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Grand Valley State University

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Grand Valley Forum

Monday, December 20, 1982 Vol. 7, No. 17 Grand Valley State Colleges

DIVISIONAL STRUCTURE GOES BEFORE BOARD OF CONTROL

Details of Grand Valley's reorganized, divisional structure were on the agenda when the Board of Control met Friday, December 17. The board was expected to take action on proposals it has been reviewing for several months. The proposals represent the structural details of a general reorganizational plan approved by the board earlier this year.

"A major concern of those involved in the reorganization plan has been the appropriate commemoration of the names of two major benefactors of the institution, F. E. Seidman and Russel H. Kirkhof," declared GVSC President Arend D. Lubbers.

One result of this concern, Lubbers said, is that the reorganization plan provides for the major divisional unit which groups together Grand Valley's programs in business, economics, and administration to be called the F.E. Seidman School of Business.

"In addition, the plan provides for two means of memorializing Kirkhof, whose bequest to Grand Valley State was motivated by his interest in helping students become prepared to meet the practical needs of society." According to Lubbers, "Grand Valley's School of Nursing, which includes undergraduate and graduate nursing programs, as well as a degree completion program for registered nurses, is to be renamed the Russel H. Kirkhof School of Nursing. And the Campus Center, a focal point for student activities, academic conferences and workshops, and institutional special events, is to become Russel H. Kirkhof Center.

Seidman House, in which the college's Admissions and Financial Aid offices are located, and Kirkhof House on Linden Avenue near the campus, which serves as a site for small group meetings and other activities, will continue to bear the names of the two benefactors.

In addition, the William James name will be perpetuated in the annual William James Synoptic Lectures, which bring

distinguished visitors to the campus to speak and participate in seminars and workshops.

Under the plan, the four major academic units are the F. E. Seidman School of Business and the Divisions of Arts and Humanities, Science and Mathematics, and Social Sciences. The School of Business includes Departments of Accounting and Taxation, Management and Administration, Finance, Marketing, and Economics.

The Departments of Art and Design, English, Foreign Languages, History, Music, and Philosophy, and the School of Communication are housed in

the Division of Arts and Humanities. The Division of Social Sciences includes the Psychology and Social and Public Affairs Departments and the Schools of Education and Social Work.

Comprising the Division of Science and Mathematics are Departments of Biology, Chemistry, Geology, Hospitality and Tourism Management, Physics and Engineering Science, Mathematics and Computer Science, Physical Education and Recreation, and Planning and Resource Management, as well as the School of Health Sciences and the Kirkhof School of Nursing.

ACROSS CAMPUS

COMPUTER CENTER ANNOUNCES NEW STATISTICAL PACKAGE RELEASE

Release 9, a new version of the Statistical Package for the Social Sciences (SPSS), will be available soon on the Computer Center's Honeywell CP-6 computer, according to Chris Stevenson, programmer analyst. The current SPSS version, Release 8, will continue to be available until February 1 to allow users adequate time to complete current jobs or adapt them to Release 9, which has several new statistical features. For more information, call Stevenson at ext. 571.

LIBRARY ACQUIRES BRITISH MANUSCRIPT

Zumberge Library recently acquired a photocopy of an early English minute book, a manuscript record of the minutes or actions taken by the town government of Arundel in West Sussex. The only other copy of the book is in the Arundel Museum and Heritage Centre.

The acquisition is the result of a grant from Grand Valley's Research and Development Center to Joseph Preston, professor of history. Preston, who is writing a history of the town and castle of Arundel, received a grant from the Research and Development Center to photocopy the minute book. After

completing his research, Preston deposited the book in the library, which supplied a binding.

According to Preston, when the photocopying was done, the Arundel Museum and Heritage Centre took the opportunity to make a second copy. Their copy is on display in the museum, with an acknowledgment to Grand Valley for the institution's initiative in making the manuscript available to scholars.

AEROBICS CLASS TO BE OFFERED AGAIN

A Jackie Sorenson aerobic dancing class will be offered on campus again during winter semester. The class will meet on Tuesdays and Thursdays from 5:15 to 6:15 p.m. in the Gymnastics Room in the Field House, beginning Tuesday, January 11. Persons seeking registration information should call 454-7928.

NEXT FORUM TO BE PUBLISHED ON JANUARY 10

Because of the holiday break, there will be no Forum on January 3. The next issue will be distributed on Monday, January 10.

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FACULTY AND STAFF SKETCHES

Three faculty and staff members from the Developmental Skills Institute were involved in conferences held by the Mid-America Association of Educational Opportunity Personnel (MAEOPP) in November. DSI Director Thomas Jackson served as chairperson for the MAEOPP's Second Leadership Conference in Wisconsin. DSI Assistant Professor Constance Jones served as treasurer for the conference, which was designed to provide education and training for present and future leaders of the association.

