March 10, 1980

Monitor Newsletter March 10, 1980

Bowling Green State University

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Dr. Sternsher labels '50s years of 'rest, recovery''

The presidency of Dwight D. Eisenhower is enjoying a resurgence in esteem among historians, while Harry S. Truman is getting a second look and not faring too well, according to Bernard Sternsher, history (left center), and Janis Hall (right center), Janis Hall, popular culture.

The president of the University of Washington, who is on leave to Stanford University, received the University Professor award at a convocation Feb. 26 in the Bryan Recital Hall of the new Musical Arts Center. At the same time, University Professor Frank Goldstein, English (left), Italian/Dead Center, and Ray Browne, popular culture.

Noting that Eisenhower has never before been highly rated as a president because "nothing happened" during his eight years in office, Dr. Sternsher observed that many scholars have now begun to view him as a "necessity." His role was restoring stability to a country that was agitated and divided by the effects of Roosevelt's "New Deal" and World War II, as well as the impact of the Korean War and McCarthyism.

In 1950-52, the nation's first order of business was its opposition to communism, setting the stage for Sen. Joseph McCarthy's movement, but the effect of Eisenhower's election in 1952 was to cool the domestic anti-communist fervor, Dr. Sternsher noted, adding that he has labeled Eisenhower "The Prestone President" because of his role as a cooling agent. Within 15 months of Eisenhower's election, McCarthy was nearly finished.

Dr. Sternsher characterized the 1950s as a period of dead-center politics between Roosevelt's "New Deal" and Johnson's "Great Society.

It also was a period of "voter inertia," he said. Except in the case of Eisenhower's triumphs, older citizens continued to vote on the basis of party attachments formed in the thirties in response to "New Deal" issues, and new voters followed their parents' lead, Dr. Sternsher noted. It wasn't until the emergence of new issues, particularly race relations and Vietnam, in the 1960s that the "voter inertia" situation changed.

Ironically, the seeds for those new issues were planted in the late 1940s and early 1950s when Washington embraced a policy of open-ended containment. The United States committed itself to defend any country anywhere in the world, according by communism, and this included Vietnam, Dr. Sternsher said.

He also noted that the fifties were a time of conservative social and intellectual consensus. Everyone considered communism the main threat to America's free enterprise system, he said.

America's conservative period of "rest and relaxation" did not end with the 1960 presidential election, Dr. Sternsher added.

"In 1960, both parties chose candidates who identified with the cautious politics of the 1950s," he said. "Kennedy's narrow victory, accompanied by Republican gains in Congress, did not indicate a mandate to get America moving again.

It was Barry Goldwater's candidacy in 1964 which gave Americans a clear cut choice in the selection of a president. That campaign ended the period of voter inertia and initiated a realignment of the electorate, Dr. Sternsher said. He added that many Americans regretted that the calm of the fifties did not last beyond 1965.

Dr. Neckers affirms report

Federal aid needed to reverse science slump

Declining college enrollments threaten America's number one position in the world of science, according to the recent report issued by the Carnegie Council on Policy Studies in Higher Education.

The council recommends that a government fund be established for the encouragement of young scientists, with appropriations increasing from $2 million for the 1961-62 academic year to $100 million for the 1991-92 year. Dr. Necker, chairman, chemistry, has applauded the Carnegie Council's recommendation to increase government support of the sciences. It is something, he said, which is long overdue.

Dr. Neckers recently reviewed a report, "On Chemistry Majors—1961-1979," which summarizes his two-year nationwide study of undergraduate chemistry students who chose one of two careers—paths—medicine or medicine.

"I am concerned about enrollments, but I am more concerned about motivating high ability students to choose scientific professions," he said.

What Dr. Neckers concluded through his study was that a high percentage of today's most capable science students are choosing, during careers in medicine, while fewer of those outstanding students are opting for graduate programs in chemistry and careers in research. This situation is a direct contrast to that which existed in the 1960s, he said.

Although greater economic rewards and the high prestige status of medicine have contributed to this trend, Dr. Neckers said there are a number of other possible reasons why the nation's top chemistry students are forsaking careers in chemistry for medicine.

