Monitor Newsletter October 23, 1978

Bowling Green State University

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Admissions efforts assure 'full house'

Despite decreasing enrollments on many college campuses throughout the country, Bowling Green State University last year had more than 8,600 applicants for 3,500 places in this fall’s freshmen class.

John W. Martin, director of University admissions, said he expects the healthy enrollment trend to continue because Bowling Green State University is an easy product to sell.

There are many reasons why Bowling Green has been successful in attracting students, Martin said. Among the most frequently mentioned are a quality faculty and outstanding programs, the comfortable residential and off-campus living, the University’s location and the sensitivity of the administration to the needs of students.

In the past four years the staff has been responsible for several innovative recruiting programs.

'Preview Day' Nov. 4

Coming Nov. 4 is the University’s annual "Preview Day," scheduled in conjunction with Parent’s Weekend.

Martin said the day is designed to give prospective students a close look at what Bowling Green State University can offer them.

In the morning, representatives from all academic departments and student organizations will set up booths and display their information at the Grand Ballroom to answer questions and distribute general information.

At the same time, campus tours will leave the ballroom at frequent intervals.

In the afternoon, students and their parents who participate in the "Preview Day" will have the opportunity to view the BGSU-Ball State football game.

That evening, Gabe Kaplan of "Welcome Back Kotter" will perform in Memorial Hall.

Last year more than 2,000 prospective students and their parents took part in the "Preview Day." Martin said another admissions program which has been successful is "Phone Power," a telephone network of undergraduate students call high school seniors who have been admitted to the University to answer their questions and provide support. Martin said the "Phone Power" program was designed to keep in touch with students once they are admitted.

Once admitted, students also are placed on the admissions mailing list, receiving materials throughout the year to keep their interest in Bowling Green. One of the mailings is a newsletter, "Campus Views," produced for the admissions office by the University publications staff.

Panel to study

In the near future, Martin said he hopes to begin implementation of suggestions compiled by an Ad Hoc Committee on Admissions Policy, formed last fall to help determine a direction for the admissions staff. The committee will study admissions procedures all this year.

Marketing and retention are two of the committee’s primary areas of consideration.

The formation of a stronger Alumni Admissions Committee is another admissions office goal, Martin said. Through this program alumni would be contacted and asked to either submit names of potential students or meet with students who already have expressed an interest in Bowling Green. Martin said such a program already exists but needs strengthened.

Perhaps the major admissions responsibility, however, lies in the high school relations program, through which professional personnel from the University visit high schools and participate in "College Night" programs.

Statistics tell story

Martin noted that during the last academic year persons from the admissions office contacted 15,065 interested students and their parents, visited 150 high schools, participated in 80 "College Night" programs and overall had contact with students from 773 different high schools in the country.

Martin said despite the size of the University campus his staff has no trouble convincing to most of these prospective students that the "W4 Case" atmosphere makes it easy to show students that we do care," Martin said, adding he believes that will be a key aspect in continuing to attract students to the University.

Non-traditional students vital to University

Making the university experience more comfortable and attractive for students 55 and older has become a high priority for Bowling Green State University and similar institutions throughout the country.

As the number of 17- and 18-year-olds declines nationwide, universities are looking to these "non-traditional" students to ensure continued high enrollment.

With 1,058, or approximately six percent, non-traditional students (those between the ages of 55 and 60) reported on the Bowling Green campus at the beginning of fall quarter 1977-78, Bowling Green lags behind the national enrollment average of 20 to 30 percent non-traditional students.

Edieann Biesbrock-Didham, director of the Division of Continuing Education at the University, suggests, however, the number of non-traditional students at Bowling Green is high enough to indicate the University is following national trends.

In the past 10 years, the University has shown a marked increase in enrollment of "late starters" or those who simply seek a new occupational direction or academic challenge.

Dr. Biesbrock-Didham indicated that at least 15 percent of the total student body is non-traditional this year.

The downtown Center for Continuing Education at 20-south Main Street is the University’s prime agent for reaching the older student, Dr. Biesbrock said.

The center attempts to serve as a "bridge" between the non-academic world and the structured University system.

It is for those people who desire to return to college.

"Coming here to the University is almost like traveling to a foreign country," Dr. Biesbrock-Didham noted. She explained the non-traditional student faces different problems than the recent high school graduate.

