

WHO'S WHO & WHAT'S WHAT



1970-1971

A Service of Associated Collegiate Women

Handbook for and about MICHIGAN STATE COEDS - 1970-71

... The time has come for our society to realize that women have half of the nation's most valuable resource — human talent. But they must be afforded the opportunity to develop it and to utilize it.

... Ginzberg

Prepared by Association of Collegiate Women
(formerly A.W.S.)
Edited by Helen R. Godfrey

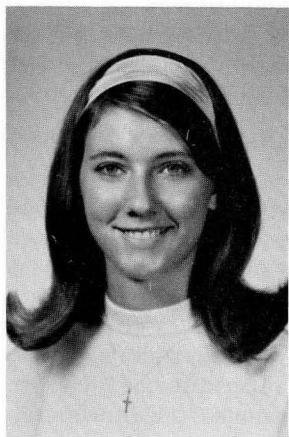
GREETINGS!

It gives me great pleasure to welcome you to Michigan State University on behalf of the Association of Collegiate Women formerly known as the Associated Women Students. Attending MSU offers you many opportunities for enrichment and self-development. One opportunity for women students is participation in ACW.

Each undergraduate woman is a member of the Association of Collegiate Women and we, the general council, serve you by providing programs to meet the needs of today's young women. The role of the female changes each year and ACW can help you to adjust and meet the challenge of this change.

ACW is only what its members make it and we hope you will accept the opportunity to participate in our programs. My hope for the coming year is that ACW will be able to serve you, and that you will be able to serve your ACW.

Sincerely,



Cathy Tomalka

1970-71 President

Association of Collegiate Women of MSU

You are invited to participate in

**M.S.U. Woman's Week
and other events celebrating
1971 Centennial for Women**

A.C.W. OFFICERS AND ORGANIZATION

President: Cathy Tomalka, sophomore elementary education major
from Allen Park

Adviser: Dr. Laurine E. Fitzgerald, associate dean of students

Assistant Advisers: Mrs. Barbara G. Pelowski
Mrs. Mildred Etling

WHAT IS ACW?

The Association of Collegiate Women, formerly the Associated Women Students, is the organization of which every undergraduate woman student on our campus is a member. By unifying the women and offering them significant enrichment programs, ACW contributes to the development of mature, responsible citizens.

The purposes of ACW are to consider issues relating to the role and responsibilities of women students at Michigan State University; to encourage each woman to develop and utilize her individual potential and responsibility intellectually, socially, and culturally; and to assist the college woman in preparing for her unique role as an educated woman in an ever-changing society.

WHO MAY PARTICIPATE IN ACW?

Any woman student interested in participating in ACW is both welcome and encouraged. Since ACW is involved in a wide variety of activities, many women students have found participation to be rewarding, enriching, and enjoyable. Students interested in participating in ACW should contact one of the General Council members or the ACW office in the Student Services Building.

WHAT IS THE GENERAL COUNCIL?

The General Council of ACW is composed of 14 women: members chosen by their places of residence, members-at-large, and the officers. It is the coordinating body for the various activities of ACW and is responsible for the initiation, planning, execution, and evaluation of all programs which carry out the objectives and goals of ACW.

WHO IS THE IAWS CONTACT?

A member of the General Council is designated as the IAWS contact for MSU to serve as the liaison with the national organization, the Intercollegiate Association of Women Students. Through this position, ACW obtains valuable information about the policies and programs of other member schools and IAWS and individuals can obtain information regarding academic and social programs, career opportunities, or conventions at other member schools.

A WORD ABOUT ACW

The Michigan State University organization of ACW is one of over 250 members of the Intercollegiate Association of Women Students, the only national women's student group in the United States. Fostered originally by a need to help women students adjust to social, political, and academic equality, IAWS now serves as a source of information and cooperation among women students and member schools across the nation. Dr. Laurine Fitzgerald, associate dean of students at MSU, is the past IAWS national adviser.

