

# FOCUS EMU

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Produced by Office of Information Services for faculty and staff at Eastern Michigan University

September 11, 1984

## Collins stresses research in annual address

Provost and Vice President for Academic Affairs Ronald W. Collins discussed the importance of research to quality instruction in his annual message to the faculty Tuesday, Sept. 4.

Collins emphasized that the areas of research and teaching are closer than they have ever been. "I would like to convince the faculty that there is an outlet for their energies and talents in the area of research," he said.

"I believe the corners of the triangle represented by teaching, research and public service are coming together and there is a blending, the emergence of a

continuum," Collins added.

While Collins stressed that graduate programs will continue to be the cornerstone of research as we know it, he emphasized that "...research alliances with industry will become more important and more respectable as we look ahead."

Collins said the primary role of the faculty is to motivate students so "they learn how to learn" for themselves. "I have seen no better way to motivate students than to get them involved in the business of creating new knowledge—and new learning—get them involved

in research, undergraduate as well as graduate," he said.

Collins continued his address with several major points about research and its importance to the faculty. He stressed that research is a fundamental part of each faculty member's role and a practical way to combat "burnout."

Some of the reasons to pursue research, as outlined by Collins, were: to "contribute to the knowledge base of individual disciplines; to attract grant money; to publish; and to promote student learning and involvement. Collins added that the primary goal of research was the improvement of teaching skills.

Answering the question of how much research is enough, Collins said "enough to stay current in your field. . . enough to keep your intellect stimulated." In addition, he cited the "Collins" guideline, which is to strive for 10 to 20 percent of one's professional time spent on

research.

Also, Collins outlined some of the institutional responsibilities in promoting research. He stated the University must provide funding, equipment and good support services. In addition, the University must provide proposal and grant support and provide more support for undergraduate and graduate student research.

A key factor in research is providing the necessary time, and Collins said he believed the University must "take a new look at scheduling patterns for faculty to provide more time for research."

Collins concluded his remarks with a brief review of the 1984-85 academic budget, mentioning increases in equipment funding and an increase in stipends for graduate assistants. He also mentioned new planning grants in the Center for Educational Resources and the Continuing Education department.



Ronald W. Collins

## Sands accepts Wisconsin position

Dr. Billie Lou Sands, head of the Department of Home Economics at EMU, has accepted a position as associate dean of professional studies and head of the School of Home Economics at the University of Wisconsin—Stevens Point.

Sands has been head of the Home Economics Department at Eastern since 1974. While under her direction, the Home

Economics Curriculum was awarded a full 10-year accreditation status from the American Home Economics Association. Recently, the Dietetics Curriculum received a full six-year accreditation status, which is the highest available.

During 1983-84, Sands served as coordinator of the Michigan Administrators of Home Economics/Human Ecology Units in Higher Education. She has been appointed secretary for the North Central Administrators in Home Economics and is a member of the Omicron Nu honor society's editorial board.

Sands has been involved in many local organizations including the Ypsilanti Girl's Club, where she served as a member of the Board of Directors since 1978.

Sands was the first woman president of the Boy's Club of Ypsilanti and in 1982, became the first president of the Board of Directors of the merged Boys' and Girls' Club. Sands has also been an office holder in the local Zonta Club comprised of professional women.

Sands resignation from EMU is effective Oct. 24, 1984.



Billie Lou Sands

## Football ticket campaign surpasses 8,000 sold

President John W. Porter announced Friday, Sept. 7 that 8,232 season tickets have been sold for the upcoming football season.

As of 10 a.m. Friday, 8,232 season ticket equivalents had been sold. Of that total 2,386 season ticket equivalents were sold in the past week.

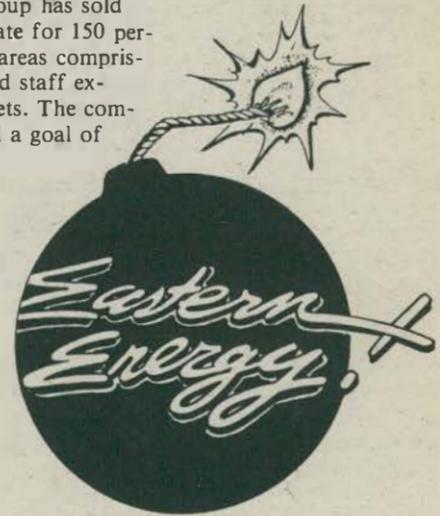
In addition to the 8,232 season ticket equivalents sold, there are another 454 season ticket pledges outstanding which brings the combined total of season tickets to 8,686.