Those reasons include a decrease in federal support of the physical sciences and adverse public opinion toward science and technology.

"We have not nurtured our scientific community in the United States, and as a result, in my judgment, we are nationally unprepared to face future problems which require scientific research," Dr. Neckers said.

He added that in the last 10 years federal funding has been substantially diverted from programs which encourage select, high ability students to enter scientific professions. The movies are, instead, being used to foster a great deal of applied research and to support select graduate and undergraduate students in popular and faculty-dominated fields.

For his study, funded by the Alfred P. Sloan Foundation in New York, Dr. Neckers gathered quality indicator data from chemistry departments at more than 400 colleges and universities nationwide.

The statistics showed that grade point averages, class rank and SAT scores increased dramatically for chemistry majors who chose medicine as a career between 1961 and 1979, while there was very little change in grade point and a decrease in the other indicators for chemistry majors choosing graduate study in chemistry.

"The decline in our country's industry, set to foster the sciences has had implications which flow throughout our society," Dr. Neckers said.

He noted that surveys conducted by such organizations as the Educational Testing Service have shown that most elementary school teachers do not feel comfortable teaching children scientific things, and universities have not done their part working with high school, junior high and elementary science teachers to endear such material to children.

"It is my opinion that we need to make a concerted effort in the next 10 years to rekindle our scientific skills nationwide if we are to regain our Sputnik-era status," Dr. Neckers said.

He noted that Bowling Green, which was not included in his study of chemistry students, has managed to avoid declines in both student performance and quality.

The University has been able to uphold the excellence of its students, and they are distributing well after graduation," he said, explaining that there is a good balance among those entering medical schools, graduate schools and the work force.

He added that the University is taking significant strides toward identifying outstanding students at the high school level and planning programs for both those students and their teachers.

Commencement scheduled March 22

An estimated 456 students will receive diplomas at winter quarter commencement scheduled at 10 a.m. March 22 in Memorial Hall.

The candidates for graduation include 80 from the Graduate College and 376 from the six undergraduate colleges. The candidates from the College of Business Administration; 87 from Arts and Sciences; 17 from Education; 35 from Health and Community Services; 14 from Musical Arts and 19 from Fine Arts.

The candidates for graduate degrees include 10 doctoral students.

President's Office

Monitor

Bowling Green State University

Volume 3 Number 11 March 10, 1980

UNIVERSITY PROFESSORS—Bernard Sternsher, history (left center), received the University Professor award at a convocation Feb. 26 in the Bryan Recital Hall of the new Musical Arts Center. At the same time, University Professor Frank Goldstein, English (left), and Ray Browne, popular culture (right), received plaques commemorating their previous receipt of the honor. Regents Professor John Paul Scott, psychology, was unable to attend the convocation because he is on leave to Stanford University.
Weather in his veins

Lyle Fletcher found he couldn’t ‘retire’

For 25 years, Lyle Fletcher, professor emeritus of Geography, has kept daily records of area weather conditions. His labors have earned him the title "Bowling Green weatherman."

That designation has been widely welcomed both on and off campus. In the late 1960s during a period of nationwide student turbulence, Fletcher was reappointed in radical undergraduate student groups asked one undergraduate if he knew of any "weathermen" at the University. Misunderstanding the reporter, the student replied the only undergraduate student he knew of was Lyle Fletcher.

At age 79, Dr. Fletcher has no plans to abandon his weather-watching activities or his involvement with the University and various community organizations. He "retired," however, in 1970.

Since 1955, nine years after his arrival in Bowling Green, Dr. Fletcher has written a daily column and monthly review of the area's weather for the Sentinel-Tribune. But his interest in climatology and meteorology developed long before that while he studied physical geography in Ohio State and Ohio universities.

Dr. Fletcher noted that while still a student he became fascinated with the relationship of the atmosphere to the earth and the oceans.

"I've always had a special interest in the weather," he said. "It's been a part of my life for just about as long as I can remember. People always seem to think of me when they think about the weather."

Although his equipment is basic, consisting primarily of a rain gauge and thermometers installed at his home, he receives many calls from friends and neighbors asking for his expert forecast.