Biennial national and regional conventions are held at member schools for the purposes of inspiring representative leaders and sharing the various ACW programs among member schools. The 1971 National Convention will be held at Colorado State University, Fort Collins, Colorado.

The theme chosen for IAWS for the next two years is "Where Are We Women? What is YOUR Choice!" Phases of this theme will be subjects of articles in the future issues of the *IAWS Magazine* and other national publications, such as the *Newsletter* and *Feminine Focus*. State, regional, and national convention speakers will explore this topic.

ACTIVITIES AND EVENTS

WHO'S WHO AND WHAT'S WHAT

An orientation program for new coeds relating to women's involvement on the campus of Michigan State University will be held in October. Organizations for women will be represented and interested coeds will be able to meet the officers and members and gain insight into the organization at MSU.

JUNIOR PACKET

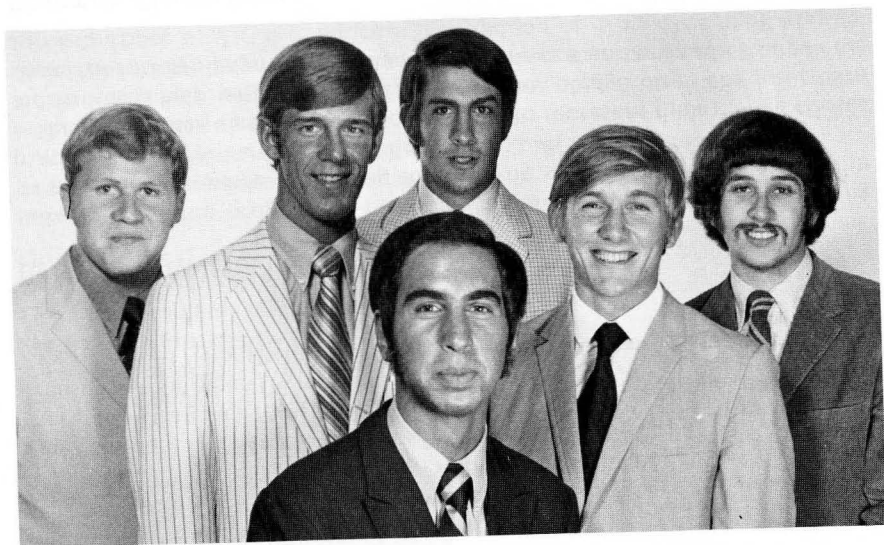
Sophomore women will receive with the compliments of ACW, an assortment of informational pamphlets pertaining to possible alternatives open to women after graduation. Literature discussing careers, marriage, graduate school, and the armed services is included.

WOMEN'S WEEK

1971 marks the centennial year of women being accepted into Michigan State University. During Winter Term, ACW is planning a week of cultural and educational programs relating to the past elections in November. The political life of women in the future has been chosen as the topic of this week to be held late in January.

MR. MSU

The Mr. MSU contest, held in the Spring, is sponsored by ACW. Nominations are accepted from residence halls, sororities, fraternities, and organizations who wish to sponsor a candidate. A board of ACW interviews the candidates and chooses Mr. MSU on the basis of leadership, service, and character. Mr. MSU for 1970-71 is Bob Zimmerman, a junior in special education from Detroit.



Mr. MSU, Bob Zimmerman, and his court.

LANTERN NIGHT

Each year ACW, Tower Guard, Alpha Lambda Delta, and Mortar Board honor 50 outstanding senior women. Their names are announced during the Lantern Night ceremony at Cowles House and they are presented with certificates of recognition. The ceremony celebrates the individual excellence of these women and their importance as members of the University community.

A.C.W. ACTIVITIES AND EVENTS

GOVERNING ORGANIZATIONS

PANHELLENIC COUNCIL

Acting as the governing body for sorority coordination and the regulation of women's rush, Panhellenic Council also promotes scholarship and community service among its members.

