Personal approach attracts best students

A personal approach to student recruitment and a conscious effort to bring prospective students to the campus are what college recruiting personnel are depending upon to maintain a "full house" and boost the overall academic tone of the University.

While the methods of contact and invitation vary, representatives from each of the University's six undergraduate colleges acknowledge that personal communication is a good way to attract applications and personal visits are the best way to bolster enrollments. Even in the College of Business Administration, which has had a full enrollment in recent years, the concept of marketing Bowling Green is considered important.

"We have not gone out of our way to recruit at this time," Marie Hodge, assistant dean in the College, said. "But we cannot be sure that our popularity is going to continue and we do have a high rate of attrition. We are looking for quality students who can stick with our programs."

Hodge added that the College, the largest on campus, has an obligation to reflect the overall high quality of the University.

Recruitment is not new to faculty in the College of Musical Arts, according to Jon Pierson, associate dean. "Recruiting in music, as in athletics, has been a fact of life for many years," Dr. Pierson said. "Music is in a very competitive field. We are out to get the very best musicians just as the athletic department is out to get the very best athletes." James Hindson, who is the College's recruiter, sends personal letters to numerous competition award winners inviting them to the University, and he visits approximately 100 high schools each year in search of talented musicians.

Dr. Pierson said the College has an advantage in bringing students to the campus because every prospective student must audition at Bowling Green. In addition, the College sponsors numerous high school student programs on campus including a band day, music reading clinic and orchestra and string clinics. The College of Arts and Sciences, which began a pilot recruiting effort last year, is concerned with disseminating information about the varied programs within the College. Lee Miesle, speech communication, coordinates arts and sciences recruiting. "The diversity of programs in the College is a definite selling point," he said. "But we have to do a better job of letting prospective students know what is available to them."

Because the college is so diverse, Dr. Miesle said individual programs and departments also conduct their own recruiting, including a number of off-campus programs for outstanding high school students.

The College of Health and Community Services also has recognized the benefits of bringing outstanding high school students to the campus through programs which give them experience in a particular field. The medical technology program has conducted one laboratory session for students, and another similar session is planned.

Judy Price, director of program advisement in the College, noted a special effort also is being made to draw parents to the campus, because "many of them influence where their children will attend college."

In the College of Education, which is writing personal letters to select students along with all the other colleges, an attempt is being made to inform those students that the teaching field no longer is overcrowded. "We also want to emphasize our redesigned curriculum and excellent clinical facilities," said Sally Craycraft, who coordinates the College's recruiting efforts.

At the Firelands College, efforts at recruiting are not only being directed toward quality high school students, but also to their parents. Dennis Babcock, director of admissions at the College, said representatives from Firelands make two or three trips a year to 49 high schools in a five-county area surrounding the campus, but specific programs also have been designed to reach non-traditional students through business, industry, service clubs and organizations.

In addition, the College sponsors a summer scholars program which brings high school students to the campus between their junior and senior years.

No one is certain yet how the University will benefit from its recruiting efforts.

John Martin, director of admissions, reported that the first 1,000 students admitted to the freshman class a year ago, but said those figures can be misleading because better students have a higher ACT average than the final freshman class a year ago, but said those figures can be misleading because better students have a higher ACT average than the final freshman class.

Martin said, "We should be proud of the contributions of our efforts, but at this time we cannot tell to what degree.

Recruitment efforts intensify as student visit increase

Winter and spring quarters will be crucial times for University recruiting.

According to John Martin, director of admissions, prospective students who are looking for specific programs will visit Bowling Green during the next few months.

Michael Marsden, coordinator of undergraduate recruiting, said the University is ready for the influx of students. "We are making significant inroads at raising the recruitment consciousness of the entire campus," he said. "Faculty and staff are realizing that we must move out of the decade of complacency."

Approximately 300 faculty and staff have volunteered to serve on welcoming committees which will host visiting prospective students.

Alumni also are involved in recruitment, Dr. Marsden said. Both Ohio and out-of-state alumni chapters, with the aid of Larry Weiss, director of alumni affairs, and Tom Glick, associate director of admissions, will assist the University's recruiting efforts.

Five out-of-state alumni groups are working with the admissions office to locate promising out-of-state students, and seven area groups will host receptions for high school students who have applied to Bowling Green. The University Relations Committee of the Alumni Association also has launched a pilot program to make telephone contact with prospective students.

