Western Michigan University Newsletter, December 1960

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Dr. J. W. Miller Will Take Presidency
Jan. 1, Third of Illustrious Leaders

On January 1, 1961, Western Michigan University will enter a new era as its third president, Dr. James W. Miller takes over the duties of chief executive officer.

An experienced educator, political scientist and state controller, Dr. Miller brings a rich background of experience to his new office. Noted as a quiet thinker with a keen mind, Dr. Miller has already richly impressed those administrators and faculty who have had an opportunity to confer with him.

Although very busy with details of his present duties as secretary of the Board of Trustees of Michigan State University, Dr. Miller has found opportunity to visit the campus on several occasions and to represent the University at functions away from the campus.

A graduate of Amherst College, Dr. Miller was able to attend the inauguration of its new president recently as a representative of Western. Because of other commitments taking him to Seattle, Washington, he unexpectedly attended an alumni meeting in that city.

Dr. Miller will remain something of a commuter during his first half year on campus, and his family will remain in their East Lansing home until their eldest son completes his senior year in high school.

A public-minded citizen, it is expected that Dr. Miller will quickly become an active part of the community.

Although history will call him the third president, Dr. Miller is actually the fifth person to control the University for any length of time. Dwight B. Waldo served as the first president, except for one year while on leave of absence when Dr. William McCracken was the acting president. Succeeded by Dr. Paul V. Sangren in 1936, the reins were turned to Dr. Gerald Osborn as acting president last July 1, and Dr. Osborn at the end of this month will return to his duties as dean of the School of Liberal Arts and Sciences. An interesting sidelight is that the two acting presidents, Dr. McCracken and Dr. Osborn, were both chemists.
GUIDE FOR A 20th CENTURY UNIVERSITY

The Faculty Looks to Western's Future

This is a part of a report recently circulated by the WMU Faculty Senate, representing the consensus of a faculty committee on the future of Western and the planning which must go into preparation to meet the onrush of students during this decade.

"It is my conviction that Western should think of itself not just as a University but as distinctively a twentieth-century university. Western was founded near the beginning of the twentieth century and has attained University status at approximately the middle of the century. We cannot claim, therefore, great antiquity. Tradition means so much in institutions of higher learning that this newness may be regarded by some as a liability. I believe rather that it is an asset . . .

"We can incorporate our good traditions at Western and the best of the University tradition in the new University we will build here. And at the same time we have the opportunity to construct something which is essentially new and perhaps unique in the realm of universities. This University should be fashioned to meet the genuine needs of the people of Michigan." A Twentieth-Century University by Willis F. Dunbar. An address delivered at the convocation commemorating the achieving of university status on March 1, 1957.

* * *

In keeping with the philosophy expressed above we believe that Western should become a Twentieth-Century University which will meet the specific needs of the people of Michigan, and preserve some of its own important traditions. Such a university must consider the changes through which our society will pass, the demands which such changes will make on Western, and the adjustments which the University must make to meet these social and cultural developments.

A. Our beliefs regarding the demands which the future will make upon Western:

1. We can expect an accelerated growth in student enrollment (estimated 18,000 students by 1970) and a consequent growth in size of faculty and staff and in physical plant and equipment. This expectation is based upon the following:
   a. The areas served by Western are increasing in population.
   b. The student body is becoming more cosmopolitan as Western's program expands and its prestige rises.
   c. An increasing percentage of the population of college age will expect an opportunity to go to school.
   d. It is the recognized function of the State to provide higher education for all qualified persons who desire it.
   e. Western Michigan University is in a strategic position with respect to location, physical plant, and professional atmosphere to serve these growing educational needs.

2. Western will be expected to furnish expanded opportunities for senior-college and graduate education and to provide an increasing number of highly qualified graduates. The basis of such an expectation is:
   a. A marked increase in the need for college graduates and professionally trained people to serve our society as:
      1) Efficient teachers and educational leaders.
      2) Skilled and high-purposed leaders in business, in industry and in the professions.
      3) Effective scientific and technological personnel.
      4) Able leaders in cultural and civic affairs.
   b. The growth of the community college movement in Michigan will put greater responsibility on institutions like Western for providing senior college and graduate education.
   c. The percentage of college graduates doing graduate work will increase.

3. Western will be asked to provide new programs in response to the needs of an increasingly complex society. (Such a program now under consideration is in general engineering.) This prediction is based upon the following evidence:
   a. Southwestern Michigan, the primary service area of Western, is rapidly becoming a highly urbanized area.
   b. Business, industry and government are already showing increased interest in Western and its capacity to provide leadership and assistance.

