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Happenings at GSU

9 New Student Orientation, 6 p.m., Engbretson Hall.
12 Topics in Psychology: "Risk Taking in Youth and Adolescents," 9 a.m. to 5 p.m., Hall of Honors.
15 Topics in Education: "Classroom Discipline," 9 a.m. to 5 p.m., M-F, Engbretson Hall.
18 Faculty Senate Meeting, 1-3 p.m., Hall of Honors.
19 Student Life Special Event: Chicago White Sox vs. Milwaukee Brewers, 5:15 p.m., depart GSU for Comiskey Park.

Freeman prepares third airport data

When consultants sit down to analyze the five sites under consideration for a third regional airport, they will be using data prepared by Dr. Lawrence Freeman, associate vice president for academic affairs.

It is Dr. Freeman's work on the projected impact on schools that has been making the headlines lately. He prepared his reports for a study group of administrators from GSU and Moraine Valley, Prairie State, Kankakee Community, South Suburban and Joliet Junior colleges.

His report looked at the impact an airport would have on schools within Chicago's proposed Lake Calumet airport site and within the three green-grass sites.

Using data from the Illinois State Board of Education, Dr. Freeman concluded that within the immediate Lake Calumet site, 17 public schools and 10 private schools would either be demolished or be directly affected. In the

Division of Science offers students new equipment

Television can be a learning tool, especially when it's connected to a microscope!

The Division of Science recently purchased a scope-cam, a phase contrast microscope and video equipment, at the suggestion of Dr. Donna Siemro.

The new equipment offers flexibility to both professors and students, Dr. Siemro said. In the classroom, professors will be able to show students on the TV monitor what they're looking at in the microscope. Rather than setting up various slides under several microscopes and asking students to move from microscope to microscope, the new equipment will allow the professor to use the TV monitor to show the class the same slide and offer explanations.

It also will allow professors to show changes in living organisms during experiments.

A microscope attachment offers the flexibility of showing a large surface area, such as a lab table. Because of the equipment's videotape option, the professor can prepare a lab practical and record it. The student would have the option of viewing the tape ahead of time in preparation for his own lab work.

Civil Service Senate expands eligibility rules for scholarship

The Civil Service Senate has agreed to expand the eligibility rules for applicants interested in the Civil Service Scholarship.

The scholarship has been available to GSU civil service employees with at least two years service and to their dependents 23 years or younger.

The scholarship will continue to be made available to GSU civil service employees. The restrictions on dependents have been changed. The scholarship now is available to spouses and children of the employee living at the same address as the employee.
Comings & Goings

Bernd looks forward to retirement after 21 years

By Marilyn Thomas

Dr. Daniel Bernd, senior member of the GSU faculty, will be retiring Aug. 31.

Dr. Bernd joined the staff in September 1970. He came as an English professor and director of academic development in the College of Cultural Studies (today's College of Arts and Sciences). At one time, he also served as assistant dean of the college.

It was GSU's first president, Dr. William Engbretson, who encouraged Dr. Bernd to come to GSU. Dr. Engbretson became acquainted with Bernd in Washington where they worked on federally funded U.S. Office of Education projects.

Starting a new university from scratch was one of the biggest challenges Dr. Bernd has faced in his academic career. "We invented the college programs, we hired staff, we developed interdisciplinary studies. We weren't afraid to try things," he recalled.

Dr. Bernd has been called upon by faculty and GSU administrators for input into GSU operations. He admits GSU's nongraded system failed and he was anxious to have grades put into place and the old eight-week modules changed to trimesters.

He has never been afraid to voice his concerns, and he's always done so with gusto. For example, a 1984 12-page memorandum to the GSU community from Dr. Bernd on liberal education requirements begins with a quote from Emerson before posing this argument: "I believe trying to solve the problems by another laundry list of courses is thoroughly wrong-headed and may result in yet another Frankenstein's Monster of a curriculum."

Effective July 1, Dr. Jay Lubinsky has been named dean of the College of Health Professions after serving as acting dean since September 1990. A faculty member since 1974, Dr. Lubinsky's previous administrative position was chairperson of the Division of Communication Disorders. He chaired the division's committee for accreditation by the American Speech-Language-Hearing Association in 1986-87.

Dr. Lubinsky received bachelor's and master's degrees from Brooklyn College and a doctorate from Case Western Reserve University. He is a past president of the Academy of Rehabilitative Audiology, a national association of audiologists and other professionals concerned with the rehabilitative aspects of audiology. He also is past president of the Association of South Metropolitan Chicago Audiologists, a chapter of the Illinois Speech-Language-Hearing Association.