To ease initial fears, the University offers a "So You Want to Go Back to School," course, covering use of the library and other practical aspects of a university career.

Also offered are study skill refresher courses, reading classes and some personal interest programs, including those on self-awareness and assertive training.

Also offered to the non-traditional student through the Center for Continued Learning are interest tests, career counseling and job forecasts, which help the older person returning to school obtain a long-range view of what the job picture will be when he finishes school, perhaps in five to 10 years.

A large part of the University’s role in keeping the non-traditional student on campus involves building upon his present skills, Dr. Biesbrock-Didham indicated. Testing is offered to exempt students from college requirements of the basis of job training.

Courses offered through the Continuing Education Division are geared to student interest. Sue Crawford, director of the Center for Continued Learning, noted courses are designed for all non-traditional students about their concerns and goals.

The staff also attempts to keep abreast of general interests when deciding course offerings.

Attracting the non-traditional student to the University campus, however, is not easy. Although students come from all parts of northeast Ohio, Crawford said there are people who do not read a daily newspaper who are not reached by the center.

While the majority of people served through the Center for Continuous Learning and enrolled in the University are between the ages of 55 and 40, an increasingly large number of senior citizens, older than 60, also are taking classes through the University SAGE program.

These students are permitted to take any University course tuition-free, on a space available basis.

Among friends

Bowling Green City patrolman Ted Barber is at home among friends on the University campus, despite an age difference of several years. Barber is one of more than 1,600 non-traditional students enrolled at Bowling Green.

He is a criminal justice major.
A traditional homecoming will launch campus activities this year for the University's retirees.

Just one year ago, the retirees were incorporated into the Alumni Association as associate members. Until that time, they had been independent, complacent, but I guess they settled into their new roles.

Mrs. Harris said the retirees seem to be active individuals.

"Many times when we try to plan activities, we find they are just too busy to participate," she said. But she added the committee will still do their best to plan a full, active program for the group.

**Staff Update**

A backlog of summer appointments at the University has resulted in belated announcements, which were not included in the first edition of Monitor.

Mark Asman, chair of accounting and management information systems.

Cary Brewer, secretary.

John J. Buckenmeyer, director of the University Bookstore.

John DeL, administrative assistant to the dean in the College of Musical Arts during fall and winter quarters, 1976-79.

Richard Eakin, vice provost for intramural planning and student affairs.

Ronald M. Mas, coordinator of 1979 summer sessions.

Charles Means, vice provost for education and academic affairs.

Thomas H. Minutark, adviser of the University Union Program.

Robert Patton, chair of applied statistics and operations research.

Jon Pierls, dean of the College of Musical Arts during fall and winter quarters, 1976-79.

P. Thomas Tallarico, acting director of graduate studies in the College of Musical Arts during fall and winter quarters, 1976-79.

Duane Whitmire, assistant to the registrar.

**More companies in tax shelter**

Following action by the Board of Trustees, the University's optional tax deferred annuity program has been expanded.

The board's action took effect July 1 and permits additional companies the opportunity to enroll employees in the "tax shelter" system.

Since 1970 University employees have been able to participate in one of the four annuity programs which were not included in the first edition of Monitor.

The approved carriers were Annuity Insurance Company, Teachers Insurance and Annuity Association, College Retirement Equities Fund and State Teachers Retirement System.

The new open program, according to Susan Caldwell, University program planning manager, permits additional companies to be approved if they obtain a minimum of five bona fide annuity applications from University employees and meet established criteria which are compatible with the University payroll procedures and requirements of the Federal Internal Revenue Code.

Under the revised open program, University employees may be offered a "shelter" a portion of their salary through payroll deductions for annuity contracts purchased from one of three approved investment carriers.

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Grants awarded during the summer to the Bowling Green faculty were too numerous to include in this article; the following are some of the remaining recipients. Not all acknowledgements have yet been reported. They will appear in the next issue of Monitor.

Kenneth M. Alvarez and Robert M. Guinsh, psychology, $24,306 from the City of Chicago for continued research into the selection of police officer candidates for the Chicago Police Department.

Don Bright, business education, $40,393 from the Ohio Department of Education to renew a grant providing training for teachers in business and office education and $2,500 from the Ohio Department of Education-Vocational Education for a mid-year conference for the 75 vocational and business education supervisors in the state.