Each of the 23 sororities elects two representatives for Panhellenic Council membership. The activities include Rush, Leadership Conference, Big Ten Conference, Summer Orientation, STEP, SAWOC, Homecoming, scholarship recognition, and philanthropic projects.

Officers:

President—Nancy Glaser

Vice President in Charge of Rush—Janel Cherkinski

Vice President in Charge of Public Relations—Phyllis King

Vice President in Charge of Interior Programs—Sarah Lee

Vice President in Charge of Exterior Programs—Cheryl Castelli

Secretary—Candace Messmer

Treasurer—Kathleen Engman

Adviser—Miss Mabel Petersen, Assistant Director, Division of Student Activities

JUNIOR PANHELLENIC COUNCIL

An introduction program to promote Panhellenic spirit and understanding in new pledges while increasing the unity in sororities by pledges are the purposes of Junior Panhellenic Council.

The two women elected from each sorority to represent their pledge classes aid in Rush, help with the breakfast for winter pledge class, the ice cream social for spring pledge class, philanthropic projects and promote Panhellenic spirit.

Chairmen: Claudia Sowa

Nancy Chapman

Advisers: Miss Petersen; Sarah Lee, Panhellenic Council

WOMEN'S INTER-RESIDENCE COUNCIL

The purpose of WIC is to perform the function of a policy-making and coordinating organization for women's halls and to provide services for the women in these halls. Membership is limited to the president from each women's residence hall.

WIC's activities include a Spring Cultural Program, seminars, Big Ten Residence Hall Conference, Leadership Workshop, and a spring buffet for retiring hall officers.

Officers:

President—Susan Carter

First Vice President—Linda Randall

Second Vice President—Lynda Stierle

Secretary-Treasurer—Joyce Casbon

Adviser—Contact Dr. Louis F. Hekhuis-Division of Student Activities.



**Sorority Rush offers
new opportunities
to a coed.**

HONORARY ORGANIZATIONS

CIRCLE HONORARY

Circle Honorary recognizes women who have given outstanding leadership and service to their residence halls and provides service to the University community.

Membership is by selection made on the basis of leadership, service, and citizenship. A 2.0 all-University grade point average is required. The activities include a picnic, tapping, and residence hall tours for prospective students.

Chairmen: Julie Gillis, Janet Vink

Adviser: Miss Betty DelDin, Assistant Director, Division of Residence Hall Programs

TOWER GUARD

Tower Guard's purpose is to promote character, scholarship, leadership, and service among sophomore women. Membership is limited to approximately 50 members selected from the top 200 freshmen women on the basis of scholarship, service, leadership, and character.

Activities of Tower Guard include reading to the blind, registration aid, commencement aid, and Lantern Night.

Officers:

President—Marlene Dubas

First Vice President—Julie Powell

Second Vice President—Penny Atkin

Secretary—Tess Tavormina

Treasurer—Glenda Septrion

Advisers—Mrs. Thomas Goodrich; Dr. Mary M. Leichty, Associate Professor, Psychology.

MORTAR BOARD

To recognize and promote leadership, service, and scholarship is the purpose of Mortar Board. Members of this national honorary are senior women selected on the basis of leadership, service, and scholarship.

Mortar Board's activities include the calendars, commencement ushers, scholarship fund, May Morning Sing, and Lantern Night.

Officers:

President—Joellen Sheets

Vice President—Peggy Bailey

Secretary—Zarie Sarkisian

Breasurer—Audrey Shane

Advisers—Mrs. Barbara Ward, Instructor, Justin Morrill College, and Mrs. Mary Helen Holley

ALPHA LAMDBA DELTA

Honoring freshmen women for academic excellence and encouraging a high standard of learning among freshmen women is the purpose of Alpha Lambda Delta.