Dr. David Blood was named chairperson of the Division of Education in the College of Education effective July 1. He has been acting chairperson since July 1990. He rejoined the GSU faculty in July 1986.

Dr. Blood received a bachelor's and master's degrees from Governors State and a doctorate from Illinois State. Before joining GSU, he was a teacher.
The Grapevine

Greenwood helps organize National Quality Forum

Reggie Greenwood, director of the Small Business Institute at GSU, is working with members of the Chicago Southland Chamber of Commerce to organize the National Quality Forum VII on campus in October. The program helps emphasize American businesses' needs to have workers dedicated to quality as a means of ensuring U.S. success in international markets.

Coleman receives new equipment donation for CHP

"It doesn't hurt to ask" is Professor Clementine Coleman's motto. During her visits to conventions and through educational networking, she asked for support. Two companies responded offering GSU new equipment for the College of Health Professions.

Behring Diagnostics Inc. of Somerville, N.J., donated an ethyl alcohol kit valued at $865 and has offered discounts on other equipment. Pierce of Rockford, Ill., donated test kits and vials valued at $225.

ICC plans for 1992 live interactive videoconference

The Instructional Communications Center is beginning plans on a 1992 live, interactive national videoconference. The topic will be values and ethics in higher education. Dr. Mel Muchnik will be the executive director for the program that will examine a host of topics, including racial and gender inequities and the perception of standards, conflicts of interest, First Amendment rights, the ethics of teaching and the reward system.

Campus Center hosts softball, tennis tournaments

The Campus Community Center is hosting softball and tennis tournaments beginning July 8. There are no entry fees.

The tennis doubles and singles tournaments will be played in a double elimination structure. Trophies will be awarded in both divisions to male and female finishers. For more information, call CCC staff on extension 2214.

Thank You

The Department of Public Safety and the Illinois Special Olympics sends its thanks to all who helped raise funds for this year's Special Olympics. Officer Debra Boyd (DPS) said through the efforts of all on campus, the GSU contributions were doubled from last year.

She sends thanks to fundraisers and contributors Ginni Burghardt, Colette McHale, Dr. Harvey Varnet, Elaine Sherman, Marilyn Thomas, Tom Oldenburg, Karla Pond Ernst, Philip Orawiec, Dr. David Ainsworth, Gary Fisk.

Dr. Mel Muchnik, Suzanne Oliver, Ed Flowers, Bob White, Larry Lewis, Mike Evans, Tony Labriola, Mark Burda, Sally Petrilli, Ralph Kruse, Donna Rutledge.

Gigi Brubaker, Polly Bernd, Dr. Karen D'Arcy, Jean Coughlin, Susan Bell, Rose Mascolo, Diane Cole, Andy Anderson, Gusta Allen, Ruth Bailey.

LaVerne Bennett, Alice Hanes, Louise Brown, Yvonne Franklin, Marge Godowic, Dottie Legge, Phyllis McLaurin, Raji Nair, Leona edric, Keri Condon.


Scholarship expanded

(Continued from page 1)

In the past, the scholarship was only available to students working toward bachelor's degrees. The senate agreed to expand eligibility to those working toward master's degrees. Students must be enrolled in at least six hours of coursework.

The scholarship is $250 for dependents but has been $100 for civil service employees because they receive an employee tuition benefit. The senate agreed to increase the employee scholarship to $150. There are no restrictions on how the money is used.

"We want to offer as many people as possible the opportunity to cover some of the costs of a college education," Charles Barnett, president of the Civil Service Senate, said. "We think these changes will make the scholarship attractive to more people on campus."

The scholarship is offered each trimester. Applicants must have at least a 'C' average. Applications, available from Fran Lindsay in the Personnel Office, should be accompanied by student transcripts and a student letter stating his/her educational goals. Each application is judged solely on merit.

The scholarship committee reviews each application without knowing the candidate's name.

The deadline for the fall trimester scholarship is Friday, Aug. 9. Anyone needing more information can contact Fran Lindsay on extension 2194, or Marilyn Thomas, chairperson of the scholarship committee, on extension 2122.

Scholarship committee members are Mildred Toberman (CHP), Gusta Allen (Registrar's Office), Mary Lee Johnson (UL) and Barb Basler (UPS).

Congratulations

To Dr. Debra Huntley, professor in the Division of Psychology and Counseling, and her husband, Barry Caplin, on the birth of their son, Jeremy David on June 14.
They’re dialing you!

Fujitsu Business Communications Systems employees Dave Laster (right) and Dave Lavaty (left) work in one of the phone distribution closets identifying cables and phone lines as they begin installing the wiring for the new phone system. They started the project near Student Life and are now working in Building F.