The goal of the season ticket campaign is to sell 17,000 tickets, 1,000 to faculty and staff, 5,000 to students, 2,000 to alumni, 1,000 to parents and 1,000 to community residents, 1,000 to small businesses and

6,000 to corporations.

A total of seven of the target categories have reached or exceeded their goals. The EMU faculty and staff had a goal of 1,000 and that group has sold 1,495 tickets to date for 150 percent with all five areas comprising the faculty and staff exceeding their targets. The community group had a goal of

1,000 and with 1,199 tickets sold have reached 120 percent and small businesses have accounted for 1,180 from a goal of 1,000 for 118 percent of that goal.



## Campus Capsules

### University to Offer New Employee Orientation

The University will offer a "New Employee Orientation" program beginning in September. All recent new hires will be invited to attend a half-day session scheduled for Wednesday, Sept. 12 from 8 a.m. to noon in the main lounge of McKenny Union.

The program will feature slide presentations and speakers from various divisions of the University.

A separate orientation for new supervisors is planned for Wednesday, Sept. 19 from 8 a.m. to noon in the main lounge of McKenny Union. This session will focus on specific policies and procedures necessary to manage offices and departments.

### Weight Management Program offered

Snow Health Center offers weight management for faculty, staff and spouses. Professional guidance with a team approach includes nurse, counselor, dietician and those who choose to lose. Sessions focus on thought management, physical activity, behavior skills and nutrition.

The next group session meets Tuesday, Sept. 18 through Tuesday, Nov. 20 from noon to 1 p.m. Bag lunch encouraged. Call Snow Health Center, 7-1122 for more information or to register.

### Film on Deaf Awareness to be Shown

Friends of the Fred C. Fisher Library in Belleville will present SODA, Signers and Others for Deaf Awareness, with the film "See What I Say," Saturday, Sept. 15 at 7 p.m. in the Van Buren Township Hall, 46425 Tyler Rd. Admission is free and open to the public. For more information call 699-3291 after 1 p.m.

### 1984-85 Student Directory Exclusions

Any student who wishes to have his or her address and/or telephone number excluded from the 1984-85 EMU Directory must fill out a Student Directory Exclusion Card at Briggs Hall. This must be done no later than **FRIDAY, SEPT. 14**, if the exclusions are to be processed for this year's directory.

### Women's Association to Host Reception

The EMU Women's Association will host its fall reception and membership tea Friday, Sept. 14 from 3 to 5 p.m. in King Hall Lounge. At the gathering, the association will honor its 1984-85 scholarship winners, as well as welcome new faculty and staff women. All campus persons interested in the Women's Association goals, in the role of women at the University, and in the support of women students at EMU are welcome to attend.

### Human Resource Offers Retirement Seminar

The Office of Human Resources will again offer pre-retirement seminars for University employees and their spouses.

The 12-session seminar will begin Monday, Sept. 17 and run through Dec. 3. Sessions are scheduled for 6 to 8:30 p.m. at the main lounge at McKenny Union.

For more information, contact John Waidley at 7-3270 or Jim Laatsch at 7-3195.

# Focus on Faculty

## Westrum talks of organizations, anomalies

Listening to Dr. Ronald Westrum talk with boyish enthusiasm about his research into such anomalous events as sightings of UFO's, the Loch Ness Monster and the Yehti —

more popularly known as the Abominable Snowman — it's easy to forget that he also is an authority in sociology and on organizational structure and dynamics.

In fact, Westrum recently completed a sociological text, titled "Complex Organizations: Growth, Struggle and Change," (Prentice Hall Inc.) with co-author Khalil Samaha. Accord-

ing to Westrum, the book represents the "distilled wisdom of 10 to 12 years of teaching the subject. He said he wrote the book "because I've used all the other texts and after listening to moans and groans from students, semester after semester, I thought, there's got to be a better way."

