# Farmingtonians lead in school venture

By LYNN ORR

Dorsey Business School students can't be accused of taking classes for an MRS degree since the present enrollment in the Livonia based school is totally female.

The opening of the school is one more example of the vocational trend in education. The the last decade has shown a college degree is no longer a ticket to marriage or a job.

Dennis Stockemer, general manager of the three Dorsey Business Schools, has invested $40,000-$50,000 into the latest branch, at 29200 Vassar, to give high school graduates and persons out of the work force the opportunity to professionalize their skills.

"We promote professionalism," Stockemer declared. "That may seem like an antiquated approach but high school students especially need to create a professional image that comes from self-confidence and maturity."

He chose the Livonia site for its central location in the western suburbs and because "the population is not strictly college oriented," he added.

"It's an ideal place because it has a cross section of different incomes and a vocational orientation," he said.

Stockemer's father William purchased the Dorsey school in 1965 and the duo has altered the general outlook by establishing three branches and fazing out the downtown building.

The newest branch offers three specific programs of study. An executive secretarial one-year course for both legal and medical secretarial training, a nine-month receptionist-typist program, and a six-month advanced secretarial program are the basic areas of study.

Farmington Hills resident Phyllis Jarvis is director and instructor at the branch. More instructors will be hired as the school increases enrollment.

Public relations are handled by another Farmington resident, Janet Sist, whose major responsibility is the presentation of high school programs to area schools. The presentation concentrates on job procedures, resumes and general career orientation for high school students.

"I like relating with people," said Ms Sist who finds her background in cosmetology and volunteer work at the continuing center at Oakland University useful in counseling young persons in a professional approach to careers.

"This job combines all of the aspects of my work and makes it easy to work with both high school students and persons coming back into the job market who need some training," she added.

Ms Jarvis worked in various business schools in Michigan and California and did free-lance writing and editing before taking her present position as director.

With a degree from Michigan State University in psychology and a minor in teaching, "This job seemed like the next logical step," she explained.

Working for Kelley Girl for four years, Dennis Stockemer, 29, is looking to the school's operation as his career.

"I love this business," he began. "It's unique and when you enroll a student whose possibilities of employment are remote and one year later, she's hired for a good job, you have a satisfying experience."

With the opening of the Livonia branch, Stockemer is changing the whole outlook of the school to serve the suburbs.

"Industry is moving out here and we receive a lot of calls from Southfield for graduating students. The students from downtown and the east side don't want to move and with this change, we'll be able to really serve the suburbs."

The school's enrollment has increased to about 215 students. Attempting to anticipate the school's growth for the next five years is Stockemer's goal along with the continued success of his students.

"We're basically telling our students they'll be employable within a year," he explained, and a 93 per cent placement for the summer graduation and 97 per cent placement for last spring helps him back up the claim.

"But we're like any business, you can't satisfy everyone," he admits. "It's absurd to think the school is right for everyone. We're different from a public school, we don't coddle the students. The people who haven't found our school successful basically can't handle the responsibilities.

"For example, in a typing class a letter will be graded on whether it's mailable or not. If it doesn't meet the class standards it will have to be improved until it comes up to par. A sample A, B or C won't do," he explained.

On a quarter system, students are required to attend 25 class hours a week versus the 12-15 class hours they would take at a junior college. Students attend class from 8:30 a.m. to 1:30 p.m. Monday through Friday with a half-hour break.

The tuition is about $500 per quarter which includes texts. Some prospective students find the prices steep, but Stockemer explained the difference between Dorsey's program and the junior college approach.

"We give the students twice as many in-class hours, and in one year give them what they would learn in a junior college in a two-year program," he said, adding that students will be earning a living during the second year they would spend at the junior college.

The school is accredited by the Accrediting Commission for Independent Colleges and Schools in Washington, an approved accrediting agency of the U.S. Office of Education. The accreditation process requires degreed teaching staff and a review every six years.