Jackson will serve as president of the Michigan chapter and as a member of the state board of directors of the MAEOPP for 1982-83.

Anita Watson-Phillips, director of the Talent Search and Upward Bound programs, conducted a workshop for new professionals at the MAEOPP Annual Conference, also held in Wisconsin.

Jackson and Jones offered a presentation to 100 prospective college students and others attending a "College Night for Minority Students" held in Grand Rapids in November.

Gary Page, assistant professor of hospitality and tourism management, has been appointed to the Education Committee of the Michigan Lodging Association. The committee works on industry/education relations, educational programs for industry, and scholarships for hospitality students.

Eileen Paré, associate professor of chemistry, was the November speaker for the Kent County Health Department's Staff Development Program. Her topics included the use and interpretation of multitest profiles, the value of estero analysis during pregnancy, and the use of electrophoresis as an aid in the diagnosis of abnormalities or disease.

Toni Sorensen, associate professor of physical education, offered two presentations at the

annual meeting of the Michigan Association for Health, Physical Education, Recreation and Dance, held in Grand Rapids in November. Her topics were "Physical Education for Primary Children" and "Learning Through Movement."

Sorensen also recently made a presentation on "Diet and Exercise" as part of a ten-week program for women in sales. The

program, held in Grand Rapids, was sponsored by Heath Associates.

Ester Thomas, assistant manager of the Main Deck Bookstore, was elected secretary of the Michigan Association of College Stores at the association's recent annual meeting in Mt. Pleasant.

PERSONNEL NOTES

NEW PEOPLE

Randy Drewry, Physical Plant Supervisor.

George Fuller, Admissions Counselor.

Mary Marfia, custodian, Physical Plant.

Mary Lou Moore, secretary, CAS Math/Computer Science Department.

Janet Spain, custodian, Physical Plant.

LEAVING GVSC

E. James Harkema, head football coach, Intercollegiate Athletics.

Greg Satanski, assistant football coach, Intercollegiate Athletics.

Carl VanBeek, boiler operator, Buildings and Grounds.

Bruce Zylstra, assistant football coach, Intercollegiate Athletics.

JOBS ON CAMPUS

COT

Cashier -- Accounting Office. Available immediately. Salary range, \$4.68-6.29/hr.

EAP

Assistant Director for Orientation and Community College Coordination -- Admissions and Records Office. Salary range, \$16,450-25,400.

Assistant Football Coach -- Physical Education/Athletics. Two positions. Salary range, \$12,100-19,200. Available immediately.

For more information on the above jobs, call the Personnel Office at ext. 215.

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The Grand Valley Forum is published every Monday by the Public Relations Office. Copy deadline is the Tuesday noon prior to publication. All materials should be sent to Dotti Clune, editor, Public Relations Office, 26 Zumberge Library, GVSC, Allendale, MI, 49401. Telephone: 616/895-6611, extension 222.

HIGHER EDUCATION NEWS NOTES

ENROLLMENT

From the Chronicle of Higher Education, November 24, 1982:

Early data show 27,506 more students at public colleges this fall; 40,962 fewer students enrolled at private institutions.

Public colleges and universities gained slightly in total enrollment this fall and private institutions lost substantially, according to preliminary data from the National Center for Health Education statistics, with a net loss of 13,456 students for all of higher education. If the preliminary count holds, it will be the third time in seven years that total college enrollment failed to increase.

Two trends appear to have been reversed this fall: enrollment of women has grown much faster than enrollment of men in recent years, but this fall the number of female students declined by .4% while the number of male students increased by .2%; enrollment of part-time students has been outpacing enrollment of full-time students, but this year the opposite is true, with part-time enrollment down by .7% and full-time enrollment up by .3%.

The increase in total enrollment in public higher education this fall is a result of the continuing growth of community colleges.

LOANS

The report on guaranteed student loans in the November 24 Chronicle showing changes from 1980-81 to 1981-82 shows that these loans in the state of Michigan declined by 27% in both the number and the amount of loans given in the state. In 1980-81 loans were given to 130,503 students; in '81-82 the number dropped to 95,114.

MORE ON ENROLLMENT

From the Higher Education and Public Affairs, October 22, 1982:

A survey by the American Association of State Colleges and Universities shows that, in public colleges, freshman enrollments are down or staying level this fall at a narrow majority in public four-year schools. Fifty-one percent of the 234 schools surveyed reported a decrease or no change; 49% reported an increase for total enrollment; 51% reported an increase; about 43% reported a decrease. The study noted that the locations of schools reporting decreases coincided with areas hardest hit by the recession or by cuts in state appropriations, including Michigan. Some schools reported drops of 10-20% or more.

