes professor of communication and acting chairman of the Department of Communication.

And if Bain had his way, the new department head would soon be named, so Bain would be able to concentrate on his first love, teaching.

"My desire to return to full - time teaching was the major reason for my decision to announce my resignation as dean last October," Bain said.

He listed increasing administrative paperwork and his wish to spend more time with his family as other reasons.



Bain stresses the importance of studying communication.  
—Photo by Bob Smith

BAIN, WHO HAS served as dean since 1967, cited the unique perspective he received as an administrator with a background in communication: "As dean I had an unusual opportunity to watch different communication theories in the works. I saw which ones succeeded and which ones failed."

He believes that this knowledge is a significant addition to resources that can be drawn upon in teaching communication to students — especially at the undergraduate level.

"I have always felt that the freshman year is truly the crucial year of a student's college career," Bain said. "That's when we either turn them on or turn them off."

Bain is determined to run students on as he serves as coordinator for two courses in "Human Communication" — Comm 100 and 101. He probably will teach one or two sections, besides consulting with the other instructors on work to be covered in the courses.

"ONE OF THE FIRST things we hope to do is write new textbooks for the two classes," Bain said.

Until now, students in the beginning communications classes have been introduced to one basic theory of communication. But Bain proposes a text which will include several theories — thus emphasizing the complexity of the communication process and its importance to the individual.

"Large numbers of students take the two basic communication classes — both majors and nonmajors — and this may be our only chance to encourage them to study different methods of communication," Bain said.

He also hopes to continue teaching a class in persuasion and, perhaps, a seminar in communication education.

Bain admits his bias for the study of communication, but he believes some courses in the area would benefit each student.

"It is the responsibility of every teacher, especially every communication teacher, to stimulate students to ask the right kinds of questions about what goes on around them," Bain said. "Some knowledge of communication is vital in today's world where everyone is continually bombarded with information.

UNDERSTANDING the communication process is essential to disseminate as well as to interpret information successfully, Bain said.

In assessing his time, as dean, Bain considers some of the curriculum changes within the College as his most significant accomplishments. "Several of the departments really became involved in the changes in communication. The Department of Communication moved to a behavioral approach and the Department of Audiology and Speech Sciences has changed to a professional five - year curriculum program."

Does Bain have any advice for his successor, Herbert J. Oyer, former chairman of audiology and speech sciences?

"Not really. Herb Oyer is a forward - looking man who won't be static either in his approach to life or in his approach to communication education."

—RITA RICE

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# Higher costs for students 'inappropriate'

In the commencement address at Oakland University last month, Pres. Clifton R. Wharton Jr. discussed the financial problems of higher education, particularly the trend toward higher tuition rates. Following highlights from that speech.

\* \* \*

There are many explanations and even more rationalizations for the fiscal problems faced by higher education today. To a great extent, these problems have been created and intensified by a number of simultaneous developments such as constantly increasing educational costs and similarly increasing demands for educational services; an economic downturn coupled with continued inflation; and a major decline in federal support of academic research. Incidents of so-called "campus unrest" no doubt have also influenced an anti-education attitude among some legislators and the public.

All of these factors have led to serious attempts to find alternative sources of funding for higher education. But in the search for new and improved methods for supporting a social institution so vital to our society, there is one trend which I consider most inappropriate and undesirable: Namely, the trend toward shifting a larger and larger share of the costs of an education to the student.

... Everyone is aware that the total costs of education are rising; students and parents have been equally aware that the costs which they must pay have also been rising. What has not been as readily evident is a twofold trend: First, the share of total costs which is paid by students has been increasing; and second, there has been a pronounced shift away from grants and scholarships toward such devices as loans and income contingency plans so that there has been an even further increase in the total actual burden borne by an average student or his parent.

This trend and these proposals run so wholly counter to the major reason for public education that the fallacies underlying them should be examined most carefully so that the public may judge whether such steps are truly in the public interest...

IT IS TRUE, of course, that the individual does benefit substantially from a college or university degree, even though it is difficult to estimate the private costs and the private benefits...

... Given the growing complexity of our increasingly interdependent world, one could easily argue that the social benefits from improved community decisions due to higher education are at least equal to the current costs of providing instruction in our public colleges and universities.

The significance of education in general economic growth is without question. Less understood, perhaps, is the role of our institutions of higher education in the production and distribution of knowledge which contributes generally to the level of productivity of the economy and thus results in higher incomes for all workers — unskilled, skilled, managerial and professional. That workers in general benefit from our accumulated knowledge, rather than simply those who have acquired a higher education, is indicated by the high incomes of unskilled workers in American industry as contrasted to workers of equal capacity in the less developed areas of the world.

\* \* \*

NO ONE WOULD disagree that a student should pay a fair share of the costs of his education, even though there are likely to be disagreements as to what constitutes a "fair share." What is objectionable is the presently escalating shift away from public support toward greater private support.

There are a number of serious consequences if this trend persists, such as the impact on the equality of access for the disadvantaged and on the allocation of resources within the university...

That higher education in all its varieties is in financial crisis is beyond question. What many of us have failed to realize is that the scale of the financial difficulties makes this not just an economic but a social policy crisis as well. Thus it becomes a political problem of major significance. Higher education does not operate in a social or political vacuum, and we may not avoid the social and political implications of what we do and say about our fiscal problems in higher education.

## Development Fund: Seeking expanded sources of support

The promotion of Arthur Loub to managing director of the MSU Development Fund is part of a reorganization in the Alumni Association to stress money-making potential in the private sector — at a time when competition is becoming intense for public funds.

Loub, former director of the fund's Annual Giving Program, is responsible for managing the various programs, including annual giving, the President's Club, corporations and foundations, deferred gifts, Ralph Young Fund and other special projects.