An understanding of the reasons behind recruiting and the University's ability to coordinate all endeavors are critical to the success of the total effort, Dr. Marsden said. Comparing recruitment of students to recruitment of athletes, Dr. Marsden said, "If you are able to attract a few outstanding athletes to the team, you increase the overall tone and performance of every member on that team."

"The addition of more bright students to the classroom will be a challenge for the faculty. "Faculty need that kind of challenge, and they welcome it," he said.

Although recruitment of outstanding students was actually begun several years ago in many areas of the University, Dr. Marsden said the current thrust is to recruit University-wide without wasting dollars and human resources through duplication of efforts.
A campus-wide task force has been convened at Bowling Green to deal with the problems of energy conservation and stewardship.

Academic Council

In action which crosses colleges, schools and departments, Academic Council has approved a graduate degree program and undergraduate curriculum modifications.

The graduate program, which must be approved by the Board of Trustees and Ohio Board of Regents, would allow the University to award a master's degree in early childhood education.

Deanna Kadolph, home economics, told the Council that the program, which presently includes colleges and seven departments, would grant the only interdisciplinary early childhood education graduate degree in the state.

Ronald Russell, chair of the home economics department, noted the program is "a real step forward for the entire state, not just for Bowling Green."

Although new courses are entailed in the proposal, no new faculty would be needed to teach those courses, Dr. Russell said.

It is anticipated that the program would attract preschool, kindergarten and primary teachers as well as persons in allied fields such as pathology, psychology, sociology, nursing and the social sciences.

Council also approved extensive curriculum revision in the design specialization areas within the School of Art, School of Technology and home economics department.

According to Carl Hall, who heads the division of design studies in the School of Art, the revisions were designed to create a series of degree programs which will meet the needs of students.

With the revisions, students will be able to earn a bachelor of fine arts, bachelor of arts or bachelor of science in each specialization under one unified design program.

The modified design program will include opportunities for specialization in graphic design, product design, environmental design, interior design, computer technology, industrial design technology and interior design.

All specialization will have unique disciplines.

In an address to the University, Academic Council has begun a study of program review and evaluation, based on work requested by a Council task force on that issue, and has begun discussion of academic priorities for the 1980-81 year.

Provost Ferrari, who recently attended a conference on program review and evaluation, told Council that the chief objectives of other institutions which have practiced program review appear to be unit self-improvement and determination of a systematic system for resource reallocation.

Charles Motl, applied statistics and operations research, who chaired a Council Task Force on Academic Priorities and Objectives, submitted to Council a report which listed the Library, high quality students, faculty salaries and other benefits, operating budgets, communication skills, faculty development, and increasing faculty's expectations of students as chief concerns for the coming year.

Noting an increase in the University's utility costs from $2.5 million in fiscal year 1978 to a projected $3.7 million in fiscal year 1980, Dr. Cobbsaid cost alone should be sufficient motivation to conserve.

"The money for skyrocketing utility bills is coming from other budgets, he said, and everyone is suffering because of it."

Dr. Cobbsaid that while numerous objections have been voiced to President Ferrari's mandated building temperature restrictions, "there is a law on the books that we must adhere to."

"There is no way we can accommodate those energy regulations without total University cooperation," he said, adding that there are more than 3,000 thermostats on the campus, two people working full-time to monitor them and more than 15,000 people who can change them once they have been set.

"We are asking people to think twice before they knowingly waste energy," Dr. Cobbsaid. "Energy is a valuable commodity."

He also stressed that the University would be acting irresponsibly if it did not assume a conservation and stewardship policy.

"We are supposed to be the leaders of society," he said. "If we do not act responsibly on the energy issue, then we cannot expect others to do so."

He added that the University has an obligation to teach its students energy awareness.

The task force, which meets the first and third Thursdays of each month, welcomes positive ideas for energy conservation on campus.

Other members of the group are Charles CODDING, director of the physical plant; Robert J. McGee, director of academic facilities planning; Gary Creever, registrar; James Leigh, coordinator of conferences and arrangements; Fayette Paulson, assistant vice provost for research life; William B. Jackson, director of environmental studies; Anthony J. Paulino, School of Technology; John Church, Dennis Brown, Carl Unterwieser and Ron Whittchek, students.

Ex-officio members of the group are George Postich, vice president for operations; Norman Bedell, director of Technical Support; William Sharp, director of the energy management supervisor.

Development Grant deadline is Feb. 4.

The deadline for submission of applications for Faculty Development Grants in excess of $250 is Monday, Feb. 4.

Further information about the program is available from the provost's office.

"Helping network" aids counseling center

Professional counselors and graduate assistants work together to assist students with a variety of concerns in Bowling Green's Counseling and Career Development Center.

"Faculty, staff and students play a major role in the Center's helping network," and according to Roman Carek, director, there is a great need for involvement by interested people in the University community.

Although a number of faculty already refer students to the Center for help, Dr. Carek said his staff plans to sponsor several joint meetings at University presses this quarter to gain input from a broad base of individuals on how to best serve the University.

The professional counselors at the Center deal with issues as varied as individual counseling on homesickness, general academic advising and career planning and decision-making.

The Center houses the Career Education Library, administers college admission and language placement tests, conducts workshops on topics ranging from successful learning and stress management to careers of the 80s, and offers a credit course through the University Division to help students sort out their career-related concerns.

According to Dr. Carek, the purpose of the Center is to help students identify, assess, act on and/or ameliorate concerns which may interfere with healthy, career, and emotional growth and development.

"Every year we see 1,200-1,500 students in individual counseling," Dr. Careksaid. "A counseling center cannot win a national game. But if you are dealing with one person with a problem, what you do with him also affects a lot of other people with whom he interacts, as well as a spirit of cooperation with any policies which the task force might desire.

Dr. Careksaid the thrust of the task force's concern is "use what you need, but don't waste it."

"We no longer can take energy-related issues for granted," Dr. Cobbsaid, indicating that new federally-mandated building temperature restrictions, new energy audit requirements and continually increasing utility costs have brought a new awareness of energy problems and the need for renewed efforts at conservation.

FINGER TIP FACTS—A Coordinated Occupational Information Network (COIN) system housed in the Career Education Library at the Counseling and Career Development Center is one of the many resources available for career counseling at the Center. The system, which brings approximately 50 sources of career-related information into one terminal, allows students to sort their job interests with actual occupations. Susan Brush-Harr counsels students about their career concerns.
Grants
Willidm B. Jackson, environmental studies, $1,000 from the Bell Laboratories to conduct rodenticide studies.

Reginald Noble, biological sciences, $2,700 from the United States Dept. of Agriculture to fund the development of new strains of soybeans which can ultimately be used to measure the effect of sulfur dioxide on plant photosynthesis. The project is related to an NSF-funded research program. Mr. Noble has been pursuing the Northeastern Forest Experiment Station.

William Scowrell, chemistry, $1,500 from the Kline and Fitch Laboratories to continue his research on the interactions of metal complexes and biomolecules.

Kirk Smith, psychology, $21,802 from the National Institute of Mental Health, Dept. of Health, Education and Welfare, to continue research designed to develop a better understanding of the process by which human beings build up and modify moral intuitions.

The focus of the study is on the kinds of moral structures that underlie the process of building the body of knowledge such as the history of a nation, which serves as a foundation for the operation of a legal system, an irrigation network or a watch.

Karl M. Schurr, biological sciences, is on a crusade. His goal is to eliminate water pollution and the diseases which such pollution breeds.

After four years of research, Dr. Schurr has educated a small student, Gary L. Martin, now assistant chief, division of surveillance, in the art of sampling which is a milestone in their research against pollution and disease.

The publication, titled "Effect of a Properly Loaded Sewage Lagoon on the Flora and Fauna of lake Erie," was published and funded by the United States Environmental Protection Agency. It documents the effectiveness of sewage lagoons as waste treatment facilities and answers commonly-held arguments against their construction.

As director of Dr. Schurr, the research will enable thousands of small towns and villages not effectively treating sewage at the present time to construct adequate treatment facilities.

The implementation of a lagoon system, will be achieved at about one-tenth the construction costs of alternative sewage treatment methods, Dr. Schurr said. Funding is not the only cost; the energy costs of a lagoon system are about one-fourth that of alternative systems while the energy costs of operating a lagoon are about one-tenth that of other systems.

Of course, there are three major methods of sewage treatment: the activated sludge method now used for Bowling Green; the trickling filter system which Bowling Green currently utilizes; and lagoons.

Although limited to use by small towns, mobile home parks and agricultural latrines, Suburban and the lagoons could be used to meet approximately one-third of the total sewage treatment needs in the United States.