JOBS

From the Higher Education and National Affairs, November 5, 1982:

The annual employment survey conducted by the College Placement Council reports that the job market for college graduates -- which was down

last year -- may have slipped again. For example, the number of expected openings for engineering graduates -- who last year led in starting salaries and job offers -- will be down this year by an estimated 12%. Openings for business majors will be down by 4% while graduates in non-technical subjects such as humanities and social sciences will see a decline of 9%. Doing better will be graduates in science, mathematics, and other technical areas where a 3% increase is expected, according to the report. Also, according to the report, many employers are waiting for the economy to improve before expanding their hiring. Employers are quoted as saying they are optimistic that recovery will begin soon -- probably as soon as the first half of 1983.

PUBLIC OPINION

From AASCU Memo, November 1, 1982:

The annual Gallup Poll on public attitudes toward the schools reports that Americans rank "developing the best educational system in the world" as the most important factor in the nation's future strength. The second most important factor was identified as "developing an efficient industrial system," and third was building the "strongest military force."

ANOTHER PUBLIC OPINION STUDY

If you haven't already noted, another survey sponsored by eleven higher education associations got apparently contradictory headlines at the time it was released. For example, in The Grand Rapids Press, an Associated Press story earned the headline lead, "Education No Longer Viewed As Key to Job." In the newsletter, Higher Education and National Affairs, the survey stories were headlined variously -- "U.S. Higher Ed Scores with American Public, Survey Says," "Higher Ed Gaining Public Support, New Survey Reports," and in the Chronicle, "Public Backs College Education in Poll."

As usual, it appears that the apparently contradictory perspectives were both correct, depending on what element of the poll you chose to highlight. Some of the results:

- 72.5% of all respondents gave higher education a better than passing grade.
- 16.9% rated higher education as "excellent" and 55.6% rated it as "good."
- 38.8% believe the quality of a college education is generally improving.
- 36.1% said it is staying about the same.
- 84% agree that all young people who have the ability and motivation necessary to profit from higher education should be given the chance to pursue a college education.
- Better than three-quarters, 77.4%, think the federal government should continue to provide low-interest loans to middle-income students; 70.6% favor federal grants for low-income students; and 66.4% favor continued federal aid for colleges and universities with a large proportion of low-income students.

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HIGHER EDUCATION NEWS NOTES (continued)

- Clear majorities of Americans agree that a college educated person is more likely to be a community leader, 71.5% -- and more likely to be self-supporting, 68.7% -- than would be an individual who never went to college.
- Aid to higher education ranked fourth among federal programs respondents thought "should not be cut back at all."
- Americans especially favor continued government support of collegiate research in medicine and the physical sciences. Eighty-one percent think the federal government should continue to underwrite medical research at American universities and 64% think government should continue to fund research in the physical sciences. Fewer favor federal support of research in the humanities (41.8%), the social sciences (39%), and programs in the arts (25.9%).
- If declining enrollment leads colleges to cut back, a majority think the following programs should be cut back only slightly, if at all: engineering and the applied sciences (81.6%), professional fields (80.1%), the hard sciences (72.5%), and the social sciences (53.7%). If cuts are necessary, they would sooner see them in remedial learning programs (48.1%), the fine and performing arts (54.4%), and the humanities (32.5%).
- Nine out of 10 Americans (90.2%) think the things a person learns in college are important for later life; 54.1% regard a college education as "very important," 36.8% think it is "somewhat important," and only 2.3% think it is "not at all important."

On the other hand, the poll also reveals that:

- Only 11.1% are confident they will be able to pay for higher education for their children while 53.7% are not sure there will be enough money.
- Another 32.5% have some concern but think there will probably be enough money for a college education for their children.
- A majority, 64.5%, believe a college educated person is just as likely to be unemployed during a recession as anyone else.*

The supervisor of the study noted, "The poll shows that Americans are very supportive of higher education, but . . . that Americans have a large number of concerns about higher education that need to be addressed . . . Americans also indicate that although they think well of education beyond high school, they tend to view a college education narrowly -- solely in vocational or professional terms rather than in terms of the overall value and benefits of creating a more learned populace." The results show that "those who have never been to college and who represent the majority of Americans are even more in favor of continued federal aid to higher education than those who have attended college and have graduated." The results were drawn from a survey of a stratified sample of 1,188 persons aged 18 and older, representative of the

U.S. adult population. Another interesting survey result: college graduates are more likely to think personal contacts, counselors, faculty members, and orientation programs are important sources of information about colleges and universities than are those people who have not attended college. People who have not attended college rate college publications (49.2%) as "very important" information sources. News coverage in newspapers, magazines, television and radio was rated as "very important" sources of information by 17%.

The survey for the Higher Education Associations was conducted by Group Attitudes Corporation of New York.

* The lead item for the Associated Press story in The Grand Rapids Press. Note, this is a belief, not a fact. The U.S. Bureau of Labor Statistics for 1981 showed only 2.2% unemployment for people with four years of college, compared with over 10% unemployment for those with no more than a high school education.