"Just a few weeks ago, someone commented on the nice weather we've been having this winter, so I got up and took a bow," Dr. Fletcher said. "It seems I always get blamed for snow and rain, so this time I decided to take the credit for a fine sunshine."

Dr. Fletcher added that many people actually believe meteorologists are responsible for unpleasant weather conditions. He recalled one instance when his duties as chief of the Des Moines Weather Service "almost got him into hot water."

"The winter of 1945 had been a terrible one and everybody was pretty fed up with the backweather," Dr. Fletcher explained. "One day while waiting for the trolley, a man half-thrashed to work me over in a nearby alley when he discovered I was a weatherman."

In reviewing Bowling Green's weather, Dr. Fletcher said he believes the tornado in 1978 which killed 11 persons just a few miles south of the city, was the most devastating natural climatic disaster he has ever observed. He added that the Blizzard of '78 actually set no snowfall or low temperature records.

Although keeping abreast of the weather is now his hobby, Dr. Fletcher used his skills professionally while teaching at Bowling Green, Iowa State and American universities. He also worked for the Bureau of Census, the U.S. Weather Service and the Dept. of Agriculture.

Since his retirement, Dr. Fletcher said he has used his "freedom time" to broaden his cultural horizons and to become involved in community affairs.

Dr. Fletcher is now the archivist for the Wood County Historical Society, which he founded in 1955 in an attempt to "preserve the history of the area for future generations."

Dr. Fletcher also is involved with the Bowling Green Senior Citizens and served as their first president in 1970. In addition, he is director of the Wood County Parks and the Mahoning Valley Historical Society.

"It's very important for me to remain productive in the community," he said. "I'm the perfect example of a retired person who is not bored with life because I'm involved in various endeavors—regardless of how insignificant they may appear to others."

LYLE FLETCHER

Rec Center program stresses ‘wellness’ concept

You are responsible for your own health.

With that theme in mind, the Student Recreation Center will offer a "Lifestyle Improvement Program" to students, staff and faculty on four consecutive Saturday, beginning April 12.

According to Dennis Miske, a graduate assistant in the Recreation Center, the program will provide an opportunity to take charge of their lives and discover that being well is more than just not being sick.

Mike Arloski, a University alumnus who is a counseling psychologist at Miami University, will launch the program with a seminar on "The Wellness Concept." April 12. He will discuss the aspects of self-responsibility, stress control, physical fitness, nutritional awareness and environmental sensitivity as the key dimensions of being not ill.

"On April 19, Steven Dunn, a health, physical education and recreation, will lead a session on nutrition, which will conclude a demonstration in the University's Fitness and Sports Physiology Laboratories.

Renate Groat, director of the Counseling and Career Development Center, and Dr. Arloski will lead the April 26 session on stress management. The final session on nutritional awareness will be conducted May 3 by Janet Lewis, home economics, and Dorothy Joyce, owner of a local health food center.

A fee of $2 for Rec Center members and $2.50 for non-members covers all four seminars. Morning refreshments, afternoon access to Rec Center facilities and a computerized evaluation of each participant's present lifestyle.

For further information, contact the Student Recreation Center. Deadline for enrollment is March 19.

Panel censure dollar-oriented education

Precipitation with generating student credit hours and full-time equivalent student enrollees at the University from offering its students the best education possible, according to a number of Bowling Green faculty who participated in a panel discussion Feb. 12 at the Student Senate, was moderated by Ramona Cormier, associate provost, and included presentational by six faculty.

The presenters included Susan Arpald, student government; Janet Greenberg, speech communication; Cynthia Groet, biology; Paul Haas, economics; Ronald Jones, education administration and supervision, and Trevor Phillips, education foundations and inquiry. Drs. Arpald; Haas and Jones concurred that current funding models which reward colleges and departments on the basis of graduate students and SCHS center faculty from teaching in the ways which would best benefit students and fulfill the mission of the University. They suggested that faculty be involved in deciding which curriculum best benefit students in their departments to keep them in departments and retain valuable dollars faculty are.

"We do not respect each other's disciplines as we should," Dr. Jones said. "Our curriculum is designed and maintained by faculty who look out for their own interests first."