Dorsey's Livonia branch must be in existence for two years before the school will establish its own accreditation but will operate as a branch of the accredited school until the two-year time period has elasped.

Dorsey will place students through a non-fee employment agency, where the payment fee is guaranteed by the employer.

The school also participates in the Michigan Business Schools Association which grants 18 scholarships of $900 to students who fulfill requirements.

Through the high school presentation program and a direct mail approach to seniors, Dorsey spreads the word about their program.

"We opened our annual fashion show to high school students last year and more than 1,000 people paid admission," he noted. "We were flabbergasted by the high school response."

Dorsey students were models in the show geared to working women and one of the school's major thrusts.

"Our training is not designed strictly for skills but to put the students all together polishing their skills and developing their self-confidence, poise and appearance," he said.

"The total push is personal growth and development of professional and technical skills. Prospective employers look at the total picture and that's what we strive to present."

## Brookdale evacuated in gas line mishap

About 200 residents of Brookdale Apratment complex and Sherwood Street, near Grand River in Farmington, found themselves biding time in all night restaurants and the city police station early Sunday morning, as Consumers Power Co. workmen repaired a broken gas line in the neighborhood.

The large gas line on Sherwood at the rear of the apartment complex, was reported to Farmington Police at 2:10 a.m., according to Lt. John Santamauro.

"It sounded like a gusher going off," he said.

The 45 members of the regular force and the police reserve force were called to help evacuate the complex and the 10 houses on Sherwood.

## CITY OF FARMINGTON COUNCIL PROCEEDINGS (Summary)

A Regular Meeting of the Farmington City Council was called to order Monday, October 18, 1976 at 8:00 P.M. by Mayor John H. Richardson.
Councilmen Bennett, Richardson and Tupper were present.
Councilmen Hartsock and Yoder were absent.
City officials present were City Mgr. Deadman, Director Jones, Director Byrnes, Attorney Kelly and Clerk Viane.
Minutes of Special Meeting of the Council held September 20, 1976 were approved.
Minutes of the previous meeting of the Council were approved.
Minutes of the other boards were received.
The following letters were received:
-From Mr. Robert B. Cook, Farmington Historical Society, regarding meeting honoring Farmington Area's Oldest Businesses.
-From Mr. John Grubba, Oakland County Road Commission Director regarding Public Hearing on Balanced Transportation for State of Michigan.
-From Mrs. Edward M. Baker, Jr., regarding water and sewer rates for outside city users.
City Manager Deadman instructed to investigate our water rate structure for outside users and report back to Council at the next regular meeting.
Council voted to support the Michigan Municipal League in their opposition to Proposal C appearing on the November 2 ballot.
City Manager Deadman instructed to contact the Farmington School Board for permission to use the East parking lot at the Farmington Junior High School for a Park-and-Ride Lot in conjunction with the Detroit Department of Transportation (DOT) System.
Presentation was made by Mr. Tom J. Thomas from Lane, Riebe, Weiland, Architects, of a Feasibility Study for the Department of Public Works Facility.
Resolution was adopted authorizing the application for local Public Works Investment Act Grant.
Resolution No. 1 was adopted directing the City Manager to prepare plans and specifications for paving Maple Street from Grand River to Nine Mile Road.
Resolution No. 2 was adopted establishing a Public Hearing for 8:00 P.M. Monday, December 6, 1976, regarding necessity for paving Maple Street from Grand River to Nine Mile Road.
Resolution adopted reducing the Special Assessment portion of bonds to be sold for paving of Raphael and Lakeway Streets.
Final payment approved to Taco Construction Company for the paving of Lakeway and Raphael Streets.
Building Department Quarterly Report received and filed.
Financial Reports for General Fund and Water and Sewer Fund received and filed.
Monthly bills approved.
Meeting adjourned at 10:10 P.M.

JOHN H. RICHARDSON, Mayor
NEDRA VIANE, City Clerk

Publish: October 28, 1976


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