Graduate students have found a home in newly renovated Founders

With the opening of Founders' newly renovated doors this fall, graduate students are getting something they have been asking for a long time: on campus housing.

The topic of designated on campus housing for graduate students has been discussed almost annually in Graduate Student Senate, but no feasible solutions have been found until now. According to Jill Carr, director of housing, the renovation of Founders finally offered the opportunity.

"One of our main goals in this project was to keep more upperclass students living on campus. It seemed like the perfect time to be able to offer space to graduate students, too," she said.

Thirty-eight beds were set aside on the ground floor of Treadway for graduate students. As of last week, not all of the beds had been filled but Carr said requests were still coming in to her office.

This is not the first time a section of a residence hall was designated for graduate students. Carr said about 20 years ago a section of Prout Hall was provided to them for living quarters but it only lasted about a year. "It just wasn't what they wanted," she said.

"Graduate students are looking for economy, single rooms and the fewer people sharing the bathroom, the better. We also tried to isolate them from undergraduate students the best we could."

The graduate residents living in Founders will be permitted to stay in the building during the holidays and breaks, except from Dec. 24 through Jan. 1. Carr explained that many of them come from a long distance and are unable to travel home during breaks in the school year.

"We are hoping this will provide graduate students with the alternative they have been looking for," Carr said.

Grad students won't be the only ones impressed with living in Founders Quadangle. During the process of its renovation it has changed so much that anyone who has ever lived there before or simply walked through it won't recognize it now. By gutting and rebuilding the 36-year-old residence hall, the University has created housing so appealing that accommodations for 672 residents were sold out in less than one hour.

Originally opened in 1957 for 840 women students, Founders was designed to accommodate ever-rising numbers of people attending American universities in the late 1950s. World War II and the Korean War were history and many veterans now were able to attend school due to the G.I. Bill.

To house these students, Founders offered single rooms for six or four persons respectively. The result: little privacy. In its early years, the arrangement worked. As time went by however, these living conditions began to be considered less favorable. By the 1970s and '80s, Founders became downright unpopular.

To address the changing needs of students, a University building committee began meeting in the fall of 1990 to explore housing possibilities.

"Our goal was to keep more juniors and seniors on campus," Carr said. "Students were telling us that they wanted more privacy and smaller, self-contained units that were similar to apartment living. They also wanted more single rooms on campus."

Workers were applying the finishing touches to Founders Quandrangle last week following a year-long, $15 million renovation. The residence hall opens this week to 672 students who will live in suites which will have their own common living area and a bath. Above is a lounge that overlooks the food court.

University requests $27.3 million for capital funding projects for 1995-96

The University has submitted its renovation and construction needs to the Ohio Board of Regents, asking for $27.3 million in capital improvement funds for the second biennium of a six-year plan.

Capital funding is appropriated by the state for campus construction and renovation projects.

The regents will review the requests made by the state's universities and colleges and submit its recommendations to the legislature by December. Final funding for all state institutions and agencies will be appropriated in July 1994. The second biennium runs from 1995-96.

The legislature spread $512 million in capital funding throughout the state during the first biennium. Bowling Green had requested $32 million and received $18. This time around, OBOR is asking that requests be extremely reasonable and strictly prioritized in light of the state budget crunch. The regents have said their recommendation will not exceed the total funding allotted in the first biennium.

"Based upon the condition of our facilities, I feel comfortable that we've met the regents' criteria and our request is reasonable," said Robert Waddle, director of capital planning. "We never lack projects to do around here but we didn't want to overextend our request."

He said the legislature usually follows OBOR's recommendations for capital planning fairly closely. "So we should have a pretty good idea of what we are going to get when we see the report in December," Waddle said.

If the University receives the amount it requested, several large projects have been planned, including the demolition of South Hall, replacement of the central heating plant and renovation to University, Hanna and Moseley Halls.

Waddle said South Hall has deteriorated to the point where it is too costly to continue to maintain it as a campus building. The University received $840,000 in the first
COMMENTARY

The Monitor accepts letters to the editor for publication in its "Commentary" section. All letters must be signed. Anonymous letters will not be published. Commentaries should not exceed 800 words. All letters which exceed the allowable length will be returned to the author to condense.

If a commentary is submitted for publication in the Monitor, the author must affirm that it will not be published in any other campus publication until it has appeared in the Monitor. Letters which are submitted simultaneously or have been previously published in the BS News will be refused because both publications reach the same faculty/staff audience.

An editorial advisory board which includes representatives from Faculty Senate, Administrative Staff Council, Classified Staff Council and the affirmative action office reviews all letters submitted for publication.

The deadline to submit letters is 5 p.m. Tuesday for publication in the following Monday's Monitor.

CSC discusses process for the elimination of steps and longevity

When classified staff voted two years ago to eliminate steps and longevity, the plan was that the pay system would completely disappear as of July 1994. However, Staff Council has set a goal for the upcoming academic year to make a smooth transition to the new system whereby for faculty and administrative staff, the current pay increases are those awarded by the Board of Trustees and are across-the-board. But as the council is finding out, it may be more difficult to get rid of the old system than was expected.

