

Commuter college has world-class status

By Ann Laura Shaw
special writer

QUESTION: What commuter college in Michigan is part of a world-class university?
Clue: Its freshman class this fall had high school grade-point averages of 3.3, topped only by the 3.5 average at the University of Michigan in Ann Arbor.

Another clue: This Saturday it will celebrate its 25th anniversary with a "Communiversi Day" on its Dearborn campus.

"Our students rank above the Big Ten and the national average. Our faculty is recruited nationally, and 95 percent of them have doctorates," said Dr. William Jenkins, chancellor of the University of Michigan-Dearborn.

UM-D HAS capitalized on the twin strengths of appealing to commuters and having close ties to, but autonomy from, U-M.

"We are an integral part of the corporate University of Michigan. We consciously adhere to the traditions of quality programs, quality faculty and quality research," Jenkins said.

"We have the advantage of being part of a world-class university. We use the name and prestige to obtain grants and to recruit faculty and students."

The North Central Association, watchdog of academic standards, agreed. It granted UM-D a 10-year accreditation renewal this year, noting the "dedicated, high-quality faculty" and the "enthusiastic, high-caliber student body."

NCA recognized the top administration for its management, especially during the economic wrenches of the early 1980s.

The picture wasn't always so rosy.

IN THE MID-1950s a director of

training at Ford Motor Co. predicted a need for more engineering and business administration graduates. In 1956 U-M accepted a gift of 200 acres and \$8.5 million from Ford Motor Co. and the Ford Motor Fund to establish the Dearborn campus at 4901 Evergreen, just south of Ford Road.

The campus opened in 1959. Its original mandate was to offer junior and senior level courses in engineering and business administration.

Students were required to participate in cooperative education programs. Those programs no longer are compulsory, but they still draw 500 of UM-D's 6,400 students.

"I would not chop off this unique program," Jenkins said. "It provides money for students, and 75 percent of our students work."

In 1971 UM-D was expanded into a four-year institution. Then came the long recessions of the '70s.

Jenkins became chancellor in 1980, six months after economist Harold Shapiro was named president of U-M. A native of Pennsylvania, he earned his doctorate at the University of Illinois in English and is co-author of 85 texts on reading and language for kindergarten through 8th grade students. Before coming to Dearborn, he was vice chancellor and acting chancellor of the University of Colorado at Denver.

SHAPIRO BEGAN "downsizing" the university, closing the geography department and cutting the School of Education 40 percent.

"UM-Dearborn went through seven executive budget recalls in seven years," Jenkins said. "Our operating budget was cut \$1 million."

Once the state cut appropriations, UM-D officials were left with discretion on where to apply them. "We met our financial obligations by budgetary restraint without incurring any major

disruptions in the curriculum and without, as far as I know, any loss in quality."

Today UM-D's financial picture is not only solvent but brighter. "We are now in a much improved situation. We have regained some of what we lost," Jenkins said.

The chancellor noted a 5 percent budget increase for each department and an 8 1/2 percent faculty pay increase this year. The 1984-5 budget is \$21.8 million — \$11.5 million in state appropriations and \$9.3 million from tuition. UM-D's funds are a line item in the state budget and, according to Jenkins, "never intermingled" with U-M budgets for the Ann Arbor and Flint campuses.

CAMPAIGN FOR Michigan, the university fund-raising drive, has a goal of \$160 million, with \$4.8 million earmarked for the UM-D campus.

Anchored by an \$100,000 gift from the Ford Motor Fund, the UM-D drive hopes to raise \$1.8 million for a CAD-CAM lab (computer-assisted design and computer-assisted manufacturing) and a \$3 million endowment.

"The \$3 million endowment is to be used for named professorships, scholarships and library acquisitions," said Dick Reynolds, director of university relations at UM-D and a Westland resident.

"The Campaign for Michigan is coordinated in Ann Arbor, but UM-D has its own development staff calling on our alumni and corporate friends."