Michael Weber succeeds Loub as director of annual giving, effective today (July 1). Weber comes from Aquinas College in Grand Rapids, where he was coordinator for development programs.

Weber will direct, plan and coordinate all mail campaigns with MSU alumni and friends; coordinate fund activities of constituent college and department development fund committees; and develop special fund-raising appeals for alumni clubs and class projects.

Another position remains unfilled: Director of the special projects division.

THE DEVELOPMENT FUND is the official agency for soliciting and receiving gifts and grants from private sources to the University. In 1970 more than 17,000 persons and organizations contributed more than \$1.3 million.

The new emphasis on the private sector was discussed by President Clifton R. Wharton Jr. in the 1970 Development Fund Annual Report:

"MSU is justly proud of its reputation for academic excellence. But such excellence is expensive to maintain and to build upon. Economic conditions have brought about severe limitations on public support at the very time that the pressures on the University to meet

the nation's educational needs are mounting...

"In this situation, private support is critical to the future of MSU and to the maintenance of quality. At no time in the past has such an investment in higher education from the private sector been more important or urgent."

Funds are needed, Loub explained, to provide for "necessary extras" which are not covered by legislative appropriations — such projects as provisions for the museum, library, art center, the planetarium, possibly a fine arts center, and "the on-going press of student aid."

While MSU ranks near the bottom of the Big Ten in dollar volume donated, Loub said, it was one of the few major universities to obtain an increase in gifts in 1970. This is partly because more sophisticated giving programs often have major affluent donors who contribute the appreciative value of stock. In time of economic stress, this source of funds is usually lost. Since MSU's program is not in a building stage, that loss was not suffered here.

FUNDS RAISED last year through the Development Fund totaled \$1,329,431.59 — the third time in the fund's history that more than \$1 million was raised. The total is more than \$300,000 above what was collected the previous year, despite adverse economic conditions and some negative feelings toward higher education generated by campus disturbances.

Loub attributes the increase to reorganization of the fund — raising offices, to volunteer alumni leadership in promoting the University and soliciting funds, and to the "cumulative effect of from this pace-setting group."

1970 was a year of experimentation, with such new types of campaigns as one among University employees (the only such campaign in the Big Ten, and it netted some \$10,000), specially designed campaigns for specific colleges, and locally handled mail campaigns.

—BEVERLY TWITCHELL

## U-Club membership gains

More than 100 persons so far have joined the University Club as a result of the club's summer membership drive that featured last week's open house. About 1,000 members and prospective members attended the open house.

Membership in the club now stands at more than 1,000. The goal is 1,200 for which the clubhouse was designed.

In an effort to increase its numbers, the club's Board of Directors voted to suspend the \$225 membership deposit for faculty members below associate professor rank, A-P classes 1 through 5, Board-appointed librarians in similar

status and "other employees accepted for membership."

The only requirement of such new members is the \$17.50 monthly dues and the \$12.50 monthly minimum use charge.

New club directors at large are Tom Dutch, manager of Brody complex, and Mildred Erickson, assistant professor of American Thought and Language. New house committee members are Carol Harding, associate director, women's intramurals, and Kenyon Payne, professor of crop and social science.

# WMSB

NOTE: Following are highlights of new programs scheduled this summer on WKAR-AM.

### TUESDAYS

10:30 a.m. — "Instrumental Odyssey" is 11 hour-long programs reviewing the history, development and repertory of major orchestral instruments. (Begins July 20.)  
11:30 a.m. — "Search for Mental Health" provides a nontechnical presentation of contemporary mental health problems exploring the latest advances in psychiatry. (Begins July 13.)

### THURSDAYS

11:30 a.m. — "Overseas Mission" features senior U.S. AID officials questioned by reporters concerning programs in Cambodia, Morocco, Colombia, East Africa and Latin America. (Begins July 18.)  
10:30 a.m. — "Got the Blues" traces the development of the blues by examining the artists who performed, talked about or wrote about them. (Begins July 23.)

### SATURDAYS

8:15 a.m. — "Jazz Revisited" features Hazen Schumacher of the U of M describing, with music and narration, jazz from 1917 to 1947. (Begins July 10.)

# WKAR

THURSDAY, July 1 7 p.m. — An eight-piece combo of veterans from the big band era recall the days of the Dorseys and Les Brown on "Just Jazz."

### SUNDAY, July 14

2 p.m. — Milwaukee's annual "Great Circus Parade" is broadcast live and in color. 4 p.m. — Portions of "Honor America Day" re-presented live and in color. 10 p.m. — "John Philip Sousa: The March King" is a special featuring the Detroit Concert Band. 11 p.m. — "The Wright Brothers" is the feature on "NET Playhouse Biography."

### MONDAY, July 5

7 p.m. — "I am Joaquin" is a look at the struggle of a Chicano in American society.

### SATURDAY, July 10

10 p.m. — Brownie dreams of being a sailing captain on "Brownie Bear and his Friends."

### SUNDAY, July 11

1 p.m. — The Indonesian Budaya Troupe is featured during its first American tour. 11 p.m. — "Rembrandt Van Ryn" is the topic on "NET Playhouse Biography."



# Board OKs seven administrative changes

Transfers and assignment changes involving seven persons provided the focus for an extended debate at July's meeting of the Board of Trustees.

The changes — all late additions to the Board's agenda — involved

reassignments for: Lloyd M. Cofer, professor of education, from special assistant to the vice president for special projects to consultant to the provost; Robert L. Green, professor in education who asked to be relieved of duties as

assistant provost to devote full-time to his role as director of the Center for Urban Affairs; James B. Hamilton, assistant professor of chemistry who becomes assistant provost for special programs; Horace C. King, professor in education, who returns full-time to registrar after serving as registrar and as acting director of admissions and scholarships; and Ira Polley, professor in education, who changes from consultant to the president to assistant provost for admissions and scholarships.