At the council's Aug. 17 meeting, Judy Hagemann, chair of the Salary Compensation Committee, reported that by July 1994 11 classified staff will still have one step remaining, five employees will have two steps remaining and two staff members will have three steps remaining.

In 1991 when classified staff voted to change the current pay system the purpose was to eliminate the longevity process and allow all classified employees to receive the full across-the-board percentage increase available in the salary pool. Under the present system, a portion of any classified pay increase must first be divided among steps and longevity with the remainder going to those employees who have reached their top step.

Bob Kreikenbaum, chair of CSC, said the council proposed getting rid of steps and longevity in order to address problems of gender and race inequalities in the marketplace and to better reward longterm employees. "The purpose of the plan is to reward the longterm staff by not deducting part of their annual pay increases to fund steps and longevity once they reach the top step in their classifications," he said. "It just didn't seem fair that the newer employees were receiving the money while the people who had been here a while weren't being rewarded for their time."

Once the new system was approved, the plan was that the current step process would be completely grandfathered out with those staff still in steps at the time of the vote able to progress in their steps as long as they reached their top steps. Any classified staff hired after July 1994 would not enter a step system and those persons hired between June 24, 1991 and the implementation date were to be informed that their steps would be cut off in July 1994.

However, some employees got caught in the middle. Hagemann said 18 classified staff were either reclassified or hired into new positions in June 1991. These positions hold too many steps to allow them to get to their top steps by July 1994 but they were never told they wouldn't be able to finish them.

"The Salary Compensation Committee's feeling is that the administration should let these employees grandfather out the rest of their steps even though it isn't according to the original plan," she said. "When we took the vote two years ago, CSC said no one would lose the steps they had coming to them."

Hagemann said her committee will draft a recommendation for CSC to present to personnel services on the matter.

In other business, Pat Patton, the new assistant director of employment and planning in personnel services, reported on an employee assistance program she is organizing. The program is a counseling service that will be available to all employees suffering from a wide range of problems including financial or family difficulties, stress or alcohol or drug abuse.

Patton said she had implemented such a program at her previous place of employment and it had met with much success. "Sometimes we get to a point where we can't solve our problems on our own. This service is there to provide support and possible solutions," she said.

The University has hired Employee Alternatives to provide referrals to counseling services outside the campus. Faculty and staff can seek the service on their own or if their problems have severely affected their work, supervisors can refer them to the program. All participation in the program is strictly confidential, Patton said.

The University will cover the fees for up to five visits after which if more counseling is necessary it will be handled by the employee's medical insurance.

Patton said a brochure on the program will be sent to all employees. She hopes the program will be implemented some time next semester.

New chair named to applied human ecology

Dr. Thomas R. Chibucos, former professor of family and child studies at Northern Illinois University, has been named chair of the Department of Applied Human Ecology. His appointment, which became effective July 1, was announced by Dr. Ronald L. Russell, dean of the College of Education and Allied Professions.

"Dr. Chibucos has an outstanding record as an educational administrator and innovative teacher," Russell said.

The Department of Applied Human Ecology offers programs in apparel design and history, child and family development, consumer and family resource management, dietetics, fashion merchandising, foods and nutrition, early childhood education, home economics education, institutional food service management and interior design.

Chibucos earned his bachelor's and master's degrees in psychology at Northern Illinois and his doctorate in developmental psychology at Michigan State University. He began his career as a research associate at the National Institute of Education in Washington, D.C. and later went to Northern Illinois. In 1983, Chibucos was named to the American Council on Education fellowship in academic administration. As an ACE fellow, he was assigned to The American University in Washington, D.C.

He was later asked to serve as a consultant to the American Council on Education and has produced numerous presentations and publications on various issues related to child and family policy. He also has developed a course on social policy, children and policies. He is currently working on a textbook on graduate research methods.

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Physical plant employees attended a safety demonstration on electricity last week. The seminar, conducted by Hancock Wood Electrical Coop out of North Baltimore, was to help update the department on new OSHA standards that are being implemented nationally. The physical plant's health and safety committee will be planning a variety of similar monthly seminars for the staff.

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High-tech communications will change way businesses deal with customers

A communications' revolution of epic proportions is reshaping the very foundations of society, according to a new book, just released by Currency/Doubleday.

The information revolution will transform an economy built on mass production, distribution and advertising of standardized products into an economy based on an increasingly individualized one-to-one (1:1) system, contends the book's authors, independent marketing consultant Don Peppers and former advertising executive Dr. Martha Rogers, marketing.

It's a revolution as monumental as the paradigm shift to an industrialized society experienced by our great-great-grandparents, the pair say.

Peppers, a graduate of the U.S. Air Force Academy and Princeton's Woodrow Wilson School, is president of marketing 1:1, a consulting firm in Weston, Conn. His clients in business development and marketing technology include MCI, Harley-Davidson, Chase Manhattan Bank and Bell Atlantic.

Rogers, who has served on the National Advertising Review Board in New York, joined the marketing faculty at Bowling Green in 1981 and won the University's Master Teacher Award in 1987. This fall she will begin teaching in the telecommunications department.