4. Western must plan and provide a significantly expanded program in basic research. This view is predicated by the following:
   a. The increasing demands of our scientific age.
   b. The further emphasis upon the education of graduate and professional students.
Ford Grant Aids Development of TV Classroom Programs

The Ford Foundation has granted to Western Michigan $35,000 to permit further development of classroom teaching through the use of television.

Two second semester courses are now being planned for closed circuit telecasting from the new University studios in the Dwight B. Waldo Library, in which students view the lecturer in classrooms in the Administration building, Waldo Library and Paper Technology auditorium.

It is expected that some 450 students can be reached during each showing, with two such lectures planned weekly, and with students meeting for discussion periods with an instructor in the room once each week.

The sophomore level courses are Humanities and State and Local Government and Administration.

Duane B. Starcher will be the producer for the telecasts.

Alcohol Studies Institute Set for June 18-25, 1961

For the third time the University will be host to the Midwest Institute of Alcohol Studies in 1961, alternating with the University of Wisconsin.

More than 125 persons are expected to participate between June 18 and 25. Also co-sponsoring the institute are the WMU division of field services, the State Board of Alcoholism and parallel Wisconsin agencies. Among those eligible to participate are persons working in the fields of health, social welfare, law enforcement, mass media, education and clergy.

The United Nations has just published an 85-page book by Melvin W. Wachs of the political science faculty on "Technical Assistance and Administrative Programming in Peninsular South-East Asia." It includes studies made by Wachs in Thailand, Burma, Malaya and the Philippines.

Ideas for Your Next Assembly is a new book published by the department of speech, and available to high school teachers free of charge. Inquiries should be made to Dr. Albert Becker.

Dr. Ralph Miller, professor of English, is the new president of the Michigan conference of chapters of the American Association of University Professors.

Having trouble finding program materials for your group? Check with the University's Division of Field Services and request its new pamphlet, Programs in Aging. Listed are numerous speakers and resource persons throughout the state of Michigan and the particular subjects on which they are best able to speak.

c. The further training of our own faculty.
B. To meet the challenge of this future, we believe Western should:
1. Continue to develop and strengthen its program in liberal arts and sciences in order to provide the common culture and broad base of education necessary for intelligent living in a peaceful and vigorous society.
2. Continue to emphasize and improve its program of teacher-education, an area in which Western already has gained national eminence.
3. Continue to expand its program in the area of applied arts and sciences and in business administration.
4. Be alert to educational needs in new areas of knowledge and provide curricula in these areas as the situation requires.
5. Expand and improve its graduate program.
6. Make plans and provisions for significantly expanded programs of research and service to public and private agencies.
7. Seek energetically from public and private sources the increased support demanded by the expanding program of this Twentieth-Century University.
MBA Program Has 67 Students in First Full Year

Management is the predominant field of interest among the 67 students enrolled for graduate work in the School of Business and pursuing the new Master of Business Administration degree, according to Dean Arnold Schneider.

Fifty-three per cent have selected management, 12 per cent marketing, 10 per cent finance, seven per cent accounting, and 18 per cent are as yet undecided.

A further study of this group, most of whom are engaged in business activities in the community, shows that 34 per cent had their undergraduate training in business administration, 23 per cent in engineering and 20 per cent in economics.

Thirty-seven per cent of the group comes from undergraduate study at Western.

They bring with them such titles as general superintendent, assistant director, project engineer, budget supervisor, Army officer, sales representative, sales service representative, district manager, senior designer, vice president, research chemist, mechanical engineer, social worker, teacher, assistant treasurer, chemical engineer, trust administrator, plant engineer, internal revenue agent, insurance sales, industrial engineering, management analyst, shipping supervisor.


Basketball

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<tr>
<td>Dec. 17</td>
<td>Miami University</td>
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All home games are at 8 p.m. in the University Field House.

Rhodes Scholarship Aide Visits WMU

Richard Pfaff, assistant to the president of the Rhodes Scholarship Trust, recently stopped at Western Michigan University, one of four Michigan campuses which he visited, in the interest of securing suitable candidates for future Rhodes Scholarship studies in England.

Always one of the most prestigious and coveted awards, the Rhodes scholarships are two-year appointments at Oxford University.

Pfaff also visited at the University of Michigan, Michigan State University and Wayne State University.

508 Expect to End Studies in January

A January class of 508 persons has been tentatively announced by Registrar Clayton J. Maus.

Among those in the first class to receive diplomas from President James W. Miller will be 79 master of arts, 100 bachelor of arts, 234 bachelor of science, eight bachelor of music and 59 bachelor of business administrations.

Certificates include 18 two-year rural teaching, 84 elementary teaching, 103 secondary teaching; 10 vocational and terminal.