# 'Urban U' courts suburbs, 'alumni pride'

stoff writor

Wayno State University was part of Detroit Public Schools until the 1950s, when it was taken over by the state. Since then, it has been referred to as an artificial state of the state of

maryinin when was deplete min to be to separate president.

He was asked about:

— A series of dinner meetings he has held with the presidents of both two-year and four-year colleges in southeaster Michigan.

— A half-dozen full-page ads in Observer & Eccentric Newspapers touling WSU programs both on the main Detroit campus and in suburban extension contents.

the main Detroit campus and in suburban extension centers.

• WSU's hiring of a new high-powered dean of the College of Lifelong Learning, which operates "weekend college" degree programs, non-credit offerings and community deucation programs.

• His three-year effort to avoid a student tuition increased — an effort that has won thim warm applause in the Michigan Legislature but less popularity among other college presidents.

THE ADVERTISING, he said, is aimed at more than merely recruiting student as higher education enrollments siump. It's aimed at building "alumn pride."

Pride."

That can translate into dollars as Wayne, like many public institutions, knocks on alumni and corporate doors for donations. "We have 50-60 percent (employee) participation rates in some corpora-

(employee) particulated and some control was a defined and some control was a decided and som

"We're seeing much more pulling together," he said, pointing to "networks" of Wayse alurmi in major companies.

"We have very large numbers of alumni in the suburbs," Adamany said. "And 80 percent of our students ommute 10 miles or more."

ADAMANY SEES Wayne emerging as a major source of professional talent in the region, items:

• Wayne is the "principal law school for preparing people to practice in Michigan." The last State Bar ram was taken by 210 WSU Law School graduates and 90 from the University of Michigan. "Wils' "pass rate" was 1 percent higher than U-Ms' to our enormous pride and joys." Is that "U-Ms' what it means, Adamany she East Coast, West Coast and Chicago and Joys." Is that "U-Ms' will be the state of the bar." He won't say which is the state better — just that "Wayne is as good a superintendents from Wayne as from U-M."

• Statewick, there are "nearly as many school superintendents from Wayne as from U-M."

• Wayne is the greatest producer of medical doctors.

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How you live may make y

"I HAVE TRIED to get the presidents of all the two-year and four-year colleges in southeastern Michigan together to share problems and develop more of a higher education community," Adamany said

said. "We want to offer programs throughout the metropolitan area in a way that will not compete with
community colleges. Our Sterling Heights center,
for example, doesn't compete with Macomb Community College.
"We have to be careful not to stir up tensions and
not duplicate." Richard McDowell, president of Schoolcraft College, has praise for those dinner meetings and the
efforts at "articulating" programs between the
two-year community college and four-year university.

two-year community college and four-year university. Wayne has five extension centers. Last month Adamany hired Lawrence Murphy of Central Michigan University to direct Wayne's Weeked College, non-credit operations, continuing education and community program for inner city minority students. Central considered Murphy, a historian by background, 'one of the nation's foremost leaders in non-traditional education."

"I see the metropolitan ara as a single area," said Adamany. "We lined to serve it all."

WHERE ACADEMIA and Industry once were strictly separated, Michigan has gone heavily into university-industry partnerships. Adamany ap-

plauds the change and points to areas where Wayne is moving.
"K mart has endowed a chair in marketing in our business school. With Ford, we have a master's and certificate programs for engineers in automation.

"K mart has encouved a class to the weaker's and certificate programs for engineers in automation. "We are in a consortium to do research on unmanned vehicles with KMS Fusion, Lear Siegier and Coutinetial Teledyne."

As Wayne graduates move up corporate ladders and become more visible, Adamany expects their pride will translate into fund-raising efforts. Wayne came president, and this year it set a \$4.500 million, and expects to raise \$3.500 million, and expects to raise \$3.500 million.

SOME MONEY goes to scholarships, a matter of great concern to Adamany because of high tuitions. Arriving here in 1982, Adamany found Wayne had the unhappy distinction of ranking third highest in the nation in tuition rates among public universities.

in the nation in fullion rates among public universi-ties.

Three years of bolding the line on tuition have brought Wayne down to sixth.

"Some schools such as medicine raise a fot, and some don't," Adamany said. "We are still lighting a war about pride in our institution. We have a long way to go."

**WSU President David Adameny** 

## **WSU alumni** in suburbla

One-third of Ford Motor Co.'s college graduates are Wayne State University graduates, boasts WSU President David Adamsay, and the "urban university" is trying to stir up alumni price in corporations and the suburba. Publicist Robert E. Wartzer pulled together the list of WSU alumni in belberver & Eccentric area suburbs:

Oakland Coastly — nearly 4,000 alumni in Birmingham-Bloomfield, nearly 2,800 in the Farmington community, 3,400 in the Farmington community, 3,400 in Southfield-Lathrup, 2,300 in Troy, 4,300 in Troy, 4,300 in Troy, 4,300 in Troy, 5,300 in

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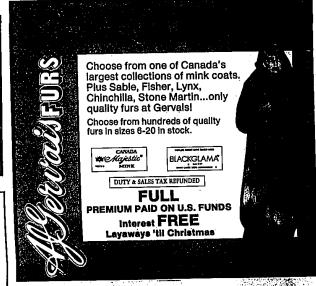
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