Also approved was the resignation of Milton B. Dickerson as vice president for student affairs who remains as professor of student affairs, and the assignment of Milton E. Muelder, vice president for research development and dean of the graduate school, as acting vice president for student affairs.

\* \* \*

THE SEVEN CHANGES first were presented for adoption together, but that motion failed in a 4-4 tie (Trustees Pat Carriagan, Blanche Martin, Don Stevens and Kenneth Thompson in favor; Trustees Frank Hartman, Warren Huff, Frank Merriman, Clair White opposed).

White said he opposed the motion because the changes in the admissions area were being made before release of the report of the Presidential Commission on Admissions and Student Body Composition.

White also said that the assignment change for Robert Green — who is directing plans for a college of urban affairs and ethnic studies — was pushing the Board into making financial commitments.

"It is time for the Board to take the responsibility for these two areas (admissions and urban affairs) and review them in depth before we decide where we're going," White added.

The other chief opponent to the personnel changes, Warren Huff, said he was not necessarily opposed to them individually, but was concerned over their interrelationship. He said he wanted "more time for thinking and reflecting" about the changes.

The seven changes were considered and passed individually. Huff and White opposed all except the Dickerson and Muelder items; Merriman joined them in opposing the change for Polley.

Frank Hartman said his position on the changes was based on a concern that "we have lost two vice presidents (Dickerson and Gordon Sabine, who became professor of communication) in the past two weeks." Pres. Clifton R. Wharton said the resignations were at the requests of Dickerson and Sabine.

Wharton reported that a successor to Dickerson would be chosen through a rating procedure proposed by the (John A.) Taylor committee studying selection of central administrators.

A special nine-member committee — three presidential appointees, three appointed by the Academic Council, one appointed by the steering committee and two students — will receive from Wharton names of candidates and report back to him its rating of each candidate. Wharton will have final responsibility for recommending a candidate to the trustees.

\* \* \*

THE BOARD ALSO devoted considerable discussion to the naming of

Norman P. Weinheimer as temporary adjunct professor in education. He is executive director of the Michigan Association of School Boards, which pays 90 percent of his salary (MSU pays 10 percent). Several trustees expressed concern over the appointment, but it was approved with the understanding that it would not be an automatic appointment for future MASB executive directors.

## HEARING PROCEDURE

The Board approved a hearing procedure for the MSU Supervisors Association that provides that any supervisor represented by the association with six months' of full-time continuous employment "shall not be discharged, demoted or suspended except for reasonable and just cause, and only after consultation with the administrative head who is responsible for such action."

The procedure was approved by a 7-1 vote, with Thompson opposing.

## OTHER ACTIONS

In other business, the Board:

— Approved two amendments to the Academic Freedom Report which bring the document into line with provisions of the recently approved Taylor Report.

— Okayed contracts to convert part of Fee Hall into teaching laboratories for medical students. The \$415,000 project, which requires state funding, is the first phase of a plan for additional teaching labs, offices and seminar rooms for the College of Osteopathic Medicine and some of MSU's basic medical science departments.

— Approved creation of two new departments and assignment of 13 existing ones to the College of Osteopathic Medicine. The new units are the Department of Osteopathic Medicine and the Department of Family and Community Medicine.

— Approved awarding of bids for a research pond facility at the Kellogg Biological Station, a \$200,000 project funded by a National Science Foundation grant.

— Gave approval to alterations in the Physics-Astronomy Building, and Auditorium and Union Buildings. Changes in the latter two buildings will complete the move of the television and radio department to the Union, and will provide more space for the theatre department, WKAR and for the Cultural Affairs Office (formerly Lecture-Concert Series).

— GENE RIETFOR

## Rice planted

Joining the News-Bulletin this summer as interim associate editor is Rita Rice, whose newspaper experience includes reporting for The State Journal and the East Lansing Towne Courier.

Miss Rice, a June graduate of MSU, spent two years at The State Journal as a general assignment reporter, feature writer, copy editor and assistant editor of the Youth Beat section.

She spent January - March of 1971 in Washington, D.C., working in the office of Michigan Congressman Garry Brown as a Sears Congressional Journalism Intern.



Urban planning's Don Bradley explains student's charts.

—Photo by Dick Wesley

## Role of urban planners defined by Don Bradley

Urban planners and doctors are a lot alike.

But while doctors concentrate on relieving suffering inside the human body, today's urban planners are trying to relieve suffering outside the body — by improving the condition of the environment.

Just ask Donald W. Bradley, a new instructor in urban planning, to explain why his field is rewarding.

"More than anything else, it's knowing that you're really helping people by trying to improve the conditions of today's cities," Bradley says.

Sitting in his cubicle of an office in the Urban Planning-Landscape Architecture Building surrounded by books and plans, Bradley speaks enthusiastically about planning, his students and teaching at MSU.

"Urban planning has been around for a long time, but only recently have departments been organized solely for its study. Before, maybe one or two classes in planning were taught in another department."

It was like that during Bradley's undergraduate days — and he got into planning quite by accident.

\* \* \*

THE NATIVE CALIFORNIAN was in his last year of architecture study at the University of Southern California when he took the planning course required of architecture majors.

"That one class opened a whole new world for me, because I had always been interested in social studies as well as architecture, and planning was a perfect way to synthesize both kinds of knowledge."

He went on to earn a master's degree in city and regional planning at USC and then decided that a wide variety of practical experience would be the best preparation for teaching planning at the college level.

