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Monitor Newsletter May 07, 1979

Bowling Green State University

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The University has been a “home away from home” for 33 years to three employees who have announced plans to retire at the close of this academic year. The three first joined the faculty/staff in 1946. Dr. William Barker, a professor of English and American studies; Don Cunningham, associate director of athletics, and Harold Hamre, an associate professor of biological sciences, are three of 12 University employees who have announced their retirement plans.

Dr. Barker, who has worked closely with the nursery school during her years at the University.

Dr. Hamre has taught in the biological sciences department since coming to the University in 1946.

Dr. Hamre received both his bachelor’s and master’s degree at Bowling Green and was first employed as director of sports information and athletic ticket manager. He was head golf coach from 1949-56. From 1967-84 he also served as director of news and information for the Mid-American Conference.

Dr. Hamre has taught in the biological sciences department since coming to the University in 1946.

Van Wormer, who also received both a bachelor’s and master’s degree at Bowling Green, has held various positions in the administration since 1947. He was assistant registrar, alumni secretary, registrar, Registrar and director of admissions, Assistant Dean of faculties and registrar, dean of admissions and records, assistant vice president of institutional planning, and associate vice president of resource planning.

On April 8 at 8 a.m. to 5 p.m. Friday; 1-5 p.m. Monday through Thursday; 8 a.m. to 5 p.m. Saturday and Sunday. The Science Library will be open 8 a.m. to 8 p.m. Monday through Thursday; 8 a.m. to 5 p.m. Friday; closed Saturday; open 1-5 p.m. Sunday.

Regular summer hours remain in effect through Aug. 24, when summer quarter ends.

On Friday, Aug. 24, the Library will resume reduced summer hours, which will continue until Tuesday, Sept. 4, when reduced hours will be resumed. Reduced hours will be in effect until fall quarter begins on Wednesday, Sept. 26. At that time the regular Library schedule will go into effect.

The Library will be closed all day July 4 and Sept. 3, Labor Day.

The Library schedule for June-September has been announced by Dwight Burlingame, dean of libraries.

During the four-month period, the Library and Science Library will operate on regular summer hours, reduced summer hours and reduced hours.

Beginning Friday, June 8, the Library will begin reduced summer hours:

8 a.m. to 5 p.m. Monday through Thursday; 8 a.m. to 12 noon Friday; closed Saturday and Sunday. The Science Library will adopt the same schedule.

On Monday, June 11, the Library will begin reduced summer hours:

8 a.m. to 5 p.m. Monday through Thursday; 8 a.m. to noon Friday; closed Saturday and Sunday. The Science Library will adopt the same schedule.

On Monday, June 18, the Library will begin regular summer hours:

8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. Friday; 1-5 p.m. Saturday and Sunday. The Science Library will be open 8 a.m. to 8 p.m. Monday through Thursday; 8 a.m. to 5 p.m. Friday; closed Saturday; open 1-5 p.m. Sunday.
University faced with permanent $1 million budget reductions

Although final legislative action on Amended House Bill 233, which would increase state appropriations for higher education is not expected until late June, Provost Ferrari has a fairly good picture of what the University's budget situation will be in the next biennium.

"If we're looking at a $2 million problem for 1979-80," he told Faculty Senate May 1. Dr. Ferrari told the Senate that the Ohio House of Representatives has completed its consideration of the governor's proposed budget for higher education and there have been some important items in the governor's recommendations.

The House has appropriated an additional $32.2 million to instructional subsidy portion of the budget as it relates to undergraduate students. However, Dr. Ferrari noted two major items of concern in the House version of the bill: - A freeze on in-state undergraduate instructional fees.
- Reduction in the subsidy-eligible enrollment estimates.

Both are serious problems for Bowling Green, he said, adding that the University can only hope the Senate will alter the freeze proposal. Total revenue for 1979-80 are $53,100,000, while projected income, without an instructional fee increase, is $51 million. The figures assume no further deterioration in enrollment.

Even if a five percent fee increase becomes permissible, Dr. Ferrari said the University faced with permanently cutting $1 million from its budget. The instructional fee hike would generate only an additional $200,000. The vice presidents and deans already have begun work on a budget reduction process, he said.