Members of the panel delineated several other problems they perceived in the university curriculum. Some lamented that students have too much freedom in their course selection; others complained that requirements are too rigorous.

"If the curriculum is "as good as it should or can be" and compares favorably with offerings at other institutions and SCHS center laboratories, the University use. A fee of $2 for Rec Center members and $2.50 for non-members covers all four seminars. Morning refreshments, afternoon access to Rec Center facilities and a computerized evaluation of each participant's present lifestyle.

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Encyclopedia is fruit
of 12 years’ labor

Thirteen years ago, Robert W. Twyman and David C. Roller, history, conceived an idea for a publication which would bring together in one volume all contemporary research into the history of the South.

At the time, they realized the task was monumental, but motivated by what they felt was a tremendous need for such a publication, Drs. Roller and Twyman undertook the project of compiling the first complete encyclopedia of Southern history. That project has finally reached fruition. Last November, the Louisiana State University Press published "The Encyclopedia of Southern History," edited by Drs. Roller and Twyman. The encyclopedia includes some 2,900 signed and cross-referenced articles by more than 1,100 scholarly contributors.

The articles range from discussions of Southern historical events and political issues to commentary on such topics as the South’s geography, art, music, crime and sports. They analyze the people, ideas and movements which have shaped that region of the country from the discovery of the Spanish in the 15th century to the 1976 presidential election.

The encyclopedia opened for business with a special book that was written primarily with Southern history specialists in mind. "We included a lot of things only specialists would find interesting," he said. "The articles do not just relate events that happened; they interpret those events as well."

Copies of the encyclopedia have been placed in the Library’s rare books room and in the reference collection.

The encyclopedia, which has been called a "landmark in the field," "an invaluable resource" and "a monumental compilation" by other experts on the history of the South, includes some 400 articles written by Drs. Roller and Twyman to fill gaps they discovered in existing research.

"One of the reasons we worked so well together is because our areas of specialization complemented each other," Dr. Roller said.

Dr. Roller’s area of expertise is the South from the Reconstruction period to the present. Dr. Twyman specializes in the pre-Civil War South.

Much of the time which Drs. Roller and Twyman devoted to the project involved conceptualizing and organizing materials.

"Behind the 2,900 articles are tens of thousands of decisions," Dr. Roller said, explaining that in dealing with the more than 1,000 contributors there was a constant need to accommodate varying materials.

"The encyclopedia put us in touch with virtually every scholar who has an interest in the South," Dr. Twyman said. "We learned a lot of history ourselves. Much of the material forced us into areas we had never before explored."

Bonita Greenberg, speech communication, spoke on "Foundations of Language and Language Interaction Techniques for Special Education Teachers at the Findlay City Schools' professional inservice day Feb. 18.

At the same meeting, Marcella Wentland, speech communication, spoke on "Materials and Their Use in Teaching Language to the Child in Special Education."
America is troubled by a number of domestic economic ills: unemployment, recession, inflation, the inability to compete in world markets and a declining level of living. Timothy Ross, accounting and management information systems, believes that a cure for much of those ills, declining productivity, will come many of America's ailments.

On leave of absence from the University this year, Dr. Ross is researching the factors that have caused the productivity slump, and with a plan from the 1930s, he believes he has found a partial answer.

Dr. Ross defines productivity as the relationship of input to output, whether measured in physical or financial terms. And he noted that the United States, with a productivity growth rate of only one percent annually in recent years, has fallen behind other industrialized nations in the world. In 1979, productivity dropped for the first time in 36 years. Dr. Ross blames the declining growth rate on a number of factors, including a decrease in capital expenditures, which he said is partially the result of Americans' inability or unwillingness to save.

Other reasons for the decreasing rate of productivity are government regulations, lack of commitment to research and development and a shrinking work force, he said. Addressing the problem that work force is what Dr. Ross recognizes to get production on the rise again.

"A basic cause of our productivity deficit is that in recent years the workforce has changed, but management often has not," Dr. Ross explained. "Many employees are better educated and demand more input in the decisions that affect them." He added that employees need to identify with the problems of their employers and need to share equitably in the employer's performance.