Bradley's youthful appearance belies his years of experience — including stints as planning intern for the city of Los Angeles, base planning officer of Pope Air Force Base, N.C., community planner of the North Carolina

Department of Conservation and Development, and in Michigan as planning consultant in Birmingham and chief planner of the Washtenaw County Metropolitan Planning Commission.

After commuting from Ann Arbor to teach part-time at MSU last year, he moved his family to East Lansing and began full-time teaching last fall. He is scheduled to receive his doctorate in December.

\* \* \*

Bradley's words flow freely — flavored occasionally with a bit of California twang and sharp, jabbing gestures — when he speaks of the challenge which faces planning teachers.

"We're trying to train generalists who will be able to graduate with a bachelor's degree and contribute to planning the cities and regions of tomorrow," Bradley says.

"It's important that they know how to organize a preliminary study and draw plans for illustration; but even more important, they must have a strong background in the social sciences — economics, political science, sociology — that will aid them in setting priorities for their plans."

\* \* \*

THE DIVERSITY of students at MSU aid the planning teachers in providing a broad planning background.

"One of the things I like best about teaching at MSU is the variety of students who take planning courses. Only about one-third of my students are urban planning majors."

Bradley said the other students are mostly from multi-disciplinary programs and the residential colleges, and having such a mixed group expressing many points of view makes for lively class discussions.

"It's refreshing to see so many students concerned about the future of our cities, wanting to be able to do something constructive about solving the cities' problems and making them function for the residents."

Bradley looked thoughtful.

"It's an exciting time to be a planner — an exciting time to be a planning teacher," he said.

—RITA RICE



# Speakers focus on educational issues

## Pifer probes ills, reform

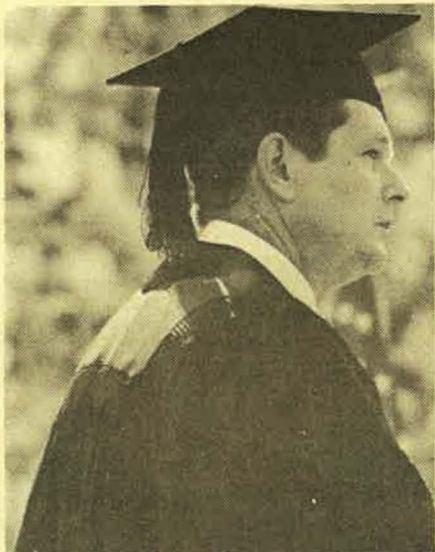
Alan Pifer, president of the Carnegie Corporation and the Carnegie Foundation for the Advancement of Teaching, gave the principal address at spring term's commencement exercises. He spoke of some of the ills existing in colleges and universities today, and of the solution which he proposes:

"I have described four large forces in American life currently putting pressure on our higher educational institutions and together constituting the context of reform.

"These are the cultural revolution now stirring youth, the negative reaction to this revolution, financial stringency, and a new awareness that excessive rigidity in the structure of higher education has caused or contributed to a number of serious problems."

\* \* \*

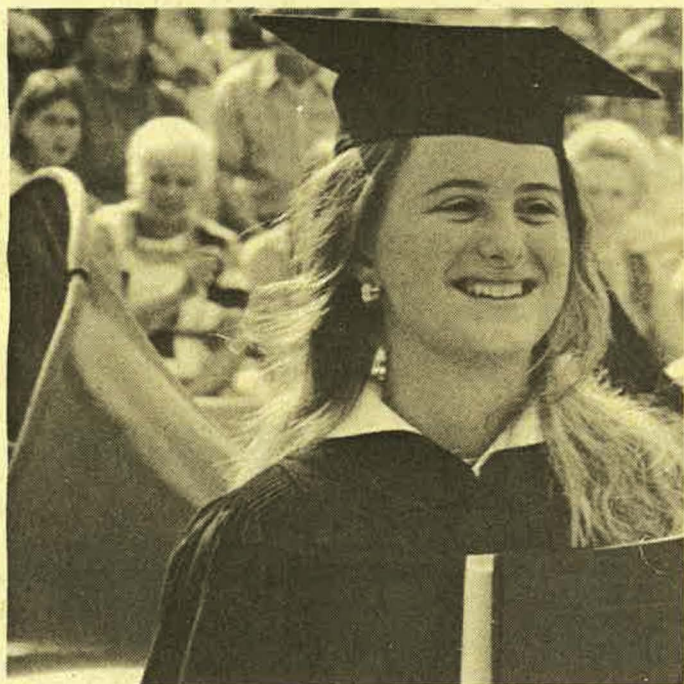
"The best hope for reform, I believe, lies in the newly awakened consciousness of many governing boards, administrators, faculty and students that institutional change is overdue and must be effected."



ALAN PIFER

"The period ahead is going to be a difficult and uncertain one at best for higher education. It can be the forerunner to disaster or, hopefully, the prologue to a new age of strength and confidence.

"For it to be the latter, the entire academic community must work its way through to a new consensus about the nature and goals of the university and then, by a process of responsible reform, rebuild our present institutions along the lines that consensus indicates."



Rhoda E. Weiss, Livonia senior, was selected by the Senior Class Council to speak at commencement. In her address, Miss Weiss criticized many of the University's athletic policies and suggested that they be studied: "Here at MSU, I recommend the establishment of a President's Commission on Athletics to investigate all aspects of all athletics—scholarships, recruiting procedures, drugs, injuries, cheating, sponsors, academics and so on."



Elated graduate flashes peace sign.

## Wharton sets University goals

During the commencement exercises, Pres. Clifton R. Wharton spoke about the goals of the University, the current job situation, alumni obligations and the plight of higher education in America:

"The provision of outstanding educational opportunities is only one goal of this University. We also feel a deep sense of responsibility to help our graduates effectively apply their educational experiences.