A freeze on instructional positions was established this year, and that will be continued, Dr. Ferrari said. He added there will be more opportunities to review vacant positions to determine if they must be filled. Rejuvenation of energy conservation policies also is planned to help combat soaring utility costs.

Dr. Ferrari said substantial budget cuts from the university-wide operating base also are forthcoming. He cited the Library, graduate assistantships, Campus Safety and Security and maintenance and repair as areas which might suffer most from these cuts.

He also cautioned Faculty Senate that it will have to help determine and agree upon a distribution of faculty salaries and further consider what the University's situation will be if the freeze on instructional positions is continued.

In addition, the two million dollars must be slashed from the budget. The Board of Trustees will approve a University budget for 1979-80 at a meeting on May 17.

Faculty quality cited in journalism review

The School of Journalism has received accreditation from the American Council on Education for Journalism. John Boyer, assistant director of the journalism school, has announced. The ACEJ accreditation team visited the campus last November to study the University's journalism offerings in four sequences: news-editorial, public relations, photojournalism and broadcasting.

The team's approval of the four sequences puts Bowling Green in the company of only 10 other journalism schools in the country to have the many programs accredited, Dr. Boyer said. In Ohio only Ohio University, with five accredited programs, has more than Bowling Green.

"The School of Journalism has 550 students majoring in journalism and 12 full time faculty members," Dr. Boyer said. "Boyer said faculty quality was one of the major reasons the school was accredited. Seven faculty members have doctorates and two others are working on doctoral degrees. The ACEJ team also commented on the "high student morale" at Bowling Green as a determining factor in approving accreditation.

Reams Fellows to receive $1,000

Four University juniors have been named Reams Public Affairs Fellows and recipients of $1,000 scholarships each. Phillip O'Connor, Mousing major; Therese M. Potosnak, a journalism major; Thomas M. Sample, an elementary education major, and Margaret Ann Weingartner, an elementary education major, are the winners.

The annual awards were established in 1973 in memory of the late Frazier Reams. Reams was a Toledo attorney, broadcasting executive, civic leader, Congressman and University Trustee from 1950-57. The fellows were selected by a committee of University faculty and administrators and a representative of the Reams family.

O'Connor: Writers must also 'read' their novels

Phillip O'Connor, English and creative writing, has written a novel which has been chosen as a Book-of-the-Month Club alternate. His reaction is common, "I hope it makes the cut!" he said.

Author of three books and numerous short stories, O'Connor's latest venture is "Stealing Home," described by "Publisher's Weekly" as, "A touching and honest a first novel as one in a long time." The novel is by Alfred Knopf and released late in March, the novel will be included in the summer selection of the Book-of-the-Month Club, to highlight the baseball season.

"Stealing Home," set in a small northwest Ohio town called Centerville, is the story of a man who coaches his son's Pee Wee baseball team, and in the process discovers that the problems of coaching a team and the problems of his own personal life, are closely related. O'Connor said that Center- ville, although an invented town, does incorporate real locales, some here in Bowling Green.

"I can invent characters, but I can't invent places," he explained.

Dr. O'Connor will autograph copies of his book at the "Author Autograph Party" from 3:30-5:00 p.m. Thursday, May 10, in the Rare Books Room of the University Library.

Copies of the book will also be sold at the event, which is sponsored by the Friends of the University Libraries.

In developing the characters featured in his stories, O'Connor said that real-life people act simply as suggestions as they lend him a starting point. O'Connor said he must become involved in the characters' lives, just as a reader must develop an interest in the characters in a book to continue reading a novel.

"I enter my stories with curiosity and openness—I'm reading this novel also. And, I have to care about the people in my book, because if I don't care about them, why bother writing the book?"

The relationships between the characters in his book are the most important part of the novel, according to O'Connor.

Monitor

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Update

In 1976, Bowling Green received funding and approval from the state legislature to construct a physical sciences laboratory building during the 1977-78 biennium. The building, which first were conceived in 1966 when University officials recognized the need for improvements in Overman Hall, which was built in 1948 and renovated in 1958. The legislature has provided funding until 1978, however.

Within the next few weeks, University officials will begin basic drawings of the proposed building to the State Board of Regents, according to Robert McGeein, director of academic facilities planning. Actual development and construction could begin before the end of this legislative session, McGeein said. Target date for completion and occupancy is winter quarter, 1981.