Much of the book is devoted to case studies because "learning about organizations without case studies is like trying to learn chemistry without a laboratory." Westrum said. It is also designed to provide students with what Westrum calls "a general's eye view" of organization, tied together with concrete examples which should interest a variety of students. "The book takes a biological or zoological approach in that it looks upon organizations as these sciences look upon animals, and asks where do they come from?, how do they grow? or what affects them? and how do they interact with one another?"

When he contracted with Prentice-Hall to write the book, Westrum said he was asked to convey a sense of what went on in his classroom teaching with regard to organizations. "That meant, I would do things that, ordinarily, someone writing a textbook like this would never do. I digressed. I used historical examples — some of which would never end up in scholarly

journals," he said.

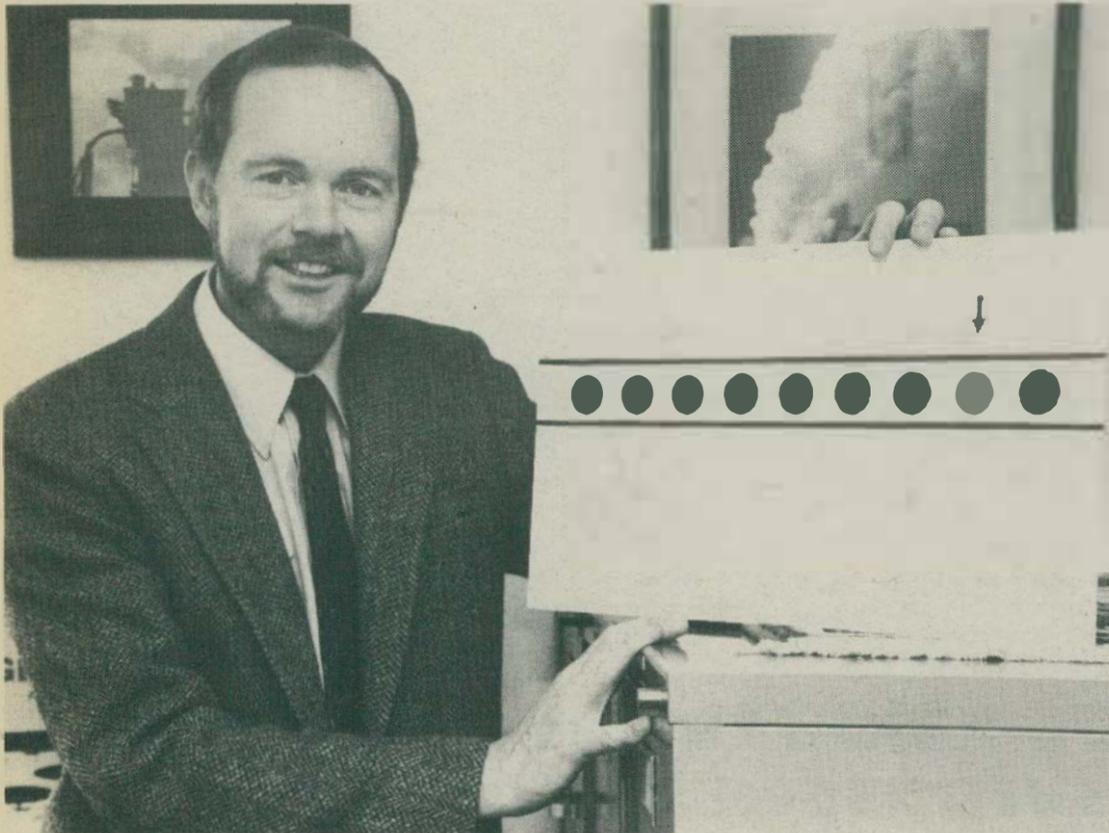
So far, student feedback from using the book has been extremely positive, but then, that was exactly what Westrum was interested in. "If the student doesn't have a better understanding of the subject by the time you're done, you're not doing your job as a teacher," he said.

When he's not teaching organizational dynamics, Westrum is studying the latest information on UFO sightings and other anomalous events. Although he has never had a "close encounter" with beings from another planet, his interest in UFO's began when he debated their existence in class. He alternately believed, then disbelieved, he said, depending on the latest information.

Having graduated with honors from Harvard in 1966, Westrum completed both master's and doctoral degrees at the University of Chicago. He also taught at Purdue University and served as a consultant to the RAND Corporation prior to coming to EMU in 1972.