Research publication paves way for effective sewage treatment

Dr. Schurr explained that the monograph refutes the common arguments given by engineers that sewage lagoons will not work or pollute the streams which carry away their run-off. The publication is the first documentation of that fact.

Because the lagoon system has now proven effective, an appropriate, affordable system for sewage treatment is available to everyone, Dr. Schurr said. He added that although the dollar savings of a lagoon system are substantial, the biggest savings will be in the area of public health through the reduction of waterborne pathogens.

The "Lysander Mixtures," which is a government document published by Bowling Green's Popular Library, has been sold to everyone in the waste-water treatment field, engineers and will also be available free, upon request, to anyone interested in the data.

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There are many small villages right in this area without a proper sewage treatment system," Dr. Schurr said. The lagoon system will allow them to have effective treatment within their affordable tax bases.

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Exhibits
The works of Kathryn Jenkins, James Myford and Gary Schumner, paintings, drawings, prints and sculpture, through Feb. 3, Fine Arts Gallery, School of Art. Gallery hours are 8 a.m. to 4:30 p.m. Monday through Friday and 8:30 a.m. to 1:30 p.m. Saturday and Sunday.

The Gifts of Adrian and Valerie Tio, sculptor and painter, through Feb. 1, Alumni Hall, Ohio University. Gallery hours are 8 a.m. to 5 p.m. weekdays.

University Prints, never before displayed as a collection, 2-5 p.m. daily, through Feb. 22, McFall Center Gallery.

Music
University Symphony Orchestra with soloist Gary Raar, bass, 3 p.m., Sunday, Feb. 10, Kobacker Hall, Musical Arts Center. Tickets $2 for adults, $1 for students.

Faculty Composers Concert 8 p.m., Monday, Feb. 11, Bryan Recital Hall, University Center. Free.

Artist Series: The Leider Quartet, 8 p.m., Wednesday, Feb. 6, Bryan Recital Hall, Musical Arts Center.

University Chamber Orchestra, 8 p.m., Tuesday, Jan. 30, Bryan Recital Hall, Musical Arts Center.

Bryan Recital Hall Dedication, 8 p.m., Sunday, Jan. 28, Alumni Center.

Creative Arts Recital, 11 a.m. and 2 p.m., Saturday, Feb. 2, Choral Rehearsal Room, Musical Arts Center.

Broadway Revue, 3 p.m., Sunday, Feb. 3, Kobacker Hall, Musical Arts Center. Tickets $2 for adults, $1 for students.

Bowling Green Woodwind Quintet, t.p.m., Monday, Feb. 4, Bryan Recital Hall, Musical Arts Center.

Fred Hamilton, guitarist, 8 p.m., Tuesday, Feb. 5, Bryan Recital Hall, Musical Arts Center.

Virginia Watkins, soprano, 8 p.m. Sunday, Feb. 3, Bryan Recital Hall, Musical Arts Center.

Films

"Citizen Kane," 9 p.m., Wednesday, Jan. 24, McFall Film Theater, Hanna Hall. Free.

"Casablanca," 8 p.m., Wednesday, Feb. 6, Gian Film Theater Hanna Hall. Free.

Theater
"The Skin of Our Teeth," University theater production, 8 p.m., Wednesdays, Thursdays, Fridays, Saturdays, through Saturday. Feb. 25, Main Auditorium, University Hall. Tickets $3 for adults, $2 for senior citizens and high school students and $1 for University students with identification.

Lectures
Dr. George Z. Berekov, lawyer and sociologist of education, will speak on "The Ins and Outs of Juvenile Law" at the College of Liberal Arts Scholar Lecture, 9:45 a.m., Saturday, Feb. 9, 115 Education Building.

Grad student wins script-writing contest
Timothy D. Race, a master's degree candidate in the popular cultural studies program, is reported the winning entry in a University-wide script-writing contest. He received a $100 prize for his efforts.

The contest, announced to the University in November, was designed to produce a script which can be used in the production of short slide, film or video-tape presentations about Bowling Green.

John Ketzler, health service administrator, said this fall marked the first year for the medical information gathering system, known as DASH, which was installed last year.

The program is offered through the health center and a computerized medical information center established in conjunction with the computer science program at Harvard University Medical School.

The Health Risk Index is an assessment tool to determine if patients have healthy habits and other factors that influence life expectancy.

Ketzler said that following his doctoral studies in preventive medicine at Ohio State University, since he feels a lack of exercise is the number one problem for more than half of Bowling Green's student body.