The new facility, to be used by the chemistry and physics departments, will be constructed in the southeast corner of Overman Hall. Total cost will be an estimated $4.5 million, all of which will come from the state, McGeein said. McGeein said the facility will permit expansion and enrichment of the programs offered in the departments of chemistry and physics.

The new facility will contain laboratories for organic, inorganic, graduate and faculty research, a planetarium and an observatory with a high quality viewing telescope.

These additions to the science curriculum will not only the physical science program, but the University as a whole.

Following completion of the building, planning for Overman Hall will begin. Both facilities will continue to be used by the physical science departments.
Faculty

Presentations

Thomas D. Anderson, geography, was one of 10 midwestern educators invited to participate in a seminar on Geography in Agricultural Planning sponsored by the Conference of Latin American Geographers and the Selman Conference Center.

The seminar, held in the Kitzelman Conference Center in Muncie, Ind., April 8-7, was sponsored by the Central States Universities, Inc., the Conference of Latin American Geographers and Ball State University.

Dr. Anderson presented a paper on "Geography and Agricultural Development in the Llanos of Venezuela."

Carolyn Bell, Firelands, presented a paper on "Literature as a Language Learning Tool" at the Ohio Modern Language Teachers Association Convention in Columbus.

At the same meeting, Mercedes Junguerra, romance languages, presented a paper on "Techniques for Teaching Literature."

Hunter R. Boylan, student development program, presented two papers at the March 26-29 American College Personnel Association Convention in Los Angeles.

He spoke on "Integrating Learning Assistance Centers into the Academic Mainstream" with Georgia "Blattner and Susan Schuttler, University of Pittsburgh.

Don Bright, business education, chaired the Ohio Business Teacher's Association Convention April 19-21 in Toledo.

Other business education faculty and their assistants who participated in the convention were: Hyllop, Alan Mann, Mary Jo Herwick, Nina Watson, Lee Goddard, Gary Gebhart; D.J. Bauer.


Dr. Browne was also part of the museum-sponsored program on "The New American Scene."

The program is funded by the National Endowment for the Humanities.

Donald Campbell, management, presented a paper on "Assistance and Hired Hands: A Discriminant Analysis Approach" at the Southwestern American Academy of Science Conference in Houston in March.

During April, he presented a paper on "Self and Superior Rating of Students" at the Midwest Academy of Management.

Richard Eakin, vice provost for institutional planning and student affairs, John Konstance, administrator of health services; Dan Nagelberg, psychology, and Gerald Sadtler, college student personnel, spoke on "A Peer Counseling Approach to Reduction of Student Health Risks" at the April 8-11 convention of the National Association of Student Personnel Administrators in Washington, D.C.

Dr. Sadtler also spoke on "Scholarship and Other Forms of Aid" at the 1979 annual meeting of the Midwest Political Science Association April 19-21 in Chicago.

Dr. Sadtler also presented a paper on "John F. Kennedy and His Advisory Staff" at the seminar.

Publications

William C. Spraggs, political science, chairman of the Department of Political Science, received the annual award of the Midwest Political Science Association April 19-21 in Chicago.

Dr. Spraggs has presented his paper on "John F. Kennedy and His Advisory Staff" at the seminar.

William C. Spraggs, political science, "Options and Oversight," a public policy workbook published by TIB., Bloomington, Ind.

Dr. Spraggs also has been notified that his textbook, "The Presidency and the Mass Media in the Age of Television," originally published in 1976, will enter its third printing this month. The book is being published by the Presses of America, Washington, D.C.

Recognitions

Emil Dansker, journalism, was elected secretary of the Ohio Journalism Educators Association and attended the annual meeting at Ohio State University.

OJEA is composed of journalism educators in public and private universities in Ohio and is affiliated with the Ohio College Association.

William Speer receives grant to teach in Nassau

William R. Speer, educational curriculum and instruction, has received a 1978-80 Fulbright grant for teaching abroad.

Dr. Speer will lecture in mathematics education at the College of the Bahamas in Nassau for a 10-month period, beginning in September, 1979.