Membership is open to any freshmen women who carry an average full credit load and obtain a 3.5 grade point average at the end of the first term in college. After the first term a freshman coed must have at least a 3.5 all-University grade point average to be eligible for this national scholastic honorary. Activities of Alpha Lambda Delta include initiation program, pledging, orienting incoming freshmen, service projects, and speakers.

Officers:

President—Julie Powell

Secretary—

Vice President—

Treasurer—

Adviser—Miss Beverly Belson, Assistant Director, Division of Residence Hall Programs

INTEREST AND SERVICE ORGANIZATIONS

ANGEL FLIGHT

The purpose of Angel Flight is to support the goals of Arnold Air Society, ROTC, and the Air Force. A 2.0 grade point average, poise, charm, good appearance, and genuine interest are required for membership.

Angel Flight's activities are a community project, the Coronation Ball, a drill team, Officers' Wives Tea, ROTC Blood Drive, ROTC parades, and trips to Air Force bases and national and area conclaves.

Officers:

Commander—Jan Funk

Comptroller—Mary Ellen Smokovitz

Executive Officer—Betsy Matzelevich

Administrative Officer—Mary Pease

Adviser—Maj. Donald W. Anderson, Assistant Professor, Aerospace Studies

HONORARY ORGANIZATIONS

INTEREST AND SERVICE ORGANIZATIONS

GREEN SPLASH

Green Splash promotes the sport of synchronized swimming at MSU. Try-outs in October are open to those with a 2.0 grade point average. Activities include a Water Show, the Mid-West Intercollegiate Synchronized Swimming Championships, demonstrations and high school clinics.

Adviser—Miss Terri Tarbell, Instructor, Health, Physical Education and Recreation

GIRL SCOUT SERVICE ORGANIZATION

The purpose of this organization is to give local Girl Scout councils a rich reserve of skills and experience and to give each member a chance to make new friends and utilize her skills. Membership is open to anyone interested and in good standing with MSU. Cookouts, lectures, organization of troops in underprivileged areas, and troop programs in the area are among the activities of this group.

Adviser—Dr. Shirley Brehm, Assistant Professor, Elementary Special Education

HOME ECONOMICS COUNCIL (Student chapter of the American Economics Association)

Promoting professionalism in home economics and enabling students to meet faculty members and to pursue their interests in specific fields of home economics are the goals of the Home Economic Council. Membership is open to all students interested in the field of home economics.

Activities of the council include the Home-Ec-O-Rama, teas for transfer students and freshmen, WIIM convention in Chicago, and divisional activities.

Officers:

President—Libby Gorski
Vice-President—Karen Clark
Secretary—Ester Ames
Treasurer—Cindy Shonowski
Adviser—Mrs. Jean Page,

Club Presidents—

Education—Marie Tomasek
Foods and Nutrition—Adriane Olson
Interior Design—Casandra Michale
Retailing—Mona Holcomb
Freshmen—Judy Robinson

Assistant to the Dean of the College of Human Ecology

ORCHESIS

The purpose of Orchesis is to gain a finer appreciation for the art of contemporary dance. Membership is open to anyone with an interest in an appreciation of contemporary dance, a willingness to attend the meetings, and a desire to accumulate points. Activities of Orchesis are the Career Carnival, the Fine Arts Program, and the Spring Program.

Business Managers—Kathy Brandon and Victor Stornant

Adviser—Miss Dixie Durr, Instructor, Health, Physical Education and Recreation

GAMMA SIGMA SIGMA COLONY (National service sorority—MSU chapter, formerly SPARTAN WOMEN'S LEAGUE)

Open to all University women who have an interest in project work and developing leadership, Gamma Sigma Sigma promotes friendship and cooperation among students and faculty and develops leadership to promote service to the campus, community, and nation.

The activities of Gamma Sigma Sigma include fall and summer blood drives, Etiquette Slides, Koffee Kapers for transfer students, May Morning Sing Breakfast, Dean's Valentine Party, sponsoring three Girl Scout troops for the mentally retarded, and other service projects.