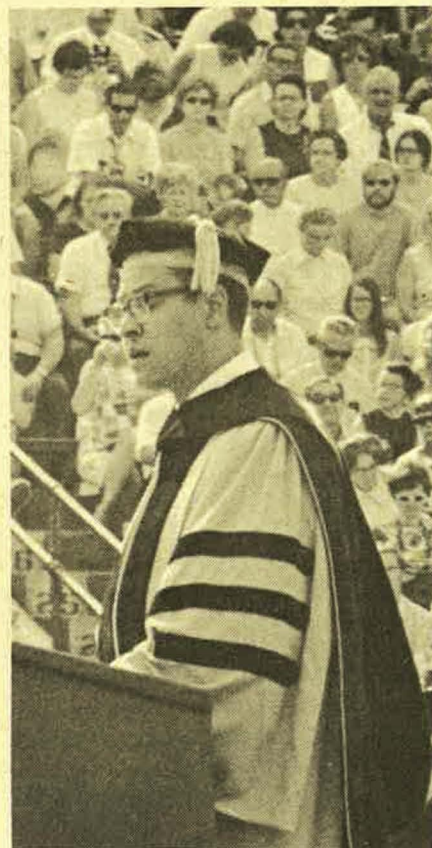
"But I would add a word of caution about any undue pessimism regarding the value of your education. It cannot be judged solely in terms of available jobs or in its material value to the individual or to the society. It is a quality of the mind even more than a means to a state of well-being. And its long-term benefits, both tangible and intangible, far outweigh the short-term difficulties encountered in the job market.

"And I do believe it to be an aberration of short duration rather than a trend for the future."

\* \* \*

"There is more which alumni can do than merely contribute monetarily to the institutions. This is especially true of you, now our newest alumni. You can become actively involved in supporting federal and state efforts which will resolve the financial crisis. At the state level, the revenue building process needs serious re-evaluation.

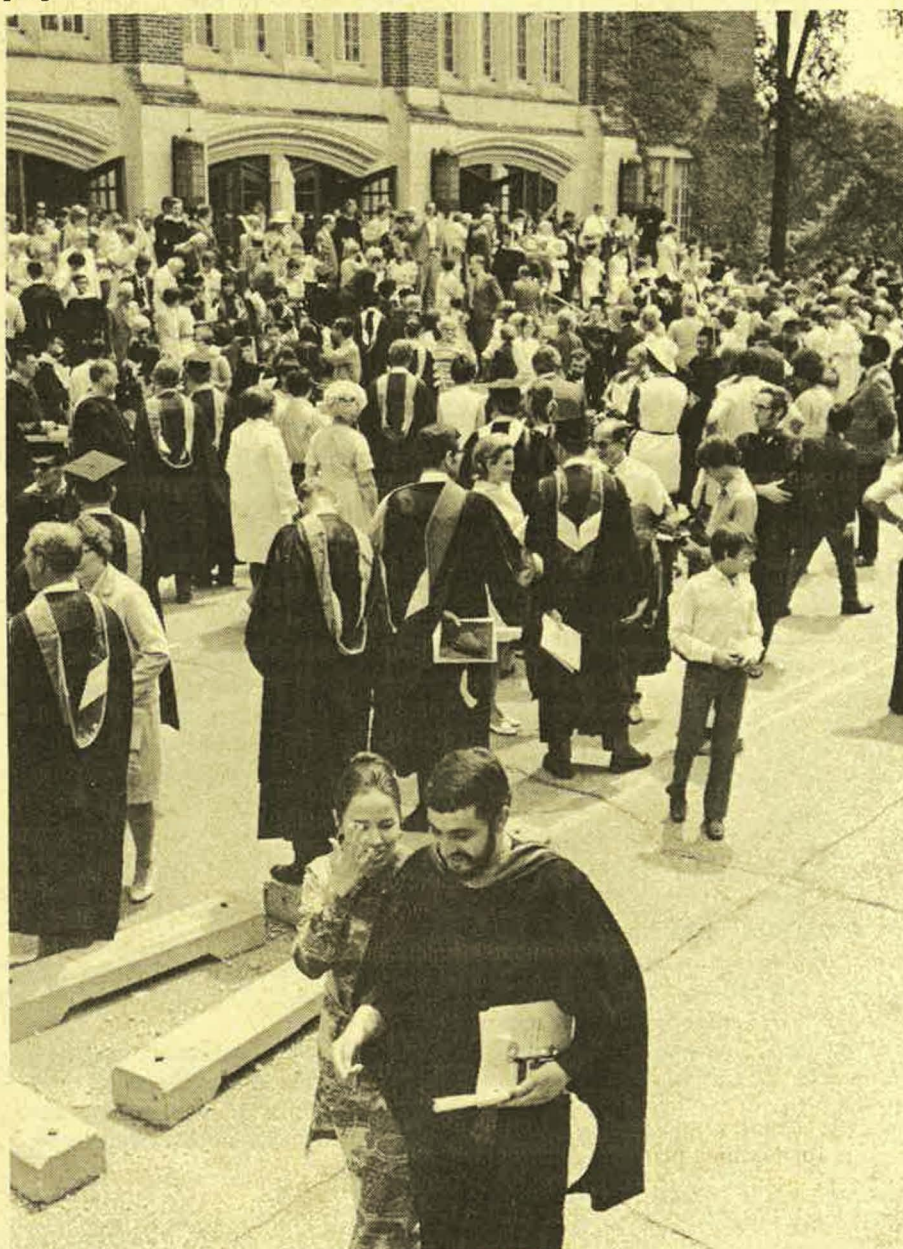
"Michigan State University is barely above average in state support of Michigan's four-year institutions of higher education despite the complexity and quality of our instructional programs."



CLIFTON R. WHARTON, JR.

