Pentagon veteran hawks education at OU center

What's a long-time Army veteran doing running a university continuing education program?
The mix of Army and academia is rare. But to Lowell Ekhund, dean of Oakland Gluisersity's Division of Continuing Education for 21 years, it has become second nature.
"We're selling education," he says of his job.

A RESIDENT of Bloomfield Town-ship, Eklund, 62, says he was part of a "post war (World War II) flurry to get officers educated in academic institu-tions"



DEAN LOWELL EKLUND Selling continuing education

That took him to Syracuse Universi-That took him to Syracuse University where he earned master's and doctor's degrees in political science. The Upper Peninsula native also holds a bachelor's degree from Michigan State University.

A retired Army Reserve colonel, Eklund spent six years at the Pentagon where he helped brief then Gen. Dwight D. Eisenhower on such items as "electropic impact on missle guidance."

quite by accident.

On his way to a prospective job at Chrysler Corp. in 1954, Exklund stopped by East Lansing to see a university administrator who was an old friend. He left East Lansing as head of Michigan State University's cooperative 'extension program in the Detroit area. And when MSU-Oakland was formed in 1958, Eklund found himself in an old auto empire mansion. — Meadow Brook Hall — which he has fashioned as a cornerstone of a five-level continuing education program.

Also part of the continuing education division are the Continuum Center for Adult Counseling and Leadership Training, conference department, non-credit course department and labor education program.

OAKLAND'S CONTINUING educa-

OAKLAND'S CONTINUING educa-tion courses are oriented toward busi-ness and professional careers because, says Eklund, 'In the non-redit area, that's the principal market." And as Eklund explained in a recent interview in his Meadow Brook Hall office a continuing education course

interview in his Meadow Brook Hall office, a continuing education course has to have a market — i.e., a sufficient number of paying students. The \$2 million continuing education division operates with \$155,000 of state general tax fund money, Eklund estimated.

mated. The state covers Eklumd's \$43,750 annual salary and those of his support and clerical staffs. "We get the heat, light and janilor work done for us, and we use the facilities." Eklumd said. But operating revenue from tuition and conference fees must cover teacher salaries, supplies and other ex-

penses.

The way Eklund sees it, that puts him in the education selling business—"out on the cutting edge of the need.

"WE MUST SELL," he said. "We're "We MUST SELL," he said. "We're hucksters of the product. I contend that's the only way we survive. We're in the brochure business."
What's selling these days?
The winter non-degree course brochure lists 14 legal assistant courses,

eight management offerings, four courses in business and investment, a new math competency diploma program, small business workshop courses and "avocational investment, as management development program, small business workshop courses and "avocational investments, and the course of the course o

ment training courses.

"WE HAVE sort of a small college within a university here for General half nancially affoat. It costs \$900,000 at year to keep Meadow Brook Hall of the continuing education division of the continuing education division."

money is raised through tour revenues, contributions and foundation grants.

The university has received a one-time state grant of \$160,000 for securi-ty and preservation at Meadow Brook.

Eklund also recruits area volunteers for such chores as spring housecleaning. "We've had society women from Bloomfield Hills coming in and polishing our silverware," said Eklund. "They still do."

Built in 1929 for \$3.5 million, the Dodge Brothers mansion was donated to the university in 1957 by Matilida Wilson, widow of auto company owner John Dodge. Her estate restricts the house to be used for educational purposes only. wilson, widow of auto company owner of the control of the control

The 21-member group advises the White House and Congress on continuing education funding. A number of Oakland's programs, particularly the Continuum Center, are dependent on federal grants, says Eklund.

Eklund said he gives his department, heads a good deal of autonomy with their programs, which he adds is a byproduct of his military background.

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Clarification

If Oakland County decides to buy the Pine Knob recreation complex, its method of financing could be at interest rates of 8 or 9 percent.

An article in the March 3 Observer & Eccentric editions quoted a county study as saying general obligation bonds the county would issue to buy Pine Knob could be paid off at a 5 percent interest rate of the processible said the property of the study as and the interest rates of the processible said the processi

er interest rates were possible n the notes were actually issued.

into a \$160,000 change in fixed costs," he study said.
County budget director James Brennan said the interest rate on general obligation bonds was at 6 percent when the county feasibility study was being prepared in January. Since then, he said, interest rates, which fluctuate, have increased.



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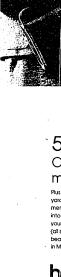
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