He will teach a course on the methodology of teaching mathematics in junior and senior high schools. He will also assist with curriculum development in mathematics education.

The Fulbright grant will include a stipend, travel, maintenance and book allowances.

The Council for International Exchange of Scholars has announced more than 550 awards are available for 1980-81 Fulbright programs for University Teaching and Advanced Research Abroad. More than 300 awards are available for 1980-81 Fulbright programs for University Teaching and Advanced Research Abroad.

Approximately 25 percent of the awards are for newly trained research, although teaching awards also allow some time for research.

A number of awards also are available for short-term appointments to those with financial support other than the Fulbright program.

Information on the teaching areas for which fellowships are available can be obtained from the research services office in Muncie.

Applications are due by June 1, 1979, for the American programs and by June 1, 1979, for the Bahamian, New Zealand and by July 1, 1979, for Africa, Asia and Europe.
News Review

Trustees approve auxiliary budgets

Miscellaneous auxiliary budgets in the amount of $7,363,415 were approved by the Board of Trustees at the April 19 meeting. The Board also approved improvement projects totaling $70,575. Auxiliary budget money is allocated for the Amani Room, bake shop, central stores, farm leases, parking services at Firelands and the main campus, golf courses, Lilli Shop, Mid-American Room, office services, stadium operations, Student Services Building operations, student-faculty-staff snack bar, summer sports and telephones services, transportation services, University Bookstore, University Health Center building operations and University Union enterprise operations.

The Board also accepted grants and contracts in the amount of $405,378.38 for March, 1979. The newly-accepted grants bring the total awards for the current fiscal year to $5,990,971.14.

In his report to the trustees, President Moore indicated the University would rejuvenate its Energy Conservation Program to help establish the momentum necessary for an effective energy conservation program. Dr. Moore said all utility costs will increase during the coming year and electrical consumption has increased during the past few months, due primarily to the opening of the Student Recreation Center.

President Moore noted the electrostatic precipitator being installed in the Central Heating Plant is about 50 percent done, with completion scheduled for this summer.

The Trustees tabled a request from representatives of the Ohio Association of Public School Employees and the Ohio Civil Service Employees Association to hold a collective bargaining election among the classified employees.

Admissions to close; residence halls full

With campus residence halls nearing full capacity, the admissions office has announced that students planning to attend the University and live on campus have until May 11 to apply for spaces.

John W. Martin, director of admissions, said that 92 percent of the freshmen were accepted and live in campus residence halls and that room space in the halls is nearly gone for next September.

Martin said the May 11 deadline does not apply to prospectively freshmen who can commute to campus. Those students, because they do not require residence hall space, can apply for next fall's entering class until Sept. 1.

Bowling Green has received more than 6,800 applications since it first began accepting them last October, Martin said. He added there would be 3,800 freshmen entering the University next fall.

Summer work schedule to begin June 11

Beginning June 11, the University will begin to operate on a four-and-a-half-day work week, according to Richard J. Rehmer, director of personnel support services.

The reduced schedule will remain in effect through Aug. 31. In most cases, University offices will be open from 7:30 a.m. to noon and 1-5:30 p.m., Monday through Thursday, and from 7:30-11:30 a.m. on Friday, according to Rehmer, offices and departments will be open to the public during those hours.

Certain operational areas may be required to adjust work schedules. This special University demands and to maintain work group efficiency. When football games are played, the bulk of classified staff will continue to work 40 hours each week during the summer.

When and Where

Exhibits

Student Art Exhibition, May 13-30, Fine Arts Gallery, School of Art, a.m. to 5 p.m. weekdays and 2-5 p.m. Saturdays and Sundays.

Liturgical Arts Exhibit, a display of creative religious art, 10-30 a.m. to 5 p.m. daily, May 13-30, St. Thomas Aquinas Chapel, 11th and Thurston Ave. The show will be judged and many works will be sold.

Admissions to the Lighting Art Painting of six graduate students, 2-5 p.m. daily, May 12 through June 17, McFall Center Gallery.

Theater

Name, 8 p.m. May 16-19, Main Auditorium, University Hall.

Music

Euclid Hall, 7 p.m. Monday, May 7, Recital Hall, College of Musical Arts.