"The time has come for all of us concerned about the future of higher education in this state and in the nation to give serious thought to alternative and complementary methods of supporting public higher education — and to voice our concerns.

"Unless major steps are taken in the near future to strengthen the financial base of our colleges and universities, the financial crisis affecting some may well become an epidemic striking us all."



Master's, doctoral candidates attended a morning ceremony at the Auditorium.

Commencement photos by Bill Mitcham, Bob Brown and Dick Wesley.



# Don't get lost among campus 'invaders'

Face it. If you are a regular University student or faculty member on campus this summer, you're in the minority.

Right now you probably find yourself outnumbered at every turn by "outsiders" — thousands of assorted individuals attending the various seminars, institutes, conferences, workshops, meetings and special sessions that characterize Michigan State during the summer.

The seminar scorecard now reads 15 down and 77 to go. The Boys' Staters, 4-H'ers, snowmobilers and dairy scientists have already been here, but there are still 77 more "gatherings" to come — plus nearly 7,000 freshman who will be attending two-day orientation sessions.

No wonder the University regulars are hard to recognize.

\* \* \*

THERE IS no end to the variety of this year's meetings.

On a given July day you may run into a lonesome ballerina from the Cecchetti Ballet conference, a nurse from the workshop on methods to improve practice in public health nursing or an organist from the church music workshop.

Other gatherings on campus this month include: A leadership conference for college science and science education faculty and school service supervisors, a high school honors science program and social science program, a summer institute in biology for secondary school teachers, a seminar in packaging systems, the National Science Foundation institute for disadvantaged high school students and their teachers from 11 Michigan cities, a workshop on elementary school music education as aesthetic education, a telephone engineering conference, a National Ski Patrol conference, the annual piano teachers conference and a meeting of teachers of vocational agriculture.

\* \* \*

AUGUST BRINGS one of the largest and loudest meetings as approximately 700 high school musicians will gather on campus for the annual Marching Band Clinic.

Other teachers and students will be meeting for a seminar on sex education, a workshop on administrative problems in higher education, a gymnastics

## Film available

"Man and Humanity," an up-to-date film portrait of the University, is now available to faculty, staff and other campus groups through the Instructional Media Center.

Groups wishing to use the 16 mm motion picture should call the center (33960) and ask for the booking office, said Somnath Chatterjee, head of distribution.

"A request to show the film on a certain day at a certain time and place is made through the booking office, and if one of the copies is available, we'll schedule it for them," Chatterjee said.

There are two copies of "Man and Humanity" at the present time, and the center hopes to have a third copy by mid-July.

The motion picture is in color and is 28 minutes long. It depicts the University as a place where the individual can develop his "humanness," and incorporates comments by students and faculty about MSU.

"Man and Humanity" was produced by the Film Production Unit of the Instructional Media Center.

workshop led by Spartan coach George Szypula, a workshop for teaching music in the Inner City, and a workshop on crafts and skills for the visually handicapped.

Continuing education meetings during August will include a conference on shopping center management, a symposium of animal technicians training, a food service facilities planning seminar and a seminar for the

Institute of Scrap Iron and Steel Management.

The education conferences end in August, but September still holds a wealth of meetings as part of the university's continuing education service.

There will be a seminar on "training and your heart," a conference for mutual engineers fleet training, the basic life and health insurance institute, an

annual retreat for the faculty of the College of Human Medicine, a fire inspectors conference, a fire insurance workshop and an oral cleft conference co-sponsored by the Department of Human Development of the College of Human Medicine, the Department of Audiology and Speech Sciences and the Division of Services to Crippled Children of the Michigan Department of Health.

—RITA RICE



—Drawing by Bob Brent

## 'U' conserving resources and money

Just like a homemaker faced with a shrinking budget, MSU is exerting extra efforts to save money.

University officials stress that they are always attempting to economize, but even closer scrutiny is now being given to the "small" operating costs such as lighting timers, water flow in drinking fountains and urinal flushing.

There thrift efforts add up.

MSU'S Physical Plant, for example, reports saving at a rate of between \$200,000 per year in steam and electricity consumption.

\* \* \*

"Major" operating expenditures incurred through employment policies are also reviewed, of course.

Jack Breslin, executive vice president and secretary to the Board of Trustees points out the University is conserving funds by trying to hold the line on non academic hiring.

"At the present time," Breslin explains, "an open non academic position is not necessarily filled. We are generally not approving any new positions, especially in the clerical technical areas and a nonacademic position which becomes open is not filled unless there is special justification."

Breslin indicates that the "hold-line" policy on employment will continue to be used while the University awaits its budget appropriation from the Michigan legislature for fiscal year 1971-72.

Sizeable curtailment of out-of-state travel throughout the University has proven to be another method of saving money, according to Breslin.

\* \* \*

Ted Simon director of the Physical Plant reports numerous small measures were taken to reach their goal of a 5 per

cent reduction in their annual \$4,000,000 utility budget within 6 months.

He notes the following actions were taken to reduce steam consumption:

—additional controls automatic were installed so that heating units would recirculate warm air rather than bringing in fresh air at night and on the weekends when the buildings are not occupied.

—Hearing time clocks were reset to match building occupancy.

—Temperature controls were reset and temperatures reduced by approximately 2 degrees per unit.

—Efforts were made by all employees to keep doors and windows closed during the heating and cooling seasons.

\* \* \*

In the area of electricity reduction Simon explains the following programs were initiated:

—Lighting level in many corridors hallways and lobby areas were reduced by 50 per cent.

—Astronomicaldials were added to many of the time clocks so there would be automatic adjustment to daylight conditions and less manpower would be needed for quarterly adjustments.

Simon adds that water consumption was curtailed by eliminating constant flow drinking fountains and by adjusting the automatic urinal flushing.

