

# Why WSU Urban Extension Booms

By CORINNE ABATT  
"Innovating" is the word Edward C. Cieslak uses to describe his work at Wayne State University's Southfield Center.



PROVIDING GUIDANCE and counseling services keeps Edward Cieslak's daily schedule busy, but "innovating."

## Orchard Ridge Has New Chief

S. James Manilla was named provost of Oakland Community College's Orchard Ridge Campus in Farmington, succeeding Dr. Donald Godbold, who resigned to take a position at Denver Community College. Manilla was one of 25 candi-

**BANQUETS! MEETINGS! PARTIES!**

- No Finer Food
- No Better Facilities
- For 5 to 500 People
- Parking for Everyone

**NORTHWOOD INN**

WOODWARD AT 11 1/2 MILE RD. JO 4-6585 • LI 1-2577

**NEED TO KNOW SOMETHING ABOUT YOUR NEW COMMUNITY?**

Call *Welcome Wayne*

Southfield 356-0065  
Farmington 881-8761  
Livonia 454-1314  
Plymouth 453-5369

Our hostess will bring gifts and greetings, along with helpful community information.

**TROPICAL FISH AT wholesale prices**

DIRECT FROM OUR TAMPA FISH FARM. THIS GUARANTEES YOU THE HIGHEST QUALITY AT THE LOWEST PRICES...

BLOOD RED SWORD 24"	GREEN SWORD 16"
RED WAG PLATY 14"	CRESCENT PLATY 17"
GOLD WAG SWORD 18"	RED WAG SWORD 19"
GOLD PLATY 15"	BLOOD RED PLATY 18"

LIMIT - 2 EACH  
PLUS 100'S OF UNADV. ERISED SPECIALS  
**WE WILL NOT BE UNDERSOLD**  
BRING IN YOUR LOWEST PRICE FROM ANY STORE AND WE WILL BEAT IT BY 10% (except fair trade items)

**TROPICAL IMPORTS**  
8821 MIDDLEBELT AT JOY  
522-1144

Cieslak was appointed associate director of credit programs early this year and has his office at the Southfield Center on 11 Mile, west of Tel-

egraph. The Center is the hub for urban extension courses in some 18 locations throughout the metropolitan community. The role Cieslak fills in urban extension is a very special one, tailored well to a special kind of student body.

A sampling of extension students reveals that there are more women than men, the average age of the women is around 32, the average for men just over 29 and over half already have a college degree.

THE EXTENSION centers do not really compete with traditional colleges, because of a "gentlemen's agreement." They don't attempt to serve the same kind of student.

Cieslak, who has been with Wayne State University since 1945 as an admission counselor and then as an analyst for the graduate division, finds the time which he can give to an individual student one of the most satisfying aspects of his position in Southfield.

Housewives, men with families, people hoping for a career advancement or those contemplating a change of careers all need direction, encouragement, reassurance and a chance to discuss their feelings, he says.

As to the reason for the surge of such people returning to school, Cieslak ventures some philosophy.

HE ATTRIBUTES the upsurging of interest to the shorter work week, more leisure time and increasing emphasis on formal schooling. Perhaps more importantly, he says, "There seems to be an increasing sense of ennui-it seems the salt has lost its saltiness. There is an increasing uncertainty in life. People are groping for they know not what-they have come to a plateau and want a reassessment of who they are and what they are."

He continues, "They are trying to find some route by which they might fulfill themselves and they present a unique set of problems."

In addition to calling his work innovating, Cieslak says it has given him a second lease on life. Having the time to spend with an individual student is a great advantage.

Watching the progress of the students, he will eventually encourage some to work toward a degree program, to use the extension center as a stepping stone to the main campus, and still others to continue in the same pattern, taking extension courses for enrichment and stimulation.

He continues, "They are trying to find some route by which they might fulfill themselves and they present a unique set of problems."

**NORTHVILLE LAUNDRY\***  
Laundry - Dry Cleaning  
TRADITIONAL FULL SERVICE FAMILY LAUNDRY  
FOR OVER 40 YEARS

CALL 349-0750  
FOR PICK UP & DELIVERY

331 N. Center - Northville

\*Division Ritchie Bros. Launderers - Cleaners, Inc.