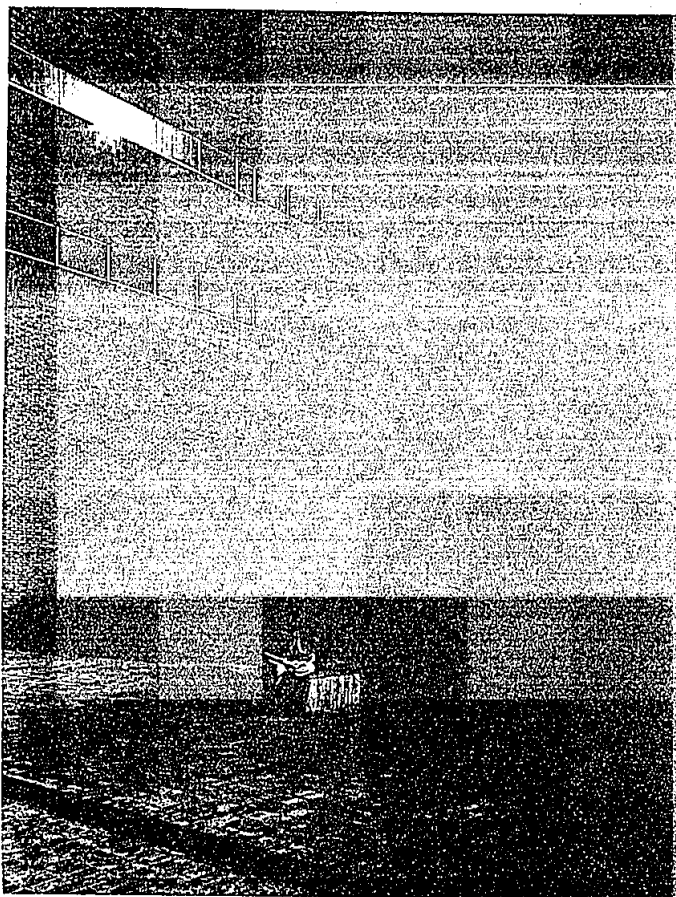
IS UM-D really autonomous administratively?

"Absolutely," replied the chancellor. "I am not told how or where to spend money. Our master of business administration (MBA) and undergraduate programs are not reviewed. I report to President Shapiro, and he reports to the Board of Regents. There are no vice presidents in-between."

Are there any prospects that UM-D will spin off from U-M, the way MSU-Oakland was spun off Michigan State University and became Oakland University?

No again, said Jenkins. Many students are attracted to UM-D because of its identification with U-M. But nearly as many transfer from the Ann Arbor campus to Dearborn as transfer from Dearborn to Ann Arbor, he said.

JENKINS SAID UM-D reaches out to students in Wayne, Oakland and Macomb counties who seek a quality education. "It's no accident. We've doubled the number of Oakland County students in the past 10 years," he said.



The library, the UM-D campus showpiece, not only houses 250,000 volumes and traveling art

exhibits but a permanent collection that includes works of Picasso and Rembrandt.



Marilyn Rosenthal enjoys teaching a behavioral science class. The Livonia resident is an authority on health care systems in Sweden and Great Britain.



Campus Mall is the center of activity for 6,400 students, most of them commuters who hold down jobs.

UM-D lays out year-long salute

University of Michigan-Dearborn will kick off its 25th anniversary celebration with "Communiversi Day" this Saturday, Sept. 29.

The free open house runs from 10 a.m. to 4 p.m. on campus at 4901 Evergreen, just south of Ford Road. Visitors will be met at the University Mall by hosts and hostesses.

Activities will include a demonstration by engineering students and faculty of robots and other computer-assisted laboratory equipment; a presentation on lasers, mirrors and lenses by the natural science faculty; and lectures and poetry readings by faculty and students in liberal arts.

The new library's permanent art collection includes works by Miro, Picasso, Gauguin, Matisse and Rembrandt. The powerhouse at Fair Lane, the Henry Ford estate, has been restored by engineering students and will be open for the day. Fair Lane itself will be open without charge in the morning.

Other events during the anniversary year:
Oct. 5-6 — Sport-A-Thon, 24 hours of bas-

kethall, volleyball, tennis, fencing and hockey.

Oct. 9 — A report on a National Endowment for the Arts study of Fair Lane's grounds and gardens will be held on the lawn. It is open to the public. A tour of grounds is scheduled for 2:30 p.m.

Oct. 18-20 — Sixth biennial Renaissance Conference. Topic: "Bright Shots of Everlastingness: The 17th Century Religious Lyric." Fair Lane.

Nov. 13 — Panel discussion "An Education Update." Dean Richard Morehead, moderator, 7:30 p.m. in the Gabriel Richard Center.

Nov. 28 — Forum on nuclear disarmament. Fair Lane, sponsored by Interdisciplinary Studies and Behavior Sciences.

Nov. 23-24 — Ice hockey tournament.

Dec. 28-29 — Basketball tournament.

Winter term — Weekly natural sciences seminars 2:00-4:30 p.m. Fridays.

Feb. 7 — Forum on future of liberal arts in higher education, 8 p.m. Fair Lane. President Hanna Gray, University of Chicago, and U-M President Harold Shapiro.

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