As a result of these efforts steam consumption was reduced by 3 per cent and electrical consumption was reduced by 6 per cent.

—BARB MCINTOSH

## Help to handicapped is cited

Michigan State has been recognized by the President's Committee on Employment of the Handicapped for "meritorious service" to its handicapped students.

Ralph Cummins, executive secretary of the Governor's Commission for Employment of the Handicapped, presented a citation that commended MSU for its "exceptional contribution in furthering the employment of the

handicapped in allowing them to receive an education."

More than 400 severely handicapped students attend classes at the University, aided by ramps at most major campus buildings. Other improvements to benefit handicapped students have included widening doors, transporting students in wheelchairs from dorms to classrooms and creating a few "curb cuts" to assist in wheel chair motivation.



# BULLETINS

**KRESGE EXHIBIT OPENS** You are cordially invited to an opening in the Kresge Art Center Gallery, 7-10 p.m., Sunday, July 11, for the exhibition "New Work: New York," which includes works by 25 artists. Refreshments will be served.

**U. CLUB ACTIVITIES** Reservations are still open for the University Club outdoor barbecue Saturday, July 3. Dinner will be served 5-7 p.m. During the holiday weekend the club's Sunday brunch and Monday evening family buffet will be held as usual.

**VAC NEEDS YOU** Action is their middle name—the Volunteer Action Corps, that is. But they need more action from the faculty and staff. Volunteers are needed immediately for summer work, including such things as transporting the handicapped or elderly persons, repairing and painting homes. Any hours you can work would be appreciated. For more information, contact Judy Sorum, Office of Volunteer Programs, 3-4400.

**SUPPLY ROUTE CHANGED** Effective today (July 1) the sale of photographic supplies has been transferred from General Stores to the Photo Lab, a section of the Dept. of Information Services. The photo lab is located in Room 11, Agriculture Hall, 5-0230, hours 8 a.m.-12 and 1-5 p.m.

**CONSULTING AVAILABLE** This summer the Department of Statistics and Probability will provide a consulting service in statistics for anyone connected with the university. Questions should concern the design of research studies from a statistical point of view and the analysis of the resulting data. A graduate student will be on duty 1-5 p.m. in 100C Wells Hall each day to answer questions. Problems of a complex nature should be directed to Martin Fox, 5-0318. Classroom assignments and problems relating to the use of the computer will not be discussed. Several hand calculators will also be available for use.

**KEY PUNCHES TO RENT** The Computer Laboratory has key punches available for rental to departments during the summer. For more information, call Mrs. Minerick at 3-2974.

**GOLF TOURNEY SET** The IM office will sponsor a unique golf tournament in which all (low and high handicaps) may compete. The tournament is scheduled for Saturday, July 10. Reservations will be accepted until noon Wednesday, July 7. Greens fees are \$1.75 for students; \$2 for faculty and staff, to be paid at the IM office 8 a.m.-noon or 1-5 p.m. weekdays. Those with golf season passes will not have to pay additional fees.

**U. CLUB PARTY** The University Club will present a Caribbean Party, Saturday, July 17. Cocktails will be served 5:30-7 p.m. with caribbean drinks featured, ala carte. An outdoor buffet will be served 7-8:30 p.m. Music from The Islands will be featured. Dress is casual. Reservations should be in by 5 p.m. Wednesday, July 14.

**SEMINAR SLATED** On Tuesday, July 6, J. Krehbiel will discuss the "Spontaneous Cataracts in bob-white quail" at 4:10 p.m. in 346 Giltner Hall. The seminar is sponsored by pathology.

**OUTDOOR POOL HOURS** The outdoor pool will be open during the following hours: 11:30 a.m.-6 p.m. Monday-Thursday; 11:30 a.m.-8 p.m. (with special family night swim 6-8 p.m.) Friday; 11:30 a.m.-5 p.m. Saturday and 1-5 p.m. Sunday. Children under 13 years of age will be allowed to swim during the family night swim if they are 53 inches tall or able to swim 50 feet if accompanied by parent or guardian. MSU employees and students are admitted free; guests, 50 cents.

# CONFERENCES

July 5-17	Cecchetti Ballet Conference
July 6-8	College of Human Medicine Summer Faculty Retreat
July 11-16	Intermediate Claims Adjudicators I
July 11-Aug. 6	Telephone Engineering Conference

All conferences will be held in Kellogg Center.

Students and faculty members are welcome to attend these continuing education programs. Those who are interested should make arrangements in advance with the Office of University Conferences, 5-4590.



*Carillonneur Wendell Westcott will explain to visitors the operation of the 47-bell carillon in Beaumont Tower after concerts to be held Sundays, Tuesdays and Thursdays throughout July.*

## Carillon to ring out 'Spirit of '76'

Commemorating Independence Day, the Beaumont Tower Carillon will ring out with the "spirit of '76" at 4 p.m. Sunday, July 4.

Carillonneur Wendell Westcott will open his program with the "Star Spangled Banner" and perform selections from Handel's "Fireworks Music." Also included will be a medley of Stephen Foster tunes and Goldman's "Chimes of Liberty." He will close with "America the Beautiful."

Sunday's program is part of a continuing series of carillon concerts which will be held throughout July. Concerts will also be held Tuesdays and Thursdays at 8 p.m.

This Tuesday's program will include Beethoven's "Minuet in G," two spirituals and contemporary tunes by Henry Mancini and Jerome Kern.

Thursday evening Westcott will present Tchaikowsky's "Chanson Triste," Bach-Gounod's "Ave Marie," and Richard Rodgers' "Sound of Music."

After each performance Westcott will take visitors on a tour of the Beaumont belfry and explain the operation of the 47-bell carillon.