Officers:

President—Marsha Witt
First Vice President—Mary Tindal
Second Vice President—Mary Manguson
Recording Secretary—Jenny Orr
Corresponding Secretary—Mary Bimbaugh
Treasurer—Karen Trowbridge

Adviser—Miss Mabel Petersen, Assistant Director, Division of Student Activities

HPER CLUB

HPER Club promotes professional growth for Health, Physical Education and Recreation majors. The clubs' membership is open to everyone. Among the activities are service to HPER department, social functions, clinics, and professional growth activities.

Adviser: Miss Majorie Smith, Instructor, Health, Physical Education and Recreation

PROFESSIONAL ORGANIZATIONS FOR WOMEN

Delta Omicron—professional sorority for music students
Delta Psi Kappa—women's physical education honorary
Omicron Nu—home economics honorary
Phi Gamma Nu—women's business and economics professional society
Pi Omega Pi—business education honorary
Sigma Alpha Iota—professional sorority for music students
Sigma Theta Tau—nursing honorary
Theta Sigma Phi—women's journalism professional society

INTEREST AND SERVICE ORGANIZATIONS

FEMININE FACTS

WHO'S WHO AND WHAT'S WHAT presents a brief introduction to MSU women and their activities, and to feminine facts. Women of the 70's will demand recognition of and liberation for self-fulfillment and equality in their educational, economic, and social roles in society. Since more women are enrolling and graduating from colleges and universities each year, much of the "female revolution" will take place on the campus. Students and faculty *must* examine the facts and issues of the female status. Hopefully, an understanding of the issues will improve communication with women as human beings, free of the mythology and inferences of inferiority which in the past has prohibited equal opportunity.

Education:

- ... In 1967 women accounted for 40% of all students in colleges and universities.
- ... Approximately 43% of the freshman class of students will be women based on past predictions.
- ... Women are entering fields that were once the domains of men such as law, economics, aeronautics, engineering, astronomy, advertising, merchandizing, and diplomacy.
- ... Women are admitted to collegiate institutions on a more selective basis than male applicants, despite the national picture that more women rank in the upper third of high school graduating classes. And, women almost universally produce a higher grade point average in all academic disciplines at the college level. 3.

Degrees earned by women in the United States

Degree level	Percent earned by women in—						
	1967	1966	1965	1960	1950	1930	1900
Total	38.4	38.4	38.5	34.2	24.4	39.5	18.9
Bachelor's or first professional	40.3	40.4	40.7	35.3	23.9	39.9	19.1
Master's	34.7	33.8	32.1	31.6	29.2	40.4	19.1
Doctor's	11.9	11.6	10.8	10.5	9.7	15.4	6.0

Since data for 1966 and 1967 are not comparable with those for previous years at the first and second degree levels, comparisons at these levels will be made between 1965 and previous years. In 1965 women earned about 41 percent of bachelor's and first professional degrees as compared with 35 percent in 1960. Back at the turn of the century, women earned only 19 percent of all bachelor's and first professional degrees. This proportion rose to 40 percent in 1930, and reached a peak of 41 percent in 1940. Following World War II the percent dropped to a low of 24 in 1950, when the college graduating classes included large number of returning veterans.

... Fields of study in which women earned degrees.

- ... The coed of the 70's must carefully examine what she does with her life when she graduates. A word of wisdom from an old philosopher says, "The journey of a thousand miles begins with one step".

A contemporary educator might say:

Educational involvement = New horizons + new interests

Government:

- ... Females compose 53% of the American voting public,
- ... They are represented by one woman in the U.S. Senate, 10 in the House, and hold 13 out of the possible 1300 presidential appointments in the present administration.