GSUings...

...Drs. Jagan Lingamneni and Sonny Goldenstein, professors of criminal justice in CBPA, attending the April annual scholarship awards dinner of the American Society for Industrial Security, Chicago region, with GSU criminal justice students who were nominated for recognition; a $300 second prize award was given to Dr. Lingamneni’s nominee, Cynthia Thurman...Dr. Lingamneni also attending the March annual meeting of the Academy of Criminal Justice Sciences in Nashville, with some of his students, and participating in a panel presentation on the new curricular topic “Computer Applications for Criminal Justice”...Professor Mary Bookwalter of the Division of Fine and Performing Arts, showing a computer collage print titled “No Regrets at Coming Home” in the computer-generated art exhibit “Brave New Pixels 3” at the ARC Gallery in Chicago until June 29, presented by the Association for Computing Machinery, Special Interest Group in Computer Graphics...Dr. Efraim Gil, professor of public administration in CBPA, presenting a talk on current environmental issues at the May Leadership Institute of the Chicago Southland Chamber of Commerce...Glen Abbott, affirmative action officer, also attending the May Leadership Institute meeting where he received recognition for successfully completing the requirements of the first Leadership Development Program... John Morton and Kay Schebler of the Office of Economic Education, participating in a May conference at the Federal Reserve Bank of Chicago titled “The New Global Realities.”

Microscope purchased
(Continued from page 1)

It also can be helpful to a student who needs to make up a class. The $5,000 piece of equipment, which arrived in early June, was purchased from the science division equipment budget. Dr. Siemro is delighted to have finally gotten permission to purchase it. She noted that students who transferred to GSU had previously used the video microscope at their community colleges.

The equipment will be used primarily by the 57 undergraduates and 33 graduates majoring in biology. Dr. Peter Gunther was the first to try out the video microscope in his plant diversity lab. Other professors who will use the equipment include Dr. Siemro, Dr. David Griffith, Dr. Phyllis Klingensmith, Dr. Jon Mendelson and Dr. Ed Miller.

Airport data prepared
(Continued from page 1)

outer parameters of the site, 30 public schools and 11 private schools will be affected by jet noise and other byproducts of being near an airport.

In studying the impact on the 112 school districts in South and Southwest Cook, Kankakee and Will counties, Dr. Freeman found that the current public school buildings could absorb another 90,000 students.

Only six of 66 districts in South and Southwest Cook County and only three of 29 districts in Will County are currently at or above 80 percent capacity. No district in Kankakee County is at 80 percent capacity.

Staff Directory

Clifford Sullivan is a new employee at Governors State. He is a carpenter in Physical Plant Operations and can be reached on extension 2181. Please delete Leona Erickson from your staff directory.
Advertising is answer to public education funding

Dr. Hugh Rank believes there's an easy answer to Illinois' public education funding. It's advertising. Specifically, Dr. Rank, professor of English literature, has announced "tongue in cheek" plans for organizing "Rent-A-Rhetorician," a national network of professors that will work with corporate sponsors in an effort to bring more commercialism into their classrooms.

He intends to introduce more ads into the schools, not only in the halls and walls, but also in the classrooms and blackboards, podiums and desktops and even the textbooks.

"Only high class ads," he emphasizes, "nothing controversial." While the proposal is a spoof, Dr. Rank is only laughing half-heartedly because he believes the crush of advertising has happened already in the hundreds of schools that adopted Channel One.

Now Dr. Rank is giving the "soft sell," the "hard sell," and other advertising techniques seen by thousands of school children, a thorough review.

In his latest book, The Pitch: How to Analyze Advertising, Dr. Rank discusses the many ways advertisers are working to develop early "brand loyalties" and "image boosters" among America's youngest consumers.

Dr. Rank says the rapid success of Channel One "is due to the common attitude that 'advertising doesn't affect me!' Most people don't take ads seriously as units of persuasion," he notes.

Channel One, developed by Christopher Whittle, is a current events program packaged with advertising. The 12-minute segments are seen daily by students in an estimated 8,000 schools. In return for airing Channel One, schools have accepted $50,000 in television equipment. Channel One must be shown in the schools for at least three years, or the schools relinquish the equipment.

In 1972, Dr. Rank organized the Committee on Public Doublespeak for the National Council of Teachers of English as a "watchdog" group focused on the language used by advertisers and politicians. He admits the committee's work has been an uphill battle. Now Dr. Rank has turned his attention to Channel One's influence on young viewers.

Some educators see ads in the classroom as reasonable trade-offs. But Dr. Rank and other educators caution, the packaging of news with ads is "a serious escalation of commercialism in the classroom, selling students in wholesale lots as a captive audience."