Information on MSU events may be submitted, for possible inclusion in the bulletins, to Sue Smith, Dept. of Information Services, 109 Agriculture Hall, (517) 353-8819. Deadline for submitting information is 5 p.m. Tuesday preceding the Thursday publication. The calendar of events will cover an 8-day period, Friday through Saturday.



## Friday, July 2, 1971

- 8 p.m. Planetarium Program—"Stardust" looks at scientific ideas regarding the origin of elements, tracing events to the surface of the earth. Abrams.
- 8:15 p.m. Jubilee of the Arts—As part of the University's first summer dance residency program, the Paul Sanasardo Dance Company will give the second of two public performances in the University Auditorium. The New York-based troupe includes 10 dancers and features Diane Germaine, Manuel Alum and Paul Sanasardo. Tickets are \$2.50.

## Saturday, July 3, 1971

- 2:30 p.m. Planetarium Program (see July 2). Abrams.
- 8 p.m. Planetarium Program (see July 2). Abrams.

## Sunday, July 4, 1971

- 4 p.m. Planetarium Program (see July 2). Abrams.

## Monday, July 5, 1971

Independence Day Holiday—all offices will be closed.

## Tuesday, July 6, 1971

- noon University Club Luncheon—Guest speaker will be Donald Aschom, director of the insurance program, Continuing Education Service, on "Health and No-Fault Insurance."
- 8:15 p.m. Jubilee of the Arts—The Hungarian Quartet, will perform Bartok's "Quartet No. 3," Beethoven's "Quartet in C Minor, Opus 18, No. 4," and Schubert's "Quartet in D Minor ('Death of the Maiden')." Tickets, \$2.50, are available at the Union Ticket Office or at the door. Fairchild Theatre.

## Thursday, July 8, 1971

- 8:30 p.m. Summer Circle Theatre—Two avant-garde comedies, "La Turista" by Sam Shepard and "Crawling Arnold" by Jules Feiffer, will open the theatre company's summer productions. Performances will be held on the terraced plaza connecting Kresge Art Center and Fairchild Theatre. In case of rain, they will be moved to the Arena Theatre. No admission charge.

## Friday, July 9, 1971

- 8 p.m. Planetarium Program (see July 2). Abrams
- 8:30 p.m. Summer Circle Theatre (see July 8).

## Saturday, July 10, 1971

- 2:30 Planetarium Program (see July 2). Abrams
- 7:30 p.m. 30s Film Festival—"Gold Diggers of 1933" and "Gold Diggers of 1937" will be part of a continuing series in the Ruby Keeler film festival. Tickets, \$1, will be available at the door. 108B Wells Hall.
- 8 p.m. Planetarium Program (see July 2). Abrams
- 8:30 p.m. Summer Circle Theatre (see July 8).

## Sunday, July 11, 1971

- 4 p.m. Planetarium Program (last showing, see July 2). Abrams

## Monday, July 12, 1971

- 7:30 p.m. Cecchetti Ballet—Dance students of the noted ballet workshop will perform. No admission charge. Fairchild Theatre.

## Tuesday, July 13, 1971

- noon University Club Luncheon—Guest speaker will be Charles San Clemente, professor of microbiology and public health, on "Ecology in the Classroom."

## Thursday, July 15, 1971

- 8:30 p.m. Summer Circle Theatre—"Our Town" by Thornton Wilder will be the second production of the season. (see July 8).

## Friday, July 16, 1971

- 10 a.m. Board of Trustees monthly meeting. Board Rm., Hannah Admin. Bldg.
- 8:30 p.m. Summer Circle Theatre (see July 15).

## Saturday, July 17, 1971

- 7:30 p.m. 30s Film Festival—"Footlight Parade (1933)" and "Gold Diggers in Paris (1938)" 1938." Tickets, \$1, available at the door. 108B Wells Hall.
- 8:30 p.m. Summer Circle Theatre (see July 15).

## EXHIBITIONS

### Kresge Art Center

Main Gallery: Works from the permanent collection.

Entrance and North Gallery, June 19-Aug. 1: NEW WORK: NEW YORK circulated by The American Federation of Arts. Twenty-five artists, twenty-five paintings.

Gallery Hours: Monday-Friday, 9-12 a.m. and 1-5 p.m.; Tuesday, 7-9 p.m.; Saturday-Sunday, 2-5 p.m.

### Campus Plantings:

For the next several weeks the Tatarian maple north of Yakeley Hall will present a colorful display of red winged fruits.

### Beal Garfield Garden:

Several colorful horticultural varieties of Clematis may be viewed from the flagstone path south of the Women's Intramural Building.

### Hidden Lake Gardens, Tipton, Michigan

Tuberous begonia blossoms and other flowers are outstanding now in the Temperate House. Woodlands, water and wildlife are year around features. Open daily 8 A.M. until sundown.

## AVAILABLE CAMPUS FOOD SERVICES DURING THE SUMMER

### Crossroads Cafeteria

Monday-Friday, 7:30 a.m.-4 p.m.

### Owen Graduate Hall

**Cafeteria** Monday-Friday, 7 a.m.-1:15 p.m. and 5-7 p.m.  
Saturday, 8 a.m.-10 a.m.; 11 a.m.-1:15 p.m. and 5-7 p.m.  
Sunday, 8 a.m.-10 a.m. and 11 a.m.-1:30 p.m.

**Grill** 8 a.m.-midnight everyday

### Union

**Cafeteria** Monday-Friday, 11:15 a.m.-1:15 p.m. and 5-7 p.m.  
Saturday, closed all day  
Sunday, 9:30 a.m.-11:30 a.m. and noon to 2 p.m.

### Grill

7:15 a.m.-8:30 p.m. through July 28  
July 29-Sept. 12, closed