Employment and Earnings:

- ... In 1967 only 3.3% of all fully employed women made \$10,000 compared with all fully employed men. (Business Week, Aug. 2, 1969).
- ... In 1965 median income for women as sales workers was \$3,000 and for men \$7,000. For managers and officials, \$4,000 for women and \$8,600 for men. For professionals, \$5,500 for women and \$8,200 for men. (Industrial Relations, May 1968).
- ... Women today earn 40 to 75 cents on the dollar earned by a male.
- ... Although few women presently get through sex barriers to the executive suite, the big breakthrough to top jobs is likely by 1980. (Business Week, Aug. 2, 1969).
- ... Starting salaries of women with Bachelor's Degrees, by field, 1968 and 1969.

Field	Number of companies	Average monthly starting salary		
		1969	1968	Increase 1968-69
Mathematics, statistics	40	\$707	\$648	\$59
Data processing, computer programming	47	671	620	51
General business	34	592	570	22
Accounting	37	692	643	49
Liberal arts	17	575	522	53
Chemistry	15	711	690	21
Engineering	20	806	742	64
Marketing, retailing	14	601	571	30
Home economics	22	588	555	33
Science (field not stated)	10	750	708	42
Secretary	7	485	455	30
Economics, finance	4	602	582	20

Source: Endicott, Frank S., Dr.: "Trends in Employment of College and University Graduates in Business and Industry." Northwestern University. 1969.

AMERICAN WOMAN OF THE 1970's

New Patterns of Women's Lives: The Average American Woman in 1970. . .

Life Patterns of Modern Women Include:

School

Work and/or Marriage

Raising a family (and increasingly continuing to work by choice or necessity)

Return to work when youngest child is in school

(Further information on the use of the SPAN PLAN CHART may be obtained from the Office of the Dean of Women, Purdue University, Lafayette, Indiana 47907.)

The Significant Facts

- 21. . . . Average age women marry (about half of today's women are married by age 21)
- 3.3 . . . Average number of children
- 30. . . . Average age last child born
- 35. . . . Average age last child in school
- 45-48. Last child through high school
- Average woman worker is age 39 and married
- 30 million women (2 out of 5 workers) are in labor force
- 3 out of 5 working women are married and living with their husbands
- Prediction is made that by 1980, 36 million women will be in the labor force

PLANNING YOUR LIFELINE

The SPAN PLAN Chart was devised by the office of the Dean of Women at Purdue University to assist women students to think seriously about their long-term plans and to diagram on a Lifeline Chart what she would like her own life pattern to be in terms of education, career, marriage and family. Until recently, ". . . and she was married and lived happily ever afterward" has signaled the accomplishment of a woman's life goals and the end of any necessity to plan further. From that point, somewhere in her early twenties, she just "went along" with whatever came up. But the pattern of women's lives have been changing.

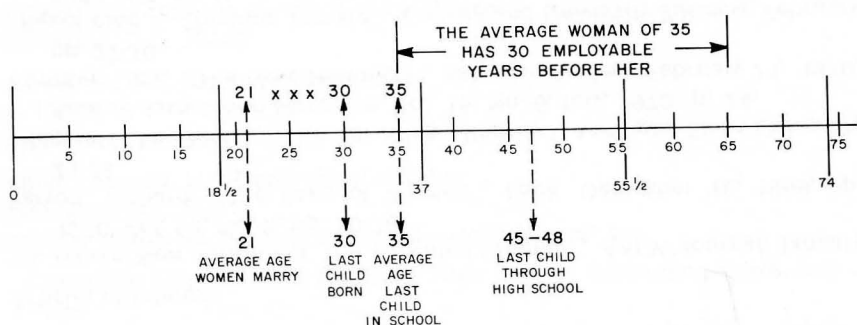
This chart can help YOU make education, marriage and career plans for your full lifespan-all 74 years of it. How does your anticipated lifeline compare with that of the average American woman today?

An average American Woman's Lifeline

Life-The state of that which is alive; a vital or living being.

