

EMU's Corporate Services brings training to businesses

By Susan Bairley

Six months ago, EMU had six collegiate service centers which offered training and consulting services to schools, businesses and industries.

Today, those six and much of EMU's noncredit programming are united under the auspices of EMU's Division of Corporate Services.

EMU's Corporate Services was formed last August within the Division of Academic Affairs and began operation Oct. 1, 1988. Under the direction of Dr. Alvin Rudisill, part-time dean in the College of Technology and dean of Corporate Services, the center is composed of what was formerly known as the Educational Service Center, Technology Services Center, and Health and Human Services, Science and Mathematics, Arts and Humanities, and Business Services centers.

Corporate Services now administers many programs previously established by those centers, including the UAW/Ford/EMU Academy, statistical process control and quality control training and consulting, emergency preparedness training, X-ray analysis and the police Staff and Command program.

In addition, it offers cross-cultural training for business executives, a "Learning Links" network,

and a full schedule of computer training in classrooms which are part of the Corporate Services of-

"In five years, we expect our annual operating budget to be approximately \$1 million. If we achieve that goal (of building \$1 million in cash reserves), the University will need to make a decision whether this will become a profit center for the University or whether money will be funneled back into Corporate Services to expand or raise the quality of the programs offered."

—Rudisill

ices in the basement of the Trustcorp Bank in downtown Ypsilanti.

According to Rudisill, Corporate Services not only represents a consolidation of the six collegiate centers but "a retrieval of the

responsibility of program planning and management that had originally been transferred to the Corporate Education Center."

What's been particularly beneficial for clients affected by the Corporate Services consolidation is the continuity of personnel previously associated with the independent centers. Associate deans in the Division of Corporate Services are Charles Burrows, former Technology Services Center director, and Dr. Beth Van Voorhees, associate professor and coordinator of EMU's award-winning Staff Development for School Improvement program.

Program associates in the division are Al Cote, adjunct professor of business and marketing at EMU; Neeta Delaney, director of special academic youth programs at EMU; Skip Lawler, assistant professor in the Department of Interdisciplinary Technology; Bob Probst, lecturer in the Department of Industrial Technology; and Dr. Bert Ramsay, professor of chemistry.

In addition to merging the many established programs of the University, Corporate Services is branching out into new areas as well.

"We have a number of programs going in new areas and 34 active leads, including staff development training in the area of banking, contacts with hospitals in develop-

Conti nued on page 2

Regent Ellington steps down after 8 years

By Debra McLean

Former EMU Regent Geraldine Ellington will be honored at a retirement reception Wednesday, Feb. 22, at 2 p.m. in the Tower Room of McKenny Union.

Ellington, 73, retired from the EMU Board of Regents Dec. 31 after serving an eight-year term. She was appointed to the board in 1981 by Michigan Gov. William Milliken.

"Those people who make up the University have been very kind and gracious to me, and I've appreciated the opportunity to serve for and work with them," Ellington said. "It's been a real pleasure, but eight years was sufficient because I have other responsibilities I have to attend to."

A Detroit resident, Ellington is an administrative assistant to Detroit City Councilwoman Maryann Mahaffey and serves on numerous other boards, including Traveler's Aid, Citizens for Better Care, Greater Detroit Area Health Council and the United Way of Michigan. She also has committee assignments with the Metropolitan Teen Conference and the Michigan Women's Foundation.

While an EMU regent, Ellington served as chairwoman of the board's Faculty Affairs and Student Affairs committees, served as board representative to the Michigan Association of Governing Boards and developed a reputation for her intense loyalty to whichever University group she was representing.

"Besides policy making, a good board member should have a great deal of respect for academicians, executives and the other regents, and their share in making a university what it is," Ellington said. "They also need to understand the frame of reference of students. They have to be concerned about all the constituents of a university and see it as a really large family."

For her contributions as a regent, and to education in general, Ellington received recognition awards from EMU's Division of University Marketing Student Affairs and the College of Health and



Ellington

"Besides policy making, a good board member should... be concerned about all the constituents of a university and see it as a really large family."

—Ellington

Human Services.

Ellington also was a supporter of former EMU President John W. Porter's initiatives under his "Decade of Advancement." "Dr. Porter did a magnificent job with the University and its development and expansion," she said. "What else can we expect but to go upward and onward?"

Ellington said she is "most proud" of the cooperation developed over the past eight years among various campus groups as well as between EMU and the larger community. "Those joint community-EMU ventures such as the Corporate Education Center and new College of Business mean a great deal to the University as it continues to serve the people," she said. "I hope it will continue to serve students with the same quality of excellence it now enjoys and maintain its high quality of faculty members."

A social worker, Ellington was
Conti nued on page 4

Campus Capsules

MPSERS To Hold Two Local Pre-retirement Seminars

The Michigan Public School Employee Retirement System will hold two local pre-retirement seminars Thursday, March 2, and Tuesday, March 14.

The March 2 seminar will be at Churchill High School, 8900 Newburgh Rd. in Livonia, at 4:30 p.m.

The March 14 seminar will be at the Dearborn Public Schools office, 4824 Lois Ave. in Dearborn, at 2 and 4:30 p.m.

The seminars will discuss how to apply for retirement benefits, credible service and the MPSERS health insurance plan.

A question-and-answer session will follow each presentation.

For more information, or maps to the above seminars, call the Benefits Office at 7-3195.

QWL Employee Attitude Survey To Be Distributed Feb. 27

The Quality of Work Life Program will distribute its third employee attitude survey beginning Monday, Feb. 27.

The survey has been redeveloped to ask different kinds of questions than the previous two. It will focus on employees' attitudes as EMU prepares for a presidential transition.

The survey results will be completely confidential, so employees are asked to please fill them out completely and return them to the QWL Office, 204 King Hall, by March 10.

MSOD Program To Present Three Campus Speakers

The Master of Science in Organization Behavior and its Speakers' Bureau, along with the MSOD Alumni Association, will present three guest speakers who will discuss "Career Applications of Human Resources and Organizational Development" Thursday, Feb. 23, from 7 to 8 p.m. in McKenny Union's Guild Hall.

The speakers will be Mary Ellen Dolan, technical vice president of American Financial Consulting; Kerry Laycock, independent consultant; and Barbara Hensinger, manager of human resources at the Michigan Department of Corrections. All three are EMU alumni.

The program is free and open to the public.

For more information, call Dr. Mary Vielhaber, director of the MSOD Program, at 7-3240.

Dale Nitzschke Interview Rescheduled For Feb. 23-24

The campus interview of presidential candidate Dr. Dale Nitzschke, president of Marshall University in Huntington, W. Va., has been rescheduled from its earlier date of Feb. 15 and 16.

Nitzschke will be interviewed according to the regular two-day schedule outlined in last week's Focus EMU on Thursday and Friday, Feb. 23-24.

EMU To Hold Adult Learner Workshop Feb. 25

EMU's Admissions Special Projects Office will hold an adult learner workshop Saturday, Feb. 25, from 10 a.m. to 3 p.m. in McKenny Union.

The workshop is for adults who are either returning to college or attending for the first time. It will include sessions on career exploration and potential majors of study, financial aid, discussions for both prospective students and their spouses/children on adjusting to scholastic responsibilities, a panel of current EMU adult students, and opportunities to sit in on classes.

For spouses and children, passes to the Olds Student Recreation Center will be available while the workshop is in session.

For more information, contact Kathryn Orscheln, admissions special projects coordinator, at 7-1111 or call 1-800-GO-TO-EMU to register.

Tuition Waiver Changes Must Be Made Before Semester's End

All employees using the tuition waiver benefit who wish to make changes on the waiver for the current semester must notify the Benefits Office in writing of those changes prior to the end of the semester.

Tuition for unauthorized courses not pre-approved on a tuition waiver will not be waived.

Presidential interview schedule will not be changed

Concern about the scheduling of campus interviews of two presidential finalists, Dr. William Shelton and Dr. Judith Kuipers, during the Winter Break March 6-10 has been raised by various members of the University Community.

It is the best judgement of the Board of Regents that the interview remain as scheduled because of the difficulty in scheduling the candidates around their other commitments and the commitment the board has made to conclude the process no later than early March. Any rescheduling of the final two candidates would postpone the process to early April because of their prior commitments.

In addition, it is unreasonable for the university to expect these finalists to remain active candidates if the process is unduly delayed.

It is hoped by the board that those faculty and students remaining in the area during the break will join with the staff, administration and others representing constituency groups who are not on break to welcome the final two candidates to campus and provide thorough and complete interviews on behalf of those individuals who are away from campus.

CORR emerges from CEC with strong program direction

By Susan Bairley

When the programming arm and facility management functions of EMU's Corporate Education Center were split with programming falling under the new Division of Corporate Services and facility management handled by the CEC, a third programming component strongly emerged as the Center for Organizational Risk Reduction.

Under the direction of Dr. Alexis Aldridge and Associate Director Walter DiMantova, CORR's major thrusts are to provide training and consulting services in the areas of organizational change, hazardous materials management, organizational and facility security and occupational health and safety.

The center recently established a partnership with IMPELL, a Chicago-based subsidiary consulting group of Combustion Engineering, one of the world's largest total environmental services companies. Also, CORR recently contracted with the UAW-Chrysler National Training Center to provide plant leadership education and training as part of the UAW-Chrysler Paid Educational Leave program. Already under a \$400,000 contract which runs through October, preparations for a May pilot program are underway, and the anticipated full contract for the UAW Chrysler program will "conservatively" mean \$5-6 million in educational contract revenues for the University over the next five years.

CORR originally represented the training component of the CEC and Aldridge, the instigator of the CEC facility project. Although hesitant to claim ownership of the idea, it was Aldridge who planted the seed for the University's development of the CEC facility. "The possibility for developing something like a corporate education center, actually came to the University through me as an outgrowth of an industrial advisory board that I had for the master of liberal studies in technology program," she said.

"I proposed to that board creating some type of institute that would do research and educational training on the impacts of technology," Aldridge added. "After one of the board meetings, two of the outside advisers came up to me



Aldridge

Under the direction of Dr. Alexis Aldridge... CORR's major thrusts are to provide training and consulting services in the areas of organizational change, hazardous materials management, organizational and facility security and occupational health and safety.

and said, 'We have an option on property nearby and we would like to get the University's cooperation in building something with us—a hotel,' and that's how the whole thing got rolling."

Aldridge said some months later, in 1983 when Roy Wilbanks joined the University administration, he "was assigned the fund-raising efforts on behalf of the project" and, ultimately, the two spearheaded the CEC's initial development work and fund-raising in conjunction with the private development of the hotel.

Until Marcia Harrison-Harris was hired to manage the facility component of the CEC in 1987, Aldridge said about "three-quarters" of the center's efforts were devoted to the development of the facility, but CEC personnel also began to initiate educational programs.

What resulted were programs in

environmental, safety and security areas and organizational change, and CORR's programming has been built upon that base. "What has really happened in the hazardous materials management area, for example, is that we've been doing a series of ever larger projects," DiMantova said. "Originally we did a lot of work in emergency spill response, hazardous materials disasters in the workplace. Now, we're moving away from those narrower areas and doing everything from assessing potentials for disasters, developing contingency plans... the projects are just getting larger and larger."

Aldridge and DiMantova are proud of the ongoing relationships they and CORR personnel have established with Chrysler, General Motors, Ford and other organizations like IMPELL, the National Sanitation Foundation and Wayne Disposal. The Wayne Disposal-CORR relationship has been so strong that Wayne Disposal recently offered CORR the continuous use of its former headquarters building. A classic 1910 Greek Revival structure, it's located at Willow Run Airport and designed by architect Albert Kahn, whose projects included Detroit's Fisher Building.

"It's a 4,500 square-foot facility that's on the west side of the airport and is six feet within Washtenaw County," DiMantova said. "And, it's surrounded by businesses that we have connections with—Chrysler Pentastar, the Detroit Aeronautical School."

Although the University formally has not accepted the building's use yet, how it could be used already is being considered. "We could use it as a training site, and have spoken to people at the Kellogg Foundation about turning into something like a center for industry and the environment," DiMantova said.

As CORR has grown and become self-sufficient, so has its mode of providing educational services. "We learned early on that independent, open-to-the-public, stand-alone seminars don't make money because they cost enormous amounts of money to put on," DiMantova said. "We still use those, but mostly as marketing tools to attract clients for much larger projects."

History book will look at northern towns

By Debra McLean

Most published histories of Michigan cities look at the time from each city's founding to the Great Depression, and then the histories "just stop," according to EMU's Dr. JoEllen Vinyard.

She, along with hundreds of Michigan high school students and their teachers, plans to change that.

Vinyard, professor of history at EMU, is coordinating a pilot project which will update a guide to Michigan cities published by the federal government in 1941.

"I thought it would be interesting to update it because a lot of places in Michigan have changed dramatically in the last 50 years," Vinyard said. "Some places didn't even exist 50 years ago."

The pilot project will include the histories of 65 Northern Michigan towns along a route from Sault Ste. Marie to the Straits of Mackinac and down the western shore of the northern Lower Peninsula to Muskegon.

Vinyard has contacted high school teachers and principals in those towns who will coordinate the study for their areas and use students as researchers and writers.

"The teachers are uniformly enthusiastic," Vinyard said. "And in these little towns, the teachers also are coaches and yearbook editors and everything else, so I'm thrilled that they want to participate. In some towns, they're so excited about the project that the school principals are coordinating it."

In towns that don't have their own schools, members of local historical societies and library staffs will write the histories, Vinyard said, while some schools will produce the histories of their own towns as well as smaller surrounding towns that are consolidated into their school districts.

"These people are really pleased that somebody's interested in their little towns," Vinyard said. "The reaction from high schools has really been remarkable."

The project, titled "Our Towns Revisited: Northern Michigan Communities Since the Great Depression," will update the 1941 booklet of histories titled "Michigan: A



Vinyard

Guide to the Wolverine State" and produced under a federal writer's project.

"As part of the New Deal in the 1930s, writers and unemployed journalists and teachers were employed by the federal government to write short histories of all the cities in all the states, but that's out of date now," Vinyard said.

The pilot project is being funded by a \$7,000 grant to EMU from the Michigan Council for the Humanities and matching EMU funds to total \$15,000. Once completed and bound, it will be used to secure new funding for a statewide project encompassing the histories of every town in Michigan.

"That's really a shoe-string budget to do the histories of 65 towns," Vinyard said. "It just covers the bare expenses. But once we finish it and get it bound, I don't think we'll have any trouble getting funding for a statewide project. Our ultimate goal is a student-

Continued on page 3

EMU participates in Japan study center

EMU and the state's 14 other public colleges and universities have entered into an agreement with Japanese officials to establish a Japan Center for Michigan Universities in Hikone, Shiga Prefecture, Japan. Shiga Prefecture has been Michigan's sister state in Japan for 20 years.

The center will provide a place where students from Michigan can study Japanese language and culture; teachers and graduate students can conduct research on Japanese society; and professionals from Japan and Michigan can interact in workshops, seminars and short courses. The center also will offer English language courses for Japanese students.

Under the agreement signed last September by Michigan Gov. James Blanchard and Shiga Prefecture's governor, Shiga Prefecture will construct the center's facility, which will include classrooms, office space and housing. The center will be staffed and administered by a consortium from Michigan's 15 state colleges and universities. Staffing will include a director and associate director and clerical support. Faculty for the center also will come from Michigan's schools on a rotating basis.

"This is an initiative of the state government and it demonstrates clearly that the Michigan government and Legislature recognize how extremely important it is for Americans to become more familiar with Japanese language, society and business practices than we have been in the past," said Dr. Geof-

frey Voght, interim associate director of EMU's World College and professor of Spanish.

"It's also the only case of collaboration of this kind among all 15 statesupported colleges and universities, so it's a unique example of educational collaboration," he added.

Students accepted to study at the center, which will begin offering classes in September 1989, will typically complete two semesters of course work there and earn 24 credits from their Michigan college or university.

Because the program is aimed at broadening students' understanding of Japan, students of all majors are encouraged to apply.

"This program is not aimed at people majoring in Japanese," Voght said. "It's aimed at all majors and no previous knowledge of Japanese is required to apply to the program."

The Michigan Legislature will award 30 scholarships for up to \$7,500 each for Michigan students to study at the center. Each state college or university is guaranteed one \$7,500 scholarship per year, while the remaining 15 will be awarded based on application qualifications.

Application for admission to the center, as well as for the scholarships, now are being accepted. The deadline to apply is March 1, 1989.

For more information and application materials, contact EMU's World College at 7-2414 or the Office of International Studies at 7-2424.

Corporate Services

Continued from page 1

ing programs in the area of AIDS literacy and programs with the American Chemical Society," Rudisill said. "Right now, we also have 17 contracts either in development or awaiting approval and 30 currently active programs."

Corporate Services is utilizing released-time faculty for some of its staffing and the financial base of the former technology and education services centers for its development, but the intent is for the division to become a nonprofit, self-supporting entity. "The original proposal called for faculty members to move in and out of the program associate slots and the departments would be reimbursed on a lecturer-replacement basis for those people," Rudisill said.

To become self supporting, Rudisill said the division must build up cash reserves equivalent to one year's operating budget. "In five years, we expect our annual operating budget to be approximately \$1 million," he said. "If we achieve that goal (of building \$1 million in cash reserves), the University will need to make a decision whether this will become a profit center for the University or whether money will be funneled back into Corporate Services to expand or raise the quality of the programs offered."

Although Corporate Services represents a major consolidation on campus, centers such as the Institute for Community and Regional Development, Center for Organizational Risk Reduction, Institute for the Study of Children and Families, Center for Entrepreneurship and the Michigan Consumer Education Center continue to operate independently. Rudisill said those centers are exempt from Corporate Services because they "have been in existence for a long time and/or have a very focused mission."

"The Division of Corporate Services will attempt to work cooperatively with them and not get involved in programs that directly overlap or duplicate programs that they are offering," he said. "But obviously, there will be a number of gray areas between Corporate Services and these centers, and there will have to be close communication so we're not stepping on each other's feet."

Rudisill added that Corporate Services also has taken charge of some noncredit programs formerly run by the Continuing Education Division. "We have taken over its computer training for example, and Continuing Education has allowed us to utilize their equipment until our equipment arrived, etc. We've had good cooperation with Con-

tinuing Ed... some noncredit areas, however, such as its international travel programs, will remain in that division," he said.



Rudisill

If the Corporate Services efforts sound ambitious for the University, they are. According to Rudisill, EMU is leading the way in terms of establishing such an extensive network to aid business and industry. "There are few other universities that are really moving as actively as we are into this market," he said.

Focus on Faculty

Massenberg uses photos to help closed-head injury patients

By Kathy Marning

"The very first head-injured person I ever studied for my research was someone I could very much identify with. He was 31 and a Ph.D. student at the time I was a Ph.D. student; he was teaching and I was teaching," said Dr. Angela Massenberg, professor of speech and language pathology at EMU.

"But as the result of his encounter with a drunk driver, he couldn't walk, his speech was slurred and in a 15-minute span, I know he asked me my name at least 20 times," she said.

Massenberg, 29, did her doctoral research at Michigan State University with closed-head injured patients using an innovative rehabilitation technique aimed at increasing their short-term memory.

A closed-head injury, also referred to as traumatic brain injury (TBI), is "a non-penetrating blow to the head which has resulted in some type of cerebral dysfunction," Massenberg said. The incidence of accident survivors has increased significantly in the past 10 years, partly due to the prevalence of new, life-saving medical technology, and the highest incidence of victims is in the 15- to 25-year-old age group, she said. She noted that 60 percent of the injuries are due to automobile accidents, while the rest are attributed to miscellaneous mishaps.

A common scale Massenberg uses to classify the cognitive severity of head injuries identifies eight stages of impairment and assigns a numerical value to each. Stages one through three describe some level of comatose, stages four and five describe a patient who has a high level of agitation and confusion, and stages six through eight describe patients who have regained some attention span, she said.

"Almost 100 percent of TBI pa-

tients have some degree of memory disorder," Massenberg said. "Even after a couple of months of working with their therapists, the majority of patients can't remember therapists' names, although they really want to."

For her doctoral dissertation, Massenberg tested a mnemonic (memory helping) technique to treat those types of memory disorders. She photographed the people patients needed to remember holding an object which could be linked to their names: for example, "Mr. Appleby" would hold an apple. After showing the client that photo several times, Massenberg then asked the client to recall the name of the photographed person from a photo without the apple.

Test results showed that "there was a definite trend for the TBI patients to perform better using the mnemonic approach," Massenberg said.

This method works, Massenberg explained, because it taps a different part of the brain, primarily the right side, when an image is recalled. However, even if the right half of the brain (where imaging ability is housed) is damaged, the patient still is able to use imaging.

"There's something else going on in the mnemonic," she said.

"Maybe the patients are able to relate it to some past memories, which are usually retained even though patients have severe short-term memory deficits. They don't forget the basics like apple because the memory of their pre-injury life is relatively intact.

"So what's actually happening is that we're attaching the new memory (Mr. Appleby) to something they already know (the apple)," Massenberg explained. She also suggested the technique's applicability to people who need to increase their memory capacities for

any reason, such as students seeking to enhance learning skills in college.

The rehabilitative prognosis for TBI patients differs, Massenberg said, according to the extent of the injury and the cognitive potential they had prior to their injuries. Patients who had more education or potential seem to plateau less quickly, she added.

Although patients often make outstanding advances, Massenberg noted that they typically have multiple deficits to overcome, such as loss of spatial perception, language or reading problems, and loss of the ability to organize thoughts and reason or problem solve.

"One 21-year-old patient's reading comprehension advanced from the sixth grade level to the 11th grade level after five months, but it was difficult progress because he didn't have the attention span he had before," Massenberg said.

Emotional difficulties also can impede their progress. "Previously, these people had been involved in many activities, and they realize that they can't walk or think like they used to. They have to adjust to being told what to do, being taken through their day. It's a hard adjustment for them because typically they are so young," Massenberg said.

"One guy I worked with, John, was so depressed he was constantly angry. Every time I asked him how he was doing, he'd say, 'I'm mad, I'm mad, terrible. I'm mad at the world. I hate the person who hit me.' He'd have those outbursts several times a day," she said.

Massenberg found that the best way to keep up a patient's morale was to acknowledge the patient's anger for the first five minutes of every session, and then move on. "I let the client talk about how he feels, then we have to stop and



EMU photo by Brian Forde

Dr. Angela Massenberg, professor of speech and language pathology, specializes in researching closed-head injury patients. Because the field is relatively new, much of the treatment she and other researchers develop is highly innovative.

complete the task at hand. After a few months I gradually wean them away from talking about it and tell them that they need to focus on the positive things that were happening in their lives," Massenberg explained. "All these clients, when they think of what they were able to do (before they were injured), become depressed."

Massenberg also noted that rehabilitation for a closed-head injury is a lengthy process. "How long it takes clients to get better depends on how severe the injury was, but we find that clients improve for four to five years after the head injury," she said. "Because TBI

rehabilitation is a relatively new field, rehabilitation practitioners are innovating new treatments based on their own observations of clients, to see what will work, while research in the field is being done."

The newness of the field was part of what attracted Massenberg to TBI research for her doctoral dissertation. "I knew there weren't many speechlanguage pathologists who had an emphasis in this area for their dissertations," she said. "Since it's a rare emphasis in my profession, I'm hoping I'll be able to do a lot because it's new, still booming, and there are really no answers."

EMU to co-host 1991 heritage congress in Hawaii

By Susan Bairley

No matter what the weather, there are at least three people at EMU who often are thinking "Hawaii"

But atypical of most South Pacific dreamers, these three are not thinking of vacations. They're envisioning how they will bring EMU to the Hawaiian Islands in 1991 as part of the third Heritage Interpretation International World Congress.

Drs. Paul McKelvey, dean of continuing education; Marshall McLennan, professor, and Gabe Cherem, associate professor, both in the Geography and Geology Department, are the three primary planners who are working with the University of Hawaii as EMU co-hosts of the next HII World Congress.

In addition, EMU, through Cherem, is co-sponsoring the Second Institute of Interpretation with Interpret Hawaii and U-H Kapiolani Community College next month at its Diamond Head campus.

HII is a non-profit world society of people who are concerned with, or work in, heritage preservation, presentation and interpretation and, according to McKelvey, the upcoming HII World Congress is a mode of "building the world family." As co-hosts of the congress, he said "every step of what we do has to be true to what we do, embodying the philosophy of cultural tourism, professionally and personally, for those who attend" the congress.

The philosophy or "principle of spirit" for the upcoming congress

is described by Cherem in four words, "ohana," "aloha," rainbow and visionquest.

"'Ohana' is a Hawaiian term that gives the feeling of family, an important part of the Hawaiian culture," he said. "The second concept can be roughly translated to 'welcome' ßßßThe third principle of spirit will be the rainbow, the Hawaiian symbol of good luck. Plus, we want a rainbow of cultures. And, the fourth is that we want this to be a visionquest for the field of heritage interpretation. HII is the only organization in the world that is looking at where the profession of heritage interpretation can go."

Before the first HII world congress in Banff, Canada, Cherem, who was then an EMU historic preservation lecturer, suggested to McLennan that EMU host the second world congress. Once in Banff however, McLennan and Cherem discovered that the HII bylaws prohibited consecutive world congresses on the same continent. "In the plenary session, we found the British also were planning to offer (themselves as hosts) and rather than trying to fight the problem with the bylaws, I offered Eastern Michigan as host of the third conference here in Ypsilanti," McLennan said.

McKelvey, who calls himself a "recent convert" of HII, got involved in planning the third congress through his attendance in an EMU course on local interpretation, taught by Cherem through Continuing Education. "I learned then of a program Gabe was sponsoring the following summer in

Hawaii as part of the U-H Kapiolani Community College's Interpret Hawaii program," he said. "We talked about HII and the possibility of the third World Congress, and it was pretty much decided, maybe by fate, that Marshall and I would go with Gabe to Hawaii. There, we would sit in on the classes and meet with U-H officials and talk about several possibilities, one of which was co-sponsoring the third congress in Honolulu."

Although the original intent was to host the congress in Ypsilanti, the summer visit by the three in 1987 cemented the idea to propose a co-hosted congress in Hawaii with U-H. "The relationships between EMU and U-H goes back to 1984 when I was asked to come out and do two seminars on the community interpretation concept," Cherem said. "Probably the most innovative things in the world in heritage interpretation are now happening in Hawaii, in part because it's a high tourism area, but also because they've grabbed onto this community interpretation idea. A small but stalwart number of individuals have seen the vision of what this can mean for Hawaii."

Cherem said he believes EMU's heritage interpretation "thrust and direction is unmatched at any academic institution in the world. We are the world leader in heritage interpretation."

He added U-H Kapiolani Community College's Interpret Hawaii program is providing a world model for what power the "prac-

Continued on page 4

Michigan history

Continued from page 2

authored history of Michigan covering the period from World War II to the present.

"This is an important resource to have available to the people of the state," she continued. "It will give us an updated account of all the little towns and communities in Michigan, so we'll have a new sense of what these towns are like."

The project also may be used as a national model for involving high school students in the production of state histories.

Vinyard, who teaches Michigan history at EMU, first got the idea for the project after fielding students' questions about their hometowns. "So many students would come up and say, 'I'm from such-and-such-a place. What do you know about my hometown?' she said. "But there are so many places I don't know anything about and this 1941 guide is the only source for the little, tiny towns."

Vinyard also liked the idea of working with high school teachers in the state. "Eastern Michigan has trained many of the high school teachers in Michigan and we never see them again after they graduate," she said. "It's nice to be able to go out and say, 'We care about what you're doing in these schools.'"

In addition to its benefit as a historical record, Vinyard believes the project is equally valuable to the local people who will work on it. "Many of these people lived through this time. It's their history," she said. "They'll be able to get a lot of oral histories from people about their towns while the people are still around to give

them."

The project was kicked off with a workshop for those involved Feb. 18 in Traverse City. There, representatives from several state libraries and EMU faculty members outlined research methods for the teachers and set up guidelines for each written history.

"We want them all to look at certain common themes and then cover what's unique about their towns," Vinyard said. "They'll each do an early history of the town and look for changes as well as continuity—what things these towns are still doing that they did 100 years ago."

The histories also will cover each town's economic picture, tourist industry, shifts in minority group populations and other demographic issues.

Some towns are planning to take the project one step further with historical photo exhibits and other community activities.

The various schools will submit the histories to Vinyard May 3 and she and a colleague will edit them and produce the booklet, complete with photos from some towns.

"The students are so excited about having their names in print," she said. "And we told them to use their best words and punctuation because we want to use their words. The real hard part for them will be summarizing the important points because these histories have to be relatively short."

A final workshop will be held in June for all participants, including the students, during which the booklet will be distributed and the students will give presentations on what their research turned up about their towns.

Openings

To be considered for vacant positions, all Promotional Openings Application Forms MUST BE SUBMITTED directly to the Employment/Affirmative Action Office and received no later than 5 p.m. on the expiration date.

The Employment/Affirmative Action Office announces the following vacancies. The expiration date for applying for these positions is Wednesday, March 1, 1989. Detailed job descriptions may be reviewed in Room 310 King Hall. Posting Boards across campus also highlight necessary and desired qualifications. Locations of these boards are main traffic areas in: King Hall, McKenny Union, Roosevelt Hall, Business and Finance Building, Sill Hall, Pray-Harold, Rec/IM Building, Physical Plant, Mark-Jefferson, Hoyt Meeting Center, and the University Library.

CLERICAL/SECRETARIAL

(Minimum Biweekly Rate)

POSTING # CLASS/GRADE

CSAA89010 - CS-04 - \$555.56 - Library Assistant II, Learning Resources and Technologies - Library

PROFESSIONAL/TECHNICAL

(Biweekly salary range)

PTUR89003 - PT-06 - \$714.59 - \$1,034.27 - Center Administrative, Marketing Associate - Center for Entrepreneurship

PTAA89003 - PT-07 - \$821.76 - \$1,206.29 - Coordinator, International Placement - World College

FOOD SERVICE/MAINTENANCE

(Minimum hourly rate*)

FMBF89004 - FM-06 - \$8.92 - Custodian, Pray Harrold - Midnights - Custodial Services

FMBF89005 - FM-06 - \$8.92 - Custodian, Quirk - Midnights - Custodial Services

*Payrate stated does not include shift differential, when applicable.

POSITION CANCELLATIONS: From Focus EMU February 14, 1989

FMSA89004 - Facilities Maintenance Workers, Housing and Food Service,

FMSA89005 5 positions

FMSA89006

FMSA89007

FMSA89008

The Employment/Affirmative Action Office will be utilizing a new Promotional Openings (Bid) Form, beginning with the Feb. 28 postings. We will accept the old forms for positions posted Feb. 21. Please discard the old forms, and contact the Employment Office for instructions to complete the new form.

An Affirmative Action/Equal Opportunity Employer

Events of the Week

Feb. 21 - Feb. 27

Tuesday 21

WORKSHOP — Training and Development will present a workshop on MPERS retirement procedures for persons planning to retire in the next 3-5 years, 201 King Hall, 9 a.m.

MEETING — The Committee on Operational Policies of the EMU Board of Regents will meet, Founders Room, McKenny Union, 12:30 p.m.

WORKSHOP — Career Services will present a career planning workshop using the Discover computer program. Call 7-0400 to sign up, 405 Goodison, 1 p.m.

MEETING — The Educational Policies Committee of the EMU Board of Regents will meet, Tower Room, McKenny Union, 2 p.m.

MEETING — The Committee of the Whole of the EMU Board of Regents will meet, Guild Hall, McKenny Union, 3:30 p.m.

MEETING — The Student Affairs Committee of the EMU Board of Regents will meet, Guild Hall, McKenny Union, 4:30 p.m.

MOVIE — Campus Life's Silver Screen will present "Red Heat." Admission is \$2, Strong Auditorium, 8 and 10 p.m.

CONCERT — The EMU Music Department will present a contemporary music festival today and tomorrow. Call 7-4380 for more information, Pease Auditorium, 8 p.m.

Wednesday 22

MEETING — The Faculty Affairs Committee of the EMU Board of Regents will meet, Tower Room, McKenny Union, 8 a.m.

MEETING — The Finance Committee of the EMU Board of Regents will meet, Alumni Lounge, McKenny Union, 9 a.m.

MEETING — The EMU Board of Regents will meet, Guild Hall, McKenny Union, 11 a.m.

MEETING — UAW Local 1976 will hold a general membership meeting, Faculty Lounge, McKenny Union, noon

WORKSHOP — Career Services will present a career planning workshop. Call 7-0400 to sign up, 425 Goodison, 3 p.m.

WORKSHOP — Career Services will present a resume preparation workshop for non-education majors. Call 7-0400 to sign up, 405 Goodison, 3 p.m.

WORKSHOP — Career Services will present an interview preparation workshop for non-education majors. Call 7-0400 to sign up, 405 Goodison, 5 p.m.

WORKSHOP — Career Services will present a job search workshop for education alumni. Call 7-0400 to sign up, 405 and 425 Goodison, 5 p.m.

BASKETBALL — The women's and men's teams will host Central Michigan University. Admission, Bowen Field House, 5:45 and 8 p.m.

TALENT SHOW — As part of Black History Month, the Minority Peer Advisers will present a talent show featuring members of EMU's black faculty and staff. Proceeds from a nominal admission fee will go to the Wade McCree Scholarship Fund at EMU. For more information, call 7-2133, Roosevelt Hall Auditorium, 7 p.m.

MOVIE — Campus Life's Silver Screen will present "Red Heat." Admission is \$2, Strong Auditorium, 8 and 10 p.m.

Thursday 23

WORKSHOP — Training and Development will present a workshop for managers and employees on the Quality of Work Life Program at EMU, 201 King Hall, 1:30 p.m.

Research

Technology, Educational Media and Materials for the Handicapped

The U.S. Department of Education will support projects which promote the educational advancement of persons with handicaps by providing assistance for conducting research in the use of educational media for persons with handicaps; producing and distributing educational media for the use of persons with handicaps, their parents, their actual or potential employers and other persons directly involved in work for the advancement of persons with handicaps; and training persons in the use of educational media for the instruction of persons with handicaps.

During 1989, grants will be awarded for projects which address: the use of technology to improve assessment of children with handicaps, and compensatory technology applications.

Proposals are due April 3, 1989, and March 24, 1989, respectively. For further information, contact Cheryl Kozell at 7-3090.

Programs for Severely Handicapped Children

The U.S. Department of Education provides financial assistance under this program for demonstration or development, research, training and dissemination activities for severely handicapped, including deafblind, children and youth.

Seven priority areas will be funded during 1989. They are:

- Innovations for Meeting Special Problems of Children with Severe Handicaps in the Context of Regular Education Settings;
- Innovations for Meeting Special Problems of Children with Deaf-Blindness in the Context of Regular Education Settings;
- Validated Practices: Children with Deaf-Blindness
- Statewide Systems Change;
- Utilization of Innovative Practices for Children with Deaf-Blindness; and
- Validated Practices: Children with Severe Handicaps
- Utilization of Innovative Practices for Children with Severe Handicaps.

Proposals are due March 24, 1989. For further information, contact Cheryl Kozell at 7-3090.

Ellington

Continued from page 1

named Michigan's Social Worker of the Year in 1980 by the National Association of Social Workers and received the same honor from the Detroit Chapter of the Association of Black Social Workers. She previously served as acting executive director of the Black Family Development Agency in Detroit, which helped families of abused children, and is a former social work program director at the University of Detroit.

She holds a bachelor's degree from Fisk University and a master's

degree from the University of Michigan.

Heritage

Continued from page 3

tical application of interpretation has in helping to build community and develop appropriate tourism.

"Nowhere else in the world is the practical application of heritage interpretation taking place so well," Cherem said. "By offering the joint U-H/EMU world congress, we're saying, 'World, we think we have the leading edge in both cases. We'd like to share and we'd like to help develop more (leadership) of this kind.'"

TALENT CONTEST — As part of Black History Month, Delta Sigma Theta will present a Mr. Wonderful/Ms. Finesse student talent contest. A nominal admission fee will be charged. For more information, call 7-2133, Roosevelt Hall Auditorium, 7 p.m.

MOVIE — Campus Life's Silver Screen will present "Red Heat." Admission is \$2, Strong Auditorium, 8 and 10 p.m.

MOVIE — As part of Black History Month, the EMU Minority Peer Advisers will present "Stand and Deliver," Walton-Putnam Residence Hall, 9 p.m.

Friday 24

TRACK — The women's team will host the Mid-American Conference Invitational, Bowen Field House, 5 p.m.

TENNIS — The women's team will host Purdue University, Chippewa Racket Club, Ypsilanti, 7:30 p.m.

MOVIE — Campus Life's Silver Screen will present "Red Heat." Admission is \$2, Strong Auditorium, 8, 10 p.m. and midnight

Saturday 25

TRACK — The men's team will host the Mid-American Conference Invitational, Bowen Field House, 10 a.m.

WRESTLING — The team will host Miami University, Warner Gymnasium, 7 p.m.

Sunday 26

PANEL DISCUSSION — As part of Black History Month, several alumni members who attended EMU in the 1960s will present "The '60s Revisited: Where We Were Yesterday, Where We are Today." For more information, call 7-2133, Goodison Hall Lounge, 7 p.m.

TENNIS — The women's team will host Ohio State University, Chippewa Racket Club, Ypsilanti, 8 p.m.

THEATER — As part of Black History Month, the Communication and Theater Arts Department will present "Black is Beautiful," written by recent EMU graduate Angela Blount, Quirk Hall Lab Theater, 8 p.m.

Monday 27

WORKSHOP — Career Services will present a career planning workshop using the Discover computer program. Call 7-0400 to sign up, 405 Goodison, 11 a.m.

MEETING — The Black Faculty and Staff Association will hold an executive board meeting, Gallery I, McKenny Union, 11:30 a.m.

MEETING — The Black Faculty and Staff Association will meet, Gallery I, McKenny Union, noon

WORKSHOP — Career Services will present a cooperative education orientation for students interested in a spring, summer or fall 1989 co-op placement. All students seeking co-ops must attend an orientation seminar. Call 7-0400 to sign up, 405 and 425 Goodison, 4 p.m.

MEETING — AFSCME Local 1666 will hold an executive board meeting, Oxford Room, McKenny Union, 7 p.m.

THEATER — As part of Black History Month, the Communication and Theater Arts Department will present "Black is Beautiful," written by recent EMU graduate Angela Blount, Quirk Hall Lab Theater, 8 p.m.