Are you considering

- ROOFING
- SIDING
- GUTTERS

for your home?

**KNOW YOUR CONTRACTOR!**

- Does he use quality materials and qualified mechanics on his jobs?
- Is he insured to protect you and your property from suits?
- Does he pay his bills - so you will not have your home liened?
- Is he licensed by the State of Michigan?
- Will you deal with the owner - not a commissioned salesman?

WE CAN ANSWER YES TO ALL THESE QUESTIONS - For a competent price on your job call -

**"Des" Archdale or "Joe" Yurgin**  
**ARCHDALE - YURGIN**  
Contractors, Inc.

31780 8 MILE ROAD - FARMINGTON  
CALL 477-7290

IN THE 1968-69 year, there were more than 11,000 students in the university's extension courses, and the number is growing steadily.

It is a unique endeavor-there are almost no freshmen, many come just for the sheer delight of learning and the average age is much older than that of a regular college or university.

If, as Cieslak says, the urban extension division is the

"outreach arm of the university," then at the Southfield Center, Edward Cieslak is the helping hand that points out the road and helps keep it smooth.

It is a unique endeavor-there are almost no freshmen, many come just for the sheer delight of learning and the average age is much older than that of a regular college or university.

If, as Cieslak says, the urban extension division is the

"outreach arm of the university," then at the Southfield Center, Edward Cieslak is the helping hand that points out the road and helps keep it smooth.

**Special**

10 GALLON AQUARIUM SET UP \$13.95

Now in Stock

GERBILS-LIZARDS  
TURTLES-MEAL WORMS

**The Seven Seas**  
474-9020  
32615 GRAND RIVER FARMINGTON  
MON. THRU THURS. 11-7  
FRI. 11-6 • SAT. 10-6

Senior Minister of large, liberal, well-established Protestant church in Southfield offers free counseling as a community service. Please telephone his secretary, Mrs. Williams.

EL 2-6954 for an appointment.

Dr. Richard Knight and Dr. Edward Blumberg  
*Osteopathic Physicians and Surgeons take pleasure in announcing the association of*  
Dr. Max J. McKinney  
*in the practice of General and Family Medicine*  
at  
31557 West 1/2 Mile Road  
Farmington, Michigan  
Office Hours daily 474-2000

Today's exciting look...  
**the goodie table skirt**

A fascinating old but new decorating idea... that can add a dazzling spark of visual excitement to your room -

Custom made of your own fabric  
Many sizes and styles

Wood goodie table also available in many sizes.

Phone 352-5808

**farmington house**  
24001 TELEGRAPH ROAD

**Leadership Conference Is Offered**

The Northwest Regional Office of the American Red Cross at 15420 Farmington Road, Livonia, will accept registrations for a youth leadership conference.

Sponsored by the Southeastern Michigan Chapter, the conference Oct. 2-4 for high school and college age youth will be held at Orionville.

A \$15 fee will cover meals, accommodations and transportation to and from the camp.

**COTTON PICKIN' SHOPPE**  
Fabrics & Linens  
810 W. Ann Arbor Trail  
Plymouth 455-2275

another good reason to shop downtown Plymouth.

Symbol of good taste and selection

**STUART M. PORTNOY** of 31761 Lamar St., Farmington, has been named assistant advertising manager at the Stroh Brewery Co., Detroit. He was with the Detroit office of Kenyon & Eckhardt, Inc., an advertising agency, as a media buyer. Portnoy graduated from the University of Illinois with a bachelor of science degree in marketing.

**Unfortunately, just because we do a better job people think we charge more.**

The fact is we charge less than most of our competitors. A few here and there may charge a little less than we do. But you can find out for yourself.

Next time you need a muffler, check us. And check our competitors. Just remember that we do the job faster (in 30 minutes or less), that we guarantee our work, and that we don't charge for installation. Considering all that, you get more than just a better job. You get a better deal.

**Midas**  
We install mufflers for a living.  
We have to do a better job.

**22849 Orchard Lake Road in Farmington 477-2443**