Their book addresses major issues facing society and the media as high technology invades every aspect of daily living: how we earn a living; how we interact with neighbors; how we obtain information; how we buy goods and services.

They write about how electronic communications will enable anyone anywhere to access computing and communications power and how, in some cases, the future of which they write has already begun.

"Society, they say, is returning to a "regime of hunting and gathering." Individuals will use all aspects of technology to locate and obtain information with the result "likely to be a tremendously competitive and diverse— even chaotic—economic system."

For instance, Peppers and Rogers predict that by the turn of the century, fax machines will be found in more than 50 percent of U.S. households and millions of households will have "equipment on their home televisions that allows for a certain amount of interactivity, communicating back to the program provider either directly through the cable operator or by using the cellular phone network and satellite connections."

The individual customer will be able to sit and sort among an increasing variety of options, forcing business to rethink the way it relates to consumers. The authors contend that successful business will be characterized by "customized production, individually addressable media, and 1:1 marketing, totally changing the lines of business competition and growth."

There will be a shift from thinking about market share to share of customer, explains Rogers. "Instead of measuring success by the market share you win, we will use the computational power we have to measure success by the share of each customer's business we get."

Businesses will develop products to meet specific customers' needs, not general needs of masses of customers.

In a way, this "customization" is a throwback to the neighborhood general store where the owners knew their customers' names as well as their likes and dislikes. The twist to this two-way communication is technology that eliminates physical boundaries. Customers in this "neighborhood" can be anyone in the world.

Peppers cites a simple example: A florist uses a computer to track customer orders. Those who buy flowers for Mom's birthday are given cards reminding them when Mom's birthday is coming up, told what flowers were sent the prior year and asked whether a similar or larger bouquet should be sent to Mom this year.

"Information and media technology make it increasingly possible for market- ers to customize their communications among consumers by bringing out an increasing number of products, services and media designed for individual consumers," the authors write in their book. "Clearly, the more specifically you can serve the interests of each of a small group of customers, the more advantage you'll have when defending your turf against competitors."

"If anyone doubts the potential of this technology, Rogers quickly reminds that some once called the telephone "unnecessary."

She and her coauthor write that "the economic logic behind the customization of products is, today, as inevitable and irresistible as the logic of the assembly line was at the beginning of the century. If they are right, the clear advantage will go to entrepreneurs who identify their most valuable customers' individual needs and build an ongoing relationship by meeting those needs."

The authors acknowledge the potentially adverse impact of all this technology on individual privacy but they counter that some businesses will make money by using high technology to protect individuals' privacy.

Peppers and Rogers have fewer answers when it comes to the plight of the functionally illiterate who will be shut out of the information economy. They speculate that illiterate workers will be retrained in face-to-face jobs and other forms of physical labor but warn that there may never again be enough of these jobs to support the total population of available workers.

The authors are marketers after all. Much of their book offers specific suggestions for using new technology to communicate with consumers one-to-one and to customize products and services.

Want to sell furniture? Show customers how the sofa in the showroom will look in their living room through the magic of high tech photomaging. How about selling bathing suits or cars or groceries? First, buy their book, advise the authors.

CAPITAL FUNDING

From the front

billion to plan and begin the demolition process. It has requested another $4.5 million to complete the project.

"South Hall originally was designed as a television facility and now it doesn't lend itself for any good use of space for our current needs," Waddle said. A portion of the capital funding will go toward examining and implementing alternative uses for the location once the building has been torn down.

Monies requested for the central heating plant would be part of a two-phase project that would convert the facility from coal fire energy to natural gas. Estimated cost of phase one is $5 million and phase two is $4.9 million.

Waddle said the replacement would eventually allow the University to generate some of its own electricity which would save money in the long run.

Hanna and Moseley Halls are next in line for renovations, similar to the make-overs that Shatell and Williams Halls have received. Rehabilitation of Hanna and Moseley Halls are next in line for renovations, similar to the make-overs that Shatell and Williams Halls have received. Rehabilitation
Planning to travel abroad? Call health service first

Taking a class to Tanzania? Will they need a yellow fever vaccine? Or what about a Japanese encephalitis vaccine for Indonesia? Or malaria prophylaxis for Belize? And what about typhoid, meningitis, cholera, hepatitis or even plain old traveler's diarrhea? Should you just stay home instead? The Student Health Service has up to date answers to your questions about foreign travel. It receives weekly reports from the Centers for Disease Control on where the diseases are, what vaccines and medicines travelers will need and where to get them. In fact, almost anything a traveler might need is available at the service's pharmacy.

If you are planning programs outside the United States, consult Student Health Service for free advice. But don't delay - it may take as long as two months to complete all the necessary vaccinations.

Note post office hours

The post office, located in 112 University Hall, has revised its window hours. Services will be available from 10 a.m. to 4:45 p.m., Monday through Friday and will remain open through the lunch hour. The last mail pickup for the day still remains at 3:30 p.m., Monday through Friday.

FOR SALE

Intramural/sport clubs has for sale to other departments a Xerox 1040 copier for $500. For more information, contact Janet Rowe at 372-2426.

FACULTY/STAFF POSITIONS

The following faculty positions are available:


The following administrative staff positions are available: