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This Week at GSU

- 17 Applied Student Juries, 1 to 4 p.m., Sherman Music Recital Hall.
- 18 Travel Management Seminar, 10 a.m. and 3:30 p.m., Engbretson Hall.
- 18 Civil Service Senate Bake Sale, 11 a.m. to 2 p.m., Hall of Governors.
- 19 Pat Fares Farewell Reception, 2 to 4 p.m., E Lounge.
- 19 "Stress Management for Women at Work" workshop, 2 to 4 p.m., Hall of Honors.
- 19 Jazz Ensemble Concert, 7:30 p.m., University Theatre.
- 20 Civil Service Senate Meeting, 2:30 p.m., Hall of Honors.
- 21 20th Anniversary Committee Meeting, 11 a.m., President's Conference Room.
- 21 Composers Concert, 7 p.m., Sherman Music Recital Hall.
- 22 End of the Winter Trimester.
- 23 Symphonic Band Concert, University Theatre.

All events held at University Park campus unless otherwise noted.

We skipped a week!

Due to the power failure which closed the GSU campus from April 7 to 12, *Governors State University F.Y.I.* was not published on April 10.

Governors State University F.Y.I. is published weekly by the Office of University Relations, Governors State University, University Park, IL 60466; (312) 534-5000, Ext. 2122.

Journalist, scholar to receive doctorates

This year's honorary doctorate recipients at commencement will be newspaper editor and publisher **Katherine Fanning** and University of Illinois-Chicago professor and scholar **Dr. Robert Remini**.

Graduation ceremonies will be Saturday, June 3, for the College of Health Professions, College of Arts and Sciences and the Board of Governors degree program, and on Sunday, June 4, for the College of Business and Public Administration, and the College of Education.



Katherine Fanning

This will be the seventh honorary degree for Fanning, the former editor of *The Christian Science Monitor* and the *Anchorage Daily News*. She has also received the Missouri Medal of Honor from the University of Missouri School of Journalism in 1980, the 1980 Medal of Honor from her alma mater, Smith College, and the Elijah Parish Lovejoy award in 1979.

Fanning, as editor and publisher, transformed the *Daily News* from a 1971 minor publishing effort to a 50,000-daily publication leader in Alaska by the time she left in 1983.

She also led the paper's investigative team to a Pulitzer Prize in 1976 for its 15-part investigative series on the Teamster's Union in Alaska.

Fanning served as editor of *The Monitor* from 1983 to November 1988.



Dr. Robert Remini

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Board of Governors considers system-wide marketing

The Board of Governors of State Colleges and Universities has approved plans for a system-wide marketing effort to begin immediately.

BOG trustees made the decision following presentation of results from a marketing study conducted at the five universities in the system. The study showed the major reasons 46,000 students are attending BOG universities are "low cost" and "location."

It also indicated that the majority of graduates of BOG institutions rate their educational experiences as "excellent" to "above average."

"Many complex issues will confront the BOG universities in the next few years,"
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Wilson

Bufalino

Pair to carry BOG message to grads

Two members of the Board of Governors of State Colleges and Universities (BOG) have been selected to represent that body at GSU's June commencement activities.

D. Ray Wilson, publisher of newspapers in Elgin and Wheaton, and Dominick J. Bufalino, a Norwood Park Township businessman, will give remarks at the June 3 and June 4 events respectively.

Cafeteria Menu

(Week of April 17 to April 21)

Monday - Cream of chicken soup w/1 pkg crackers; chili con carne w/1 pkg crackers; Entree: ham steak; taco w/ trimmings; buttered carrots, sweet potatoes.

Tuesday - Old fashioned bean soup w/1 pkg crackers; chili con carne w/1 pkg crackers; Entree: baked meat-loaf; Sloppy Joe on bun; stewed tomatoes and zucchini; whipped potatoes.

Wednesday - Cream of spinach soup w/1 pkg crackers; chili con carne w/1 pkg crackers; Entree: French dip beef on roll; medley vegetables; whipped potatoes.

Thursday - Minestrone soup w/1 pkg crackers; chili con carne w/1 pkg crackers; Entree: breaded pork cutlet; popcorn shrimp; peas and carrots; whipped potatoes.

Friday - Specials will be posted in the cafeteria.

Entrees include vegetable, potato, roll and butter.

(Menu subject to change)

Faculty Feature

Helping build GSU was idea that attracted prof

By Marilyn Thomas

The idea of starting from scratch, of helping to formulate a new university with no preconceptions, fascinated Dr. Lowell Culver back in 1971.

He first learned of the proposal for a university as part of a planned community when he was visiting the Department of Housing and Urban



Dr. Lowell Culver

Development's offices in Washington.

"That's where I heard about this developing community called Park Forest South that would have a university," he said, "and so I

decided to investigate the possibilities of employment."

At the time Culver was teaching at Pacific Lutheran University in Tacoma, Wash., so he interviewed for a position on the GSU staff at a convention meeting on the West Coast. It was probably the strangest job interview he's had. Dr. Rodolfo Martinez, the GSU representative, was sick in bed, but he asked Culver to come to his room for a meeting. "There he was under the covers asking me questions," Culver recalls.

As it turned out, Martinez and Culver shared a mutual acquaintance and it was that person who Culver was using for a reference. Despite the circumstances, the interview went well, and the reference was a valuable one. Culver was hired as a GSU professor and director of academic development in December 1971.

Today Culver is the senior faculty member in the College of Business and Public Administration. He's led many projects, formulated a variety of programs and taught hundreds, perhaps thousands of classes.

After earning his bachelor's degree from San Diego State University, the native Californian spent 1954-55 at the University of Hamburg as a Fulbright Scholar, an experience that he says gave him depth and knowledge in his field of international relations.

He returned to the U.S. in 1955 to work on a master's degree at UCLA. At the same time he did student teaching at San Diego City College and Santa Monica Junior College. He then served in the Air Force, and returned to teaching taking a break to work on his doctoral degree at USC. His thesis topic was the election process in Germany from the first land (or state) elections in 1946 through the development of a strong national government and elections in 1965. Sections of his thesis were published in the *Western Political Quarterly* in 1966.

In 1964, Culver left a teaching job in California to accept an assistant professor's position at Pacific Lutheran University where he taught foreign relations and American political courses until coming to GSU.

After Culver's extensive examinations of American history and government, and foreign government and policies, who would be better suited to work on the first GSU Constitution? No one, it was decided, and the task was left to him. "That constitution made us all equals," he remembers. "Students, staff, administrators and faculty -- we were in one body, unified and working together." That constitution was later rewritten to give each group its own representative body (i.e. Student Senate, Faculty Senate, Civil Service Senate).

Working out of the Park Forest Plaza, and later the first building on campus (today's print shop and central stores building), Culver wrote the first course descriptions and first catalog for CBPA, then called the College of Business and

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The Grapevine

Campaign underway to encourage bond purchases

After you pay your bills there isn't much left of that paycheck, is there? Here's an easy way to make certain you save a small share of your earnings -- payroll deductions for U.S. Savings Bonds.

"This is the easy and convenient method of saving regularly that offers tax advantages and a competitive return," says Fran Lindsay of the Personnel Office who is the U.S. Savings Bonds coordinator.

Bonds held at least five years earn 85 percent of the average return on five-year Treasury securities. The rate is adjusted every six months. It now stands at 7.35 percent, and it's guaranteed not to drop below 6 percent should interest rates fall.

The money you save with savings bonds is exempt from state and local income taxes and is federal tax deferred. There's free replacement if the bonds are lost, stolen or destroyed.

April is "U.S. Savings Bonds" month and coordinators for each unit will give you the details on how to sign up to save for your future.

Six GSU staff members successful in election bids

Congratulations to the winners! Six GSU staff members were elected to public office April 4.

Lu Poroli from the Personnel Office was elected to a term as supervisor in Crete Township and Chris Cochrane, director of the Small Business Development Center, moves up from trustee to supervisor for Monee Township.

Bob Donaldson, professor in CBPA, will serve as a village trustee in Hazel Crest; Joyce Gordon, in the Business Office, was elected village clerk in Ford Heights; Polly Bernd from Special Programs and Continuing Education was re-elected a trustee in University Park; Kay Schebler, assistant administrator for the Office of Economic Education, was re-elected to the Homewood-Flossmoor Park District.

Best wishes to Jan Schultz of the President's Office and Peg Donohue, special assistant to the Provost, who gave their campaigns their best efforts but fell short.

Forum on U.S.-Soviet relations features big names

Nicholar Daniloff, the American newspaper reporter whose arrest for allegedly spying in the Soviet Union became an international incident, will be one of the lead speakers May 6 for "The Big Thaw: Common Security and Common Sense."

The day-long discussion program on Soviet-American relationships in light of reduced world tensions will be presented from 9:30 a.m. to 5 p.m. at GSU. It is co-sponsored by the *Chicago Sun-Times*, the South Suburban SANE/FREEZE and Governors State University.

Speaking with Daniloff will be Randall Forsberg, director of the Institute for Defense and Disarmament Studies.

Other speakers include John Marks, director of the Search for Common Security, and Vladimir Pechatnov, first secretary of the Soviet Embassy.

Information on the program is available from the Office of Conferences and Workshops.

Summer film seminar to focus on 'Heart of America'

GSU is presenting a documentary film seminar on "Discovering the Heart of America" May 4 to July 27 at Homewood-Flossmoor High School.

The course will explore explosive issues that are not reported by the mainstream media. Distinguished Polish filmmaker Cezar Pawlowski will be instructor.

Prof was attracted to idea of new GSU

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Public Service. He was the first director of academic development and established the first community council. He also taught the first GSU class -- "American Government" -- at 8 a.m. in the warehouse to seven students.

"Initially we had 500 students with 16 faculty and administrators. It was an exciting time in the sense that we were building a brand new university. That kept us going. The staff was so small we used to work 60-hour weeks," he recalls.

"I wonder now how we did it. The thing was we were tied to the university. You couldn't pass the burden to anyone else, because there wasn't anyone else."

Culver's involvement with the university has continued over these many years. Today he is the GSU legislative representative for the University Professionals of Illinois lobbying Illinois legislators on higher education and GSU issues. Every two years he also organizes a local candidate's forum on campus.

To mark the 200th anniversary of the U.S. Constitution, he helped organize the GSU Constitution Forum and was part of the tree-planting ceremony.

A decade ago Culver took a one-year leave of absence to work as a regional urban specialist with the U.S. Economic Development Administration, and he's taken classes in marketing.

A voracious writer on political and government affairs, Culver has expanded his specialties to include marketing, economic development, urban affairs and local government. He teaches classes in each of those areas.

Congratulations

Linda Kuester, word processor in Administration and Planning, became a grandmother April 11 with the birth of grandson Justin.

BOG okays system-wide marketing

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including a changing population," explained Dr. Thomas D. Layzell, chancellor. "It's no longer a question of whether to market, but how to market effectively."

Layzell said the BOG universities will face increased competition in the years ahead. "We need to reevaluate what we are currently doing to attract and retain students."

Dr. Layzell also said the findings of the marketing study are encouraging, "although there are areas which seem to indicate the need for continuing attention," he added.

The board also heard comments from Dr. Kenneth Majer, a marketing expert, who said the image study was the first step in the development of a comprehensive marketing plan.

"We're not just talking about publicity and public affairs," Dr. Majer said. "The universities also need to review

programs and determine whether they're meeting students' and society's needs."

Majer is associated with the New York communications firm of Siegel & Gale, whose clients include American Express, Xerox and Citibank. The firm also engineered the worldwide change of "MasterCharge" to "MasterCard" and designed a marketing plan for Carne-

gie-Mellon University that increased enrollment by 36 percent in its first two years.

The BOG image study was conducted by Dr. Jim Finlay of the Western Illinois University marketing faculty. It was in response to a board request approximately 18 months ago that students, graduates, high school counselors and regional leaders be asked their perceptions of BOG institutions.

Dr. Finlay surveyed more than 12,000 persons in preparing the study.

"The image study was a first step in the development of a comprehensive marketing plan," Dr. Layzell said. "The board now has a preliminary idea of where our strengths lie and where we need to direct our attention."

The study found that a clear majority of currently enrolled students made a BOG university their first choice.

"The image study has produced information that is both encouraging and provocative," Dr. Layzell said. "Our intention now is to take that information and develop an effective, focused marketing plan."

Journalist, scholar will receive degrees

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Dr. Remini is chairperson of the Division of Humanities and director for the Institute for Humanities at the University of Illinois at Chicago. He took a year's leave from UIC to teach at the Jilin University of Technology in the People's Republic of China.

Dr. Remini's is best noted for his studies of the life and times of Andrew Jackson. He has authored 11 books on the American president and has won several top honors for his works, including the English-Speaking Union of the United States Ambassador of Honor Book Award, the Chicago Foundation for Literature Award for Non-Fiction, the American Book Award for Non-Fiction, the George Washington Medal of Honor from the Freedom Foundation and the Friends of American Writers Award for Merit.

He has been the recipient of the John Simon Guggenheim Fellowship, the Huntington Library Fellowship, the Encaenia Award for Distinguished Teaching from Fordham University and the University Scholar Award from the University of Illinois.

Civil Service

Meet Charles Barnett, member of CS board

Public Functions Supervisor Charles Barnett says he is an active member in the Civil Service Senate because he wants to have a voice in the working conditions and the civil service process. He is serving on the senate's elections board.

Charles, who lives in Peotone, will be on staff two years on May 1. As public functions supervisor Charles is responsible for booking all rooms and making arrangements for all meetings and programs on campus.



Charles Barnett

In his spare time, Charles volunteers his time at The Drama Group of Chicago Heights where he's acted in and directed numerous shows. He also handles ticket sales for the thespians.

Charles is planning his yearly trip to Florida later this month.

Condolences

to Bill Dodd, chief executive officer of the GSU Foundation, on the death of his father-in-law April 11, and to Brenda Hatcher, secretary in Administration & Planning, whose grandmother died March 30.

Veterans of Innovation

Congratulations to the following employees of Governors State University who are celebrating their anniversaries of employment during April.

- 1972 M. Catherine Taylor (SAS), Burton Collins (SD), Tim Arr (BO).
- 1973 Karl Harrison (DPS).
- 1974 John Fahey (PPO), David Suddick (SD).
- 1975 Thomas Byrne (PPO), De-lores Baker (BOG/SPCE).
- 1977 Kathryn Norman (UL).
- 1978 Rosina Mascolo (DPS), Barbara Mosley (CAS).
- 1979 Irvin Miller (CHP).
- 1982 Louise Kohl (PROV).
- 1983 Catherine Taffora (PPO).
- 1984 John Ostenburg (UR).