Questionnaires are sent to prospective freshmen during the summer and the confidential results are discussed with students individually or sent to their parents. Upperclass students may also participate in the program for a $4 charge.

Ketzler said that of the more than 6,000 students who have participated in the medical information center, about 88 percent of those who responded said they considered the program to be worthwhile.

"We feel confident the program has something to offer each one of our students," Ketzler said. "We want to make students aware that there are things they can be responsible for their own health to ensure long and full lives."

Ketzler said that follow-up questionnaire results may show that a student is adding considerable risks to their chances for a long life, this same student may actually add years to his normal life expectancy by changing his habits, getting back into physical shape and taking proper health precautions.

Included in the Health Risk Index program are various activities such as smoking and weight loss clinics and exercise workshops. Ketzler and his colleagues have designed to help the student take better control of his or her life.

Ketzler said worrying about the effects of alcohol, cigarettes and lack of exercise now have an amputee, The risk program available to them through the health center.

Campus credit union offers personal financial service
Bowling Green faculty, staff and students credit union are now able to take advantage of on-campus financial services at the University's newly-reopened credit union.

The University credit union has moved from 231 A Shatzell Hall to larger quarters in the Administration Building.

Ruth Troxel, treasurer, said the credit union has been growing steadily the past five years, bringing this year's total membership to 2,852.

She said the credit union was consistently the best financial group because a group of University people could not get money or loans elsewhere.

Troxel said the credit union is similar to a bank because it offers savings accounts and loan programs, but she added, "We try to work with our members to arrange programs that won't hurt their pocketbooks too much."

Troxel explained that members deposit money in savings accounts in two ways: by cash deposits or through regular payroll deductions. Later, members borrow money against these accounts.

"We believe we are offering financial services on a more personal and conducive basis," Troxel said. "One of our biggest advantages over an ordinary bank is our payroll deduction in option for depositing money in a savings account."

Troxel said the credit union is operating with about $150,000 in outstanding loans this year, which represents a 20 percent increase from last year. She added, unlike a bank, the credit union is not limited to a 10 percent loan more than money is available from savings funds.

She said a signature is required on loans up to $500 and members requesting loans of more than $500 must present proof of collateral.

Annual interest rates on loans are currently 12 percent compared to rates of at least 15 percent at most area banks, Troxel said.

Savings accounts earn about five percent annual interest.

The credit union is open 1-3 p.m. Monday through Friday.

Management Center sets workshop schedule
The Bowling Green Management Center will offer 14 professional development seminars and workshops for managers between now and June, Gary Roser, director of the Center, has announced.

Topics range from time management to effective performance review techniques.

The seminars include:
- Making the Transition to Management: a workshop for new managers designed to help them understand what it takes to be part of a leadership team, offered Feb. 13-14; March 27-28; April 24-25; May 15-16; and June 20-21.
- Supervisory Techniques for Improving Employee Performance, a one-day workshop to help managers solve frequently encountered problems such as poor work performance and work habits, to be offered Feb. 13-14; March 12-13; April 21-22; May 19-21; and June 18-20.
- Managing Your Time, a one-day seminar to help participants learn to identify time wasters and eliminate them through scheduling, prioritizing and effective use of "idle hours," to be offered March 3, April 22 and June 9.
- Understanding and Using Computers for the Non-Computer Manager, to be offered March 4-5 and again on May 12-13.

From the Non-Financial Manager: to be offered March 10-11; April 29-30 and June 5-6.

- Management Skills for the Executive Secretary-Administrative Assistant, to provide tips on improving management skills, organizing work, solving human relations problems, improving communication skills, motivating employees and evaluating job performance, to be offered March 25-26 and June 2-3.

Fundamentals of Sales Forecasting, designed for corporate sales managers, plant managers and sales analysts and sales managers to help them improve the performance of their operations with better forecasting techniques, to be offered Feb. 21-22 and May 29-30.

- How to Interview and Select the Right Person for the Job, to be offered Feb. 14-15 and May 6-8.

- How To Improve Your Communication Skills, a one-day seminar which will review techniques for handling difficult interpersonal problems, reducing chances of being misunderstood, to be offered March 24 and June 5.

- Managing Your Personal Financial, a seminar designed to help people improve their money management, reduce stress, improve human relations at work, help people understand the importance of exercise now, have an amputee. The risk program available to them through the health center.

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