Plan-A proposed method of action; a top view or the representation of a horizontal section (WEBSTER)

SPAN PLAN CHART



TODAY:

The life expectancy of a girl born in 1964 is 74 years; in 1920 it was 55 years;

9 out of 10 girls will work sometime during their lives; they are likely to work at least 25 years outside their home;

Over 5 million students are enrolled in American colleges and universities; 2,621,000, or 40%, are women;

In 1968, 42% of all women were in the labor force; in 1920, only 23% were working

**WHERE ARE YOU, THE MSU WOMAN,
IN THE SPAN PLAN CHART?**

SELECTED REFERENCES*

Books:

- Bird, Caroline. *Born Female: The High Cost of Keeping Women Down*, New York: Van Rees Press, 1968.
- Carson, Josephine. *Silent Voices, The Southern Negro Woman Today*, New York: Delacorte Press, 1969.
- Epstein, Cynthia Fuchs. *Woman's Place: Options and Limits in Professional Careers*, Berkeley and Los Angeles: University of California Press, 1970.
- Ginzberg, Eli. *Life Styles of Educated Women*, New York: Columbia University Press, 1966.
- Ginzberg, Eli, & Yohalem, Alice M. *Educated American Women: Self-Portraits*, New York: Columbia University Press, 1966.
- Lewis, Edwin C. *Developing Women's Potential*, Ames, Iowa: Iowa State University Press, 1968.
- Lifton, Robert Jay(ed.) *The Woman in America. Daedalus*, Spring 1964 and Boston: Houghton Mifflin, 1965.
- O'Neill, William. *Everyone Was Brave: The Rise and Fall of Feminism in America*, New York: Quadrangle, 1969.
- Patai, Raphael. *Women in the Modern World*. New York: The Free Press, 1967.
- 1969 *Handbook on Women Workers*. U. S. Dept. of Labor, Washington, D.C.
- *Watch for new references during the year in *Feminine Focus*, an IAWS Publication, and *The MSU Woman* sponsored by ACW and Mortar Board.

Articles of Interest:

- "A Whole New Vision For The Educated Woman", *AAUW Journal*, January 1970, Vol. 63, No. 2, pp. 50-76.
- Farson, Richard, "The Rage of Women", *Look*, December 16, 1969, pp. 21-23.
- Fitzgerald, Laurine E., "The Revolting Minority", *Michigan State University Alumni Association Magazine*, Vol. 15, No. 6, July, 1970, p. 24.
- Komisar, Lucy, "The New Feminism", *Saturday Review*, February 21, 1970, pp. 27-30.
- "Revolution II: Thinking Female", *College and University Business*, February 1970, Vol. 48, No. 2, pp. 51-86.
- "Woman's Place", *The Atlantic*, March 1970, Vol. 225, No. 3, pp. 81-126.

Services & Information:

American Association of University Women
Educational Foundation
2401 Virginia Avenue, N.W.
Washington, D.C. 20037
(New Careers for Women 1970-80)

Business and Professional Women's Clubs, Inc.
2012 Massachusetts Avenue, N.W.
Washington, D.C. 20036

Human Rights for Women
P.O. Box 7402
Ben Franklin Station
Washington, D.C. 20044

National Education Association
1201 Sixteenth Street, N.W.
Washington, D.C. 20036

National Organization for Women (NOW)
509 Fifth Avenue
New York City, New York 10017

President's Commission on the Status of Women
Washington, D.C. 20402

Washington, D.C. Women's Liberation,
Box 13098
Washington, D.C. 20009

Women's Bureau, U.S. Department of Labor
Washington, D.C. 20210

Pamphlet 10 lists all its publications. Of special interest are:

Expanding Opportunities for Girls: Their Special Counseling Needs, July 1969.

Why Women Work, May 1968.

Working Wives - Their Contribution to Family Income, November 1968.

Fact Sheet on Women in Professional & Technical Positions, November 1968.

Part-Time Employment of Women, April 1968.

Underutilization of Women Workers, August 1967.

The Association of Collegiate Women, a member of the Intercollegiate Association of Women Students, provides resource and leadership information for women.