If companies are not involved, he said, they become apathetic, leave the workforce, or worse, become non-productive. A philosophy of management which Dr. Ross advocates to combat apathy and antagonism on the job is started with the Scanlon Plan, a productivity gaining program devised in the 1930s by businessman Joseph Scanlon to win back his own firm's productivity. Dr. Ross said Scanlon, who actually was "ahead of time," recognized the possibilities of everyone gaining through better cooperation and communication and increased competition within an organization.

Scanlon also emphasized the importance of mass that in recent years the workforce has changed, but that all employees contribute to the success of the firm and that they will contribute given the right conditions.

The Scanlon Plan is perhaps the ultimate form of organizational development," Dr. Ross said. "It is a merit incentive plan. It is a group incentive plan which involves everyone working toward a common goal.

The three principles of the plan are identity with the organization's problems and opportunities, a philosophy of management in the organization's decision-making and structure, and equitable sharing of benefits, Dr. Ross said. He explained that the goal of the Scanlon Plan is to make employees of a business, involve them in decision-making and productivity improvement and share the benefits of any increased productivity on an equitable basis.

"In the Scanlon Plan, everyone contributes what he can," Dr. Ross said. "You are replacing antagonism and competition with cooperation and teamwork. In a way, it is very idealistic in an individualistic society."

Dr. Ross believes that such a plan to be put to work on a widespread basis, he believes that employees would benefit financially, the business and productivity would become more competitive in recession and the United States would regain some of its world standing as a leading country in productivity improvement. In fact, he said, the Japanese are expert at utilizing the plan in 1979.

Noted that increased productivity is essential to holding down inflation, Dr. Ross pointed out that if wages increase by 10 percent but labor productivity does not increase, unit labor costs will also rise 10 percent.

Dr. Ross said a number of businesses already have instituted Scanlon Plans and have found them successful. Among area firms, he said, are the Dana Corporation, Midland-Ross and Prestoite. But applications of the plan are in no way limited to manufacturing firms, he said. Gainsharing plans are now in use in service organizations, including banks, hospitals and universities.

Dr. Ross said the Scanlon Plan and other gainsharing and productivity measurement systems are not new, but, only in recent years has much been done to make them available and understandable to business managers.

When and Where
Board of Trustees
The Board of Trustees will meet at 10 a.m. Thursday, March 13, in the McFall Center Assembly Room.

Theater
"Los Morosinos," a drama by doctoral student Mario Garcia about the treatment of Mexicans in Texas during the early '30s, 8 p.m. March 10, 12 and 14. Joe E. Brown Theater, University Hall. Admission to this Third World Theater production is $5.

"The Playground," a comedy by doctoral student Harmon Watson, 8 p.m. March 11, 13, written in English and co-directed by Brown Theater, University Hall. Admission to this Third World Theater production is 50 cents.

Exhibits
Sculpture by Richard Wheeler, 2-5 p.m. daily through April 4, McFall Center Gallery.

"The Surface Works: Experiments in Line, Color and Collage," deals with line and surface manipulation to obtain quiet but agitated textures and includes drawings and collages.

Music
Cappella Choir, 8 p.m. Monday, March 10, Kocabaker Hall, Musical Arts Center.

"The Collegiates," 7 a.m. Tuesday, March 11, Kocabaker Hall, Musical Arts Center.

Herbert Scanlon, horn recital, 8 p.m. Tuesday, March 11, Recital Hall, Musical Arts Center.

Brass Choir, 8 p.m. Wednesday, March 12, Recital Hall, Musical Arts Center.

"Sunset Ensemble," 8 p.m. Friday, March 14, Bryan Recital Hall, Musical Arts Center.

Women's Chorus, 8 p.m. Saturday, March 15, Kocabaker Hall, Musical Arts Center.

Young Nam Kim, violin, 3 p.m. Sunday, March 16, Bryan Recital Hall, Musical Arts Center.

Creative Arts Recital, 5 p.m. Sunday, March 16, Bryan Recital Hall, Musical Arts Center.

Films
"From Here to Eternity," 8 p.m. Wednesday, March 12, Ohio Film Theater.