Duncan A. Buell, computer science, $6,700 from the National Science Foundation to investigate the connection between two differing algebraic structures.

Dwight Burkman, library, $3,906 from the Office of Education, Department of Health, Education and Welfare, to provide support for the acquisition of library resources including books, periodicals, indexes, tapes and audiovisual materials.

T. Berry Cobb, research services, $7,300 from the National Science Foundation to increase the number of practicing scientists among members of ethnic minority groups.

Bruce H. Wade will hold this award at Bowling Green during 1978-79. His field of study is sociology.

Richard Craig, biology, $12,700 from the Paint Research Institute to continue research in the destructive power of paint films. The results of the study could help inhibit disfiguration of painted surfaces through applied paint chemistry.

Ron L. Falacy, speech, $70,304 from the Office of Education of the Department of Health, Education and Welfare, for a five-year project to expand cooperative education at Bowling Green.

The project will serve as a model for cooperative education in other educational institutions.

Kenneth V. Green, business education, $51,441 from the Ohio Department of Education to renew a grant providing training for vocational education teachers and $3,750 from the Ohio Department of Education for a technical workshop for distributors and education teacher coordinators.

Robert Guinsh, psychology, $7,500 from ARMCO Foundation for a continuing program of research on validity generalizations.

William D. Hahn, biology, $49,772 from the Public Health Service of the Department of Health, Education and Welfare to support Bowling Green's Medical technology program.

Gary Heberlein and William Baxter, biology, $15,400 from the National Science Foundation to purchase submarine equipment to conduct quantitative experimentation in the laboratories of a few select courses required of all biology majors and minors.

Donald P. Himman, speech, $800 from the National Association of Broadcasters to study successful productivity of personnel in small market radio stations. The result will be available to interested radio station managers.

Richard Howard, biology, $29,215 from the National Science Foundation to investigate study variation in lifetime reproductive success between individuals, using bullfrogs. E.S. George Professor of the University of Michigan. The study will test existing theories of sexual selection and is intended in investigating the effects of ecological, morphological and behavioral factors on the amount of variation in lifetime reproduction for this species.

William B. Jackson, Environmental Studies Center, $800,520 from Rowl to supplement a public service grant in which the Environmental Studies Center will evaluate a potential redoxide cladode as a model for the potential landscape of an agricultural system supplied by Rowl, Ltd., Bantry, Ireland.

Dr. Jackson also received $2,250 from Mohoy Chemical Cor., to provide a student's field evaluation of the effectiveness of a chemical repellent applied to grapes during their last week of ripening to reduce bird damage. Field work will be concentrated in the vineyard areas between Port Clinton and Vermilion and on Bain Island.

In addition, he received $2,000 from ICI America, Inc., to support a project of research with experimental radicides.

Daniel J. Kuna, special education, $5,000 from the Office of Human Development of the Department of Health, Education and Welfare for support of graduate assistantships in special education.

The program should serve to bring about greater community awareness of the needs of the handicapped.

Grants, scholarships and awards are made to students who have completed work of an outstanding nature. The Bowling Green student is expected to work hard to maintain academic excellence.

Dr. Robert M. Guinsh, psychology, has been awarded $250,000 from the National Science Foundation for continued research in the area of resistance to disease.

The study will continue the work of Dr. Guinsh and his colleagues, who have been studying the effects of stress on the immune system. They have found that stress can suppress the immune system, leading to increased susceptibility to disease.

The study will focus on the effects of different types of stress on the immune system, and will use a variety of animal models to investigate these effects.

The results of this study will have implications for understanding the role of stress in disease, and may have implications for the development of new treatments for stress-related diseases.

The study is being conducted in collaboration with Dr. John P. D. Hann, biology, who is also a recipient of a grant from the National Science Foundation. Dr. Hann's work focuses on the effects of stress on the immune system in the context of the immune system's response to infection.
Sealing the brick
Kreischer Qua drange is currently undergoing "tuckpointing" and resealing of bricks on the exterior. The project is one of several preventive maintenance plans scheduled this year. The maintenance is necessary, according to Norman H. Bedell, director of technical support services at the University, because moisture between the bricks is constantly forming. The Kreischer project, funded through student fees, is expected to cost $175,000.

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