Since joining Eastern's faculty, Westrum has served as a fellow in the Science Studies unit of the University of Edinburgh, from 1978-79 and has written numerous articles on organizational dynamics and anomalies for various publications.

—BY MARK BRAZILL



Ron Westrum shows a visual aid he uses to demonstrate an anomaly, which could be anything that deviates from the norm.

## Training and Development

### Additional Word Processing and Data-Base Management Classes Offered for Clerical Staff

In response to the need for continued training in automated office procedures, the new Office of Staff Development in conjunction with Continuing Education and the College of Technology is sponsoring day classes in word processing (Wordstar) and data-base management (Dbase II).

Although many different configurations of automated office equipment are in place or are being considered throughout the University, receiving training on the Texas Instrument equipment in the Sill Hall training facility will provide the basic understanding and familiarity with these procedures and should simplify the transfer of those skills to other equipment and software packages. The Office of Staff Training and Development is considering other approaches to office automation training for the future.

All clerical staff have received notification about registration procedures for the following training sessions to be held in Sill Hall:

#### Word Processing:

Wednesdays: Sept. 19 - Oct. 17, 1 p.m. - 4 p.m.

Fridays: Nov. 2 - Dec. 7, 1 p.m. - 4 p.m.

#### Dbase II:

Fridays: Sept. 21 - Oct. 19, 1 p.m. - 4 p.m.

Wednesdays: Oct. 31 - Nov. 28, 1 p.m. - 4 p.m.

These day courses have been established for those members of Local 1975 who are required to use automated equipment as part of their current performance responsibilities. Please call the Office of Staff Training and Development at 7-0076 for information about registration, tuition waiver, and release-time procedures.

## Openings

The Personnel Office announces the following vacancies:

### ADMINISTRATIVE/PROFESSIONAL/TECHNICAL

PT/07 \$659.78 - \$950.09

Supervisor of Laboratory Services - Chemistry

Deadline Date - Oct. 12, 1984

Internal applicants for the above Administrative/Professional/Technical positions should submit a Promotional Openings Application form to the department in which the vacancy exists.

### FACULTY

Center of Educational Resources

A temporary lecturer position is available for the 1984 fall semester with the possibility of an extension. Required qualifications include: Master's degree in Library Science (ALA accredited); familiarity with reference services; ability to communicate clearly and effectively, both orally and in writing; educational background and/or experience in the scientific disciplines preferred.

**Affirmative Action/Equal Opportunity Employer and Educational Institution**

## Adviser

Academic Services Center  
229 Pierce Hall  
Hotline - 7-3344

### ADJUSTMENT POLICY

Please note that any course adjustments completed between Sept. 14 through Sept. 25 will hold to the following policy. All reduction in course/section load will be granted a **50 percent** tuition credit. Any addition in section/course will be charged **100 percent** tuition. An even exchange is then a 50 percent credit for the drop and 100 percent charge for the add.

### 50 PERCENT TUITION CREDIT

September 25 is the final day to receive a 50 percent tuition credit for any load reduction or a complete withdrawal from the University. Any questions concerning tuition or fees should be addressed to the Student Accounting Office, Briggs Hall, 7-3335.

### PASS/FAIL OPTION

The final date to declare the "Pass/Fail" option is Tuesday Sept. 25. The Pass/Fail option is available only to juniors and seniors and credits earned can only apply toward free electives and *not* major, minor, or basic studies requirements. It is the *student's responsibility* to complete the required Pass/Fail form at Academic Services Center and *also* to return the approved Pass/Fail form to the Registration Office. Each step *must* be completed in order for the Pass/Fail option to be expressed. All questions concerning the Pass/Fail policy should be addressed to Charles Fulford, Academic Services Center 7-2170.

### SPRING/SUMMER INTERNS

The Academic Services Center wishes to take this time to thank our spring/summer faculty interns. We trust that the experience at ASC offered each intern an opportunity to learn more about the various programs offered in other department, to gain a better understanding about academic policies and regulation which govern the university, and to improve their advising skills when meeting with students in their own departments. The six interns were:

Spring	- Igor Beginin	- Art
	Gary Evans	- Communication and Theater Arts
	Mary Krieger	- Home Economics
Summer	- Henry Aldridge	- Communication and Theater Arts
	William Cline	- Foreign Languages
	James Reynolds	- English Language and Literature

Again, many thanks for sharing and working with the ASC staff.