"Most schools give very little training about how to analyze persuasion, especially of non-rational techniques. Yet kids today will see more than 200,000 TV commercials before they enter first grade."

He is willing to provide teachers with free classroom material that can help inform students about the effects of advertising. His quick, easy approach is "The 30-Second Spot Quiz" which he is willing to provide for free to GSU staff members. It is a brief introduction to his book which outlines advertising. It includes examples of many of the latest techniques and devices, such as '800' and '900' phone numbers, "infocommercials" and "advertorials," as well as ads embedded in movies.

"I believe the issue is not the presence of ads in the classroom," he says, "but the purpose of why they're there and the procedures of how they're handled. If students are expected to be passive receivers of these persuasive messages, either in terms of buying the products or of 'feeling good' about them, then there should be no ads: no Channel One, no commercialism in the classroom."

"In a democratic society," he argues, "we need to develop simple ways to teach the greatest number of people how to understand the predictable patterns of persuasion we see in advertising and political rhetoric."

Media coups...

- GSU graduate Diane Gill was featured on the front page of the Sunday, June 9, editions of the Chicago Tribune. The story related her inspirational fight against neurofibromatosis, a chronic disease that causes tumors to form on her nervous system and brain. The battle against the disease caused repeated delays in Gill's completing a master's degree in counseling. In seven years, she had 13 surgeries, including six brain surgeries, and two extended bouts with radiation therapy. She is partially deaf now and one surgery caused a memory loss, but she continues the struggle. "Life doesn't have to end with devastation on the discovery of a chronic disease," she says.

- Dr. Jon Carlson, professor in the Division of Psychology and Counseling, was quoted in the June 20 editions of The New York Times on summertime apprehensions of young people. While some look forward to no homework and a flexible schedule, other children continue to need structure, Dr. Carlson said.
Senior member of faculty will retire in Aug.

(Continued from page 2)

and administrator for south suburban schools.

In 1990, Dr. Blood traveled to the Soviet Union as a member of a fact-finding tour sponsored by the American Association of School Administrators. He also has been recognized nationally for his teacher/student personality studies done in conjunction with the Minooka Schools.

**Grace Lefebvre**, continuing education community coordinator for GSU's Extension Center at Orland Park Place Mall, has resigned to accept the position of associate dean of extension and continuing education services at South Suburban College. One of her primary jobs will be helping the college establish its Oak Forest extension site.

Grace worked in Special Programs and Continuing Education since 1984 and joined the extension center staff in 1988.

**Dr. David Blood**

**Dr. Joseph Correa**, director of the Office of Extended Learning, resigned June 30.

**Dr. David Suddick** of the Student Development office is on sabbatical. He will return to campus for the fall trimester and join the faculty of the College of Education.

**Tom Dascenzo**, director of Student Life, is on an administrative educational leave through December. **Michael Blackburn** is assuming the administrative responsibilities in Student Life during Dascenzo's leave.

**Beverly Wilson** in the Financial Aid Office resigned June 30. She is looking forward to her upcoming marriage July 20.

Several faculty members will begin sabbatical leaves Sept. 1. **Professor Clementine Coleman** in the Division of Health and Human Services will be enrolling as a full-time student at the School of Public Health at the University of Illinois at Chicago.

**Dr. Vinicio Reyes** in the Division of Education will be updating skills in curriculum development and multicultural awareness and sensitivity.

**Dr. David Ainsworth** in the Instructional Communications Center will be traveling to Europe to investigate the potential for international learning in BGU institutions.

**Dr. Ken Weig** in the Division of Psychology and Counseling will be assessing the feasibility of a joint division program between GSU and the Alfred Adler Institute in Chicago.

**Dr. Judy Lewis** in the Division of Health and Human Services will be on leave as the GSU Distinguished Professor and to update her book *Substance Abuse Counseling*.

**Veterans of Innovation**

**June**

1972 Ear] Collins (DPS), Theodore Reid (DPS), Irving Roberts (BO)
1973 Michael Foley (PPO)
1974 Richard Burd (ICC), Robert Jensen (CS)
1977 Lynne Hostetter (A&P), Vivian Sherman (CBPA)
1978 Samuel Steele (PPO), Michael Riney (PPO)
1979 Joseph Hanes (PPO), Anthony Ziccardi (PPO)
1980 Elizabeth Helsel (BO)
1982 Charles Hicks (CAS)
1985 Daniel Kreidler (FA)
1986 David Blood (CE)

Send items for inclusion in Governors State University F.Y.I. to the GSU Office of University Relations no later than June 26.