Symphonic Band, 8 p.m. Friday, May 11, Central Hall, University of Ohio.

New Music Ensemble, 8 p.m.

Tuesday, May 15, Recital Hall, College of Musical Arts.

Tuba Ensemble, 7 p.m. Thursday, May 17, Recital Hall, College of Musical Arts.

Concert Band II & III, 8 p.m., Friday, May 18, Grand Ballroom.

Competition Winners with Orchestra, 3 p.m. Sunday, May 20, Grand Ballroom.

Lectures

Curt Sandman, Ohio State University, "Influence of Neuropeptides on Attention in Human Subjects," 7:30 p.m., Thursday, May 10, room 108, Psychology Building.

Richard Growald, national editor of Undergraduate Press, "Influences of Neuropeptides on Attention in Human Subjects," 7:30 p.m., Thursday, May 10, room 108, Psychology Building.

Snap, 7 p.m. lecture by Jim Siegertman and Jim Smorynski based on their research into cults, 8 p.m. Tuesday, May 8, Grand Ballroom.

Special events

The Charlie Daniels Band and special guest Wet Willie, 8 p.m. Sunday, May 13, Anderson Arena. Tickets are $7 reserved and $6 general admission, available at the Union ticket office.

SCHOOL SPIRIT FANS—One of 10 distinct groups of football "consumers" identified in a marketing study of University athletics was the "rah-rah school spirits fan," who is closely associated with Bowling Green and attends football games for that reason. The study, undertaken by Michael Pearson and Gilbert Frisbie, marketing, was designed to help the athletic department find ways to promote athletic competition at the University and increase game attendance.

Study finds sports fans are typical consumers

Sports fans traditionally consume hot dogs, popcorn and hot chocolate, but they also are consumers in a much broader sense.

According to Michael Pearson and Gilbert Frisbie, marketing, sports fans are consumers of athletic competition and as such are valid subjects for market research.

Dr. Pearson and Dr. Frisbie recently completed a study, commissioned by James E. Hof, vice president for development and alumni affairs, which was designed to help the University athletic department "market" Bowling Green sports events.

"We treated football games like any other product," Dr. Frisbie said. "In marketing, a basic premise is that you must segment your consumers in order to get the maximum return from your advertising dollar.

The main thrust of our study was to delineate some kind of breakdown of the 'football consumer.'"

After preliminary interviews with personnel from the athletic department, some students and faculty, Dr. Frisbie and Dr. Pearson formulated a survey geared toward determining people's overall interest in and responsiveness to athletics in general and football in particular at Bowling Green.

The survey was sent to students, faculty and staff, alumni and townspeople. As an incentive to respond, free tickets to Bowling Green's first home football game were offered.

The results of the survey revealed several distinct groups of "consumers" among the student population and similar groups within the non-student population, Dr. Frisbie said.

Ohio State students there were "football enthusiasts," who especially liked big-time football; "rah-rah school spirit fans;" "socialities," who looked at football games primarily as social events; Bowling Green loyalists and "excuse-makers," who would not attend a football game for any or a multitude of reasons.

Among the non-students there were anti-sports consumers; big-time football fans, who only followed the major games; non-spectator fans, who would not sit and watch any competition; locally-oriented fans and "football fanatics."

Dr. Pearson said the study showed which groups would be attracted by certain promotions, such as offering reduced ticket prices to groups of students. Similarly, it showed which groups would not respond to any promotion.

"We attempted to provide input for a marketing strategy for the athletic department," Dr. Pearson said.

"In many instances we confirmed that the approach the athletic department is already taking is very sound. We also gave them some new ideas," Dr. Frisbie said.

Although their study is geared to the Bowling Green situation, Dr. Frisbie and Dr. Pearson said the design and approach could be implemented anywhere. They would like to publish their work in a marketing journal.

Spengler named to Board of Trustees

William F. Spengler Jr., president and chief operating officer for international operations of Owens-Illinois Inc., has been appointed to a nine-year term as University trustee.

Spengler will succeed Robert C. Savage, Toledo, whose term ends May 15.

Spengler received both his bachelor's and master's degrees in business administration from Ohio State University.

He has served on the Executive Council of the Economic Policy Committee and the Executive Committee of the International Chamber of Commerce.