# Groundbreaking for Quirk additions set for Sept. 22

A Sept. 22 groundbreaking ceremony to officially mark the start of construction for the improvements and additions to Eastern's Quirk-Sponberg Theater was announced recently.

The groundbreaking will coincide with EMU's Parents' Day and Donor Night reception and will include an invitation-only luncheon for approximately 400 guests.

Grace Sponberg Pfau, wife of the late Harold Sponberg, 15th president at EMU, will participate in the groundbreaking ceremony. Other featured participants will include Dr. Donald Drummond, dean of the College of Arts and Sciences; Dr. Ray Loeschner, chief administrative officer and senior adviser of the Charles S. Mott Foundation and former assistant to the president at EMU under Sponberg; Dr. John W. Porter, president; and Dr. Richard Robb, chairman of the Board of Regents.

The lowest bidder for the project, Elgin Builders, entered into a construction contract with the University Aug. 9, 1984. The company bid \$1,019,477 to obtain the contract.

That contract figure, plus \$110,000 in architectural fees and a \$50,000 contingency allowance, brings the total

budget for the Quirk-Sponberg theater project to \$1,179,477, an increase of \$79,477 over the original budget of \$1.1 million.

## Research

### Unsolicited Research Proposals Sought

The National Institute of Justice will fund a limited number of research proposals that address significant crime and criminal justice issues, are of sound methodological design and have important implications for criminal justice policy, practice, research and/or theory.

The following types of projects are encouraged: relatively small research projects for which there are few alternative funding mechanisms; projects conducted by qualified researchers who are relatively new to the criminal justice field; replications of completed research which had findings important in criminal justice; basic or applied research with an interdisciplinary perspective on the subject areas relevant to crime and criminal justice; explanatory studies in criminal justice areas in which there has been little previous work; and research aimed at developing, improving or evaluating practical responses to criminal justice problems.

The deadline for applications is Dec. 1, 1984. For further information on this program, contact Cheryl Kozell at 7-3090.

### HDS Discretionary Grant Program

The Office of Human Development Services is requesting ten page preapplications for research and demonstration projects. The six priority grant funding areas include projects of national relevance which demonstrate new mechanisms or systems for planning, managing and delivering human services; basic knowledge and data development on HDS target groups; evaluation and management of human service agencies; knowledge transfer; gerontological training and child welfare services training.

The deadline for preapplications is Oct. 17. Contact Rick Howard at 7-3090 for application assistance.

### EMU Holiday Schedule 1984-85

Holiday	Date
Thanksgiving Day	Thursday, Nov. 22, 1984
Day after Thanksgiving Day	Friday, Nov. 23, 1984
Designated Adjacent Christmas Holiday	Monday, Dec. 24, 1984
Christmas Day	Tuesday, Dec. 25, 1984
Season Days	Wednesday, Dec. 26, 1984 Thursday, Dec. 27, 1984 Friday, Dec. 28, 1984
Designated Adjacent New Year's Holiday	Monday, Dec. 31, 1984
New Year's Day	Tuesday, Jan. 1, 1985

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*KATHLEEN D. TINNEY, director of Information Services and Publications.  
SUSAN M. BAIRLEY, news editor  
NANCY J. MIDA, Focus editor  
DICK SCHWARZE, photographer*



Ted Mondale, son of presidential candidate Walter Mondale, spoke before a group of approximately 200 persons Thursday, Sept. 6 on the McKenny Union Mall.

Mondale's address, sponsored by the Ypsilanti Democratic Party, was part of a political rally designed to boost the Mondale-Ferraro presidential ticket as well as local democratic candidates.

Michigan State Sen. Lana Pollock also addressed the group briefly before introducing Mondale.

# WEMU 89.1

### Wednesday, Sept. 12

6-9 a.m. Morning Edition with Ken Horning, sports with David Frickman and national news and features from National Public Radio.

5:15 p.m. Cafe du Jazz - Music for the Dinner Hour.

### Thursday, Sept. 13

9 a.m. Morning Jazz Scope with Jim Dulzo.

12:30 p.m. Common Ground - The Nicaraguan Viewpoint.

7 p.m. The World of Islam.

### Friday, Sept. 14

12 p.m. Noon Magazine, news and information show with Reid Paxton, Michelle Pruden and Percy Stamps.

7:30 p.m. Business Times - latest in Wall Street and financial news.

11 p.m. Portraits in Blue - Slim Gaillard.

### Saturday, Sept. 15

9:05 a.m. Big Band Spectacular, with John Assenmacher.

12:30 p.m. Afternoon Jazz Scope - Music.

9 p.m. Third World Dance Party, features the latest in Reggae music.

### Sunday, Sept. 16

9:05 a.m. Sunday Best, featuring Louis Armstrong.

6 p.m. A Prairie Home Companion, musical and variety.

8 p.m. All Things Considered, NPR's daily news magazine.

### Monday, Sept. 17

6-9 a.m. Morning Edition, local and national news.

7 p.m. Enfoque Nacional, Spanish language news magazine.

9 p.m. News Final, with Karen Pitton and Tom Wagner.

### Tuesday, Sept. 18

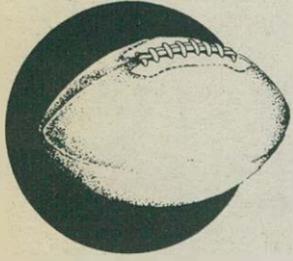
1 p.m. Afternoon Jazz Scope, with George Klein featuring Sonny Stitt, New York Jazz.

7 p.m. The Challenge of China and Japan.

9:10 p.m. Late Night Jazz Scope with Michael G. Nastos.

EMU FOOTBALL— SEPT. 15th  
at MARSHALL 7:30 p.m.

## FIVE FANTASTIC WEEKENDS OF FABULOUS FOOTBALL AND FUN!!!!

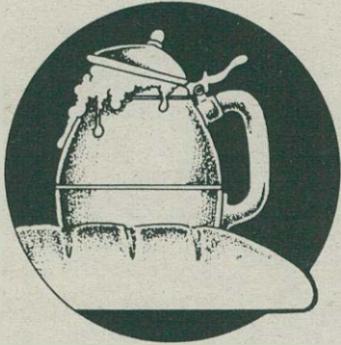


### GAME #1

SEPTEMBER 22  
EASTERN VS. OHIO

#### "EASTERN ENERGY IGNITES"

- FIREWORKS
- 4 BANDS FROM DIXIELAND TO COUNTRY, CONTEMPORARY TO ROCK
- WIN A WEEKEND FAMILY TRIP TO DISNEYWORLD
- BREAK DANCERS



### GAME #2

OCTOBER 6  
EASTERN VS. CENTRAL MICHIGAN

#### "OCTOBERFEST PLUS"

- ETHNIC FESTIVAL
- INTERNATIONAL CUISINE
- 3,000 HIGH SCHOOL MUSICIANS PERFORMING AT HALFTIME
- WIN TRIPS TO BOYNE MOUNTAIN

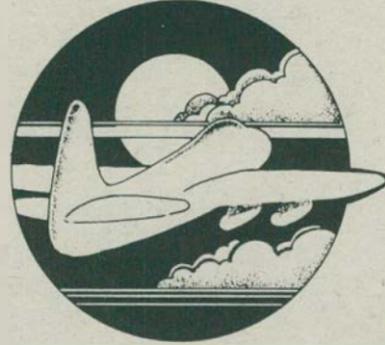


### GAME #3

OCTOBER 27  
EASTERN VS. BALL STATE

#### "JAZZ IT UP"

- IT'S MARDI GRAS!
- \$5,000 SILVER DOLLAR GIVEAWAY
- SOUPY SALES
- HIGH STEPPING EMU MARCHING HURONS
- JC HEARD ORCHESTRA
- HOMECOMING SPIRIT MARCH
- WIN WEEKEND TRIP TO NEW ORLEANS



### GAME #4

NOVEMBER 3  
EASTERN VS. KENT STATE

#### "THE GREAT ESCAPE"

- WIN TRIPS TO THE BAHAMAS, DAYTONA & FT. LAUDERDALE
- LASER LIGHT SHOW
- WIN TRIPS TO TORONTO



### GAME #5

NOVEMBER 17  
EASTERN VS. WESTERN MICHIGAN

#### "YOU & THE SUPERSTARS"

- THE DALLAS COWBOY CHEERLEADERS
- TRIPS TO THE FIESTA BOWL, ORANGE BOWL, ROSE BOWL
- WIN A BRAND NEW 1984 MERCURY COUGAR!
- MEET YOUR FAVORITE PRO ATHLETE
- WIN FREE HEATING THIS WINTER!

**GRAND PRIZE  
GIVEAWAYS  
AT  
EVERY GAME!!  
TRIPS!!! CASH!!!**

**AND  
A 1984 MERCURY COUGAR!!!**



**GATES OPEN AT FIVE — KICK-OFF 7:30 P.M.  
COME TAILGATE!**

## Events of the Week

### Tuesday 11

**MEETING** — The New Beginning organization will meet today and every Tuesday of the month, Huron Room, McKenny Union, 8 a.m.  
**LUNCHEON** — The Quarterback Club will host a luncheon. Admission is \$5, Spaghetti Bender, Washington St., noon.  
**MEETING** — The Michigan Association of Colleges of Nursing task force will meet, Regents Room, McKenny Union, noon.  
**SOCCER** — The Hurons will host Michigan State University, EMU Soccer Field, 4 p.m.  
**MEETING** — The Baptist Student Union will meet, Alumni Lounge, McKenny Union, 7 p.m.  
**VOLLEYBALL** — The women's team will play the University of Illinois-Chicago at home, Bowen Field House 7:30 p.m.

### Wednesday 12

**ORIENTATION** — An orientation session for new University employees will be held, Main Lounge, McKenny Union, 8 a.m.  
**FORUM** — A student organization forum will be held, Tower Room, McKenny Union, 8 a.m.  
**MOVIE** — Campus Life's Silver Screen will present "Footloose." Admission is \$1, Strong Auditorium, 7 and 9:30 p.m.

### Thursday 13

**MEETING** — An Academic Affairs divisional staff meeting will be held, Tower Room, McKenny Union, 7:30 a.m.  
**MEETING** — The Office of Staff and Union Relations will hold an arbitration hearing, Founder's Room, McKenny Union, 10 a.m.  
**MEETING** — The EMU chapter of the National Organization of Women will meet today and every Thursday of the month, Oxford Room, McKenny Union, noon.  
**MEETING** — The Study Abroad Planning Group of the Student Honors Organization will meet, Goddard Lounge, 4 p.m.

**MEETING** — The Student Affairs Committee of the Board of Regents will meet, Tower Room, McKenny Union, 4 p.m.  
**MOVIE** — Campus Life's Silver Screen will present "The Bounty." Admission is \$1, Strong Auditorium, 7 and 9:30 p.m.

### Friday 14

**FOOTBALL TICKET GIVEAWAY** — Today will be the last day to enter the Huron Football Ticket Giveaway drawing, Bookstore, McKenny Union, 3 p.m.  
**RECEPTION** — EMU's Women's Association will hold its annual fall reception and scholarship tea, Lounge, King Hall, 3 p.m.  
**MOVIE** — Campus Life's Silver Screen will present "Risky Business." Admission is \$1, Strong Auditorium.

### Saturday 15

**EXAMINATION** — The Medical College Admissions Test will be administered, 204 Pray-Harold, 8 a.m.  
**CELEBRATION** — Alpha Phi Alpha will celebrate its 25th anniversary, Main Lounge, McKenny Union, 2 p.m.  
**MOVIE** — Campus Life's Silver Screen will present "Risky Business," Strong Auditorium, 7, 9:30 p.m. and midnight.

### Sunday 16

**MEETING** — The EMU Chapter of NOW will meet, Reception Room, McKenny Union, 1 p.m.  
**MOVIE** — Campus Life's Silver Screen will present "Risky Business." Admission is \$1, Strong Auditorium, 7 p.m.

### Monday 17

**BASEBALL TICKET GIVEAWAY** — Today will be the last day to enter the drawing for Detroit Tiger tickets, Bookstore, McKenny Union, 3 p.m.  
**SEMINAR** — The Office of Personnel Services will hold a pre-retirement seminar today and Monday, Sept. 24, Main Lounge, McKenny Union, 6 p.m.