

# MIDWEST COOPERATIVE EDUCATION ASSOCIATION

SIXTH EDITION NEWSLETTER

Volume 3, No. 3



## '78 Conference Focuses on Employers

Plan to attend the Fourth Annual Conference of the Midwest Cooperative Education Association to be held Wednesday - Friday, November 15-17, 1978 at the Holiday Inn O'Hare/Kennedy in Chicago.

The theme of the Conference is Focus on Employers, and special programs are planned for those who now represent 44% of our membership. There will also be sessions geared especially for our college members. All presentations are designed to provide salient information on important topics from key professionals in

their fields with excellent representation from our region. The program includes:

### FOR EMPLOYERS

9 a.m. Thurs.- Selling Top Management on Co-op:

John E. Demlow, Chrysler Corporation  
10:30 a.m. Thurs.- Marketing Cooperative Education for Employers:

Dr. Gilbert B. Harrell, Michigan State University

3 p.m. Thurs.- Cost-Benefit Analysis for Employers:



DR. JAMES W. WILSON  
Northeastern University



JOHN E. DENLOW  
Chrysler Corporation



JOSEPH W. COLE  
Cleveland State University

Dr. James W. Wilson, Northeastern University

E.R. Pettebone, Indiana State University

1 p.m. Wed.- Experienced Employer Roundtable:

FOR BOTH

Noon Fri.- Factors in the Job Market Outlook for 1979:

R. Wayne Bogener, Caterpillar Tractor Co.  
Harold T. Evans, B.F. Goodrich Chemical Co.

Dr. Frank S. Endicott, Northwestern University

FOR COLLEGES

Noon Thurs.- Cooperative Education's Destiny: Our Responsibility-Colleges and Employers:

9 a.m.Thurs.- Achieving Institutional Acceptance for Co-op:

Dr. Ralph W. Tyler, Science Research Associates

Barry Heerman, Sinclair Community College

10:30 a.m.&3 p.m.Thurs.- Evaluating Coop Performance on the Job:

1 p.m.Thurs.- Marketing Cooperative Education for Colleges:

Joseph H. Pierce, Speed Scientific School, University of Louisville  
Roy J. Birmingham, General Electric Co.

Dr. Gilbert B. Harrell, Michigan State University

1 p.m.Thurs. & 10:30 a.m.Fri-- Life Career Planning

9 a.m.Fri.- Cost-Benefit Analysis for Colleges:

Jane S. Schachter, Northeastern University

Dr. James W. Wilson, Northeastern University

Karen E. McGuire, Northeastern University

1 p.m.Wed.- Experienced Coordinator Roundtable:

Joseph W. Cole, Cleveland State University

3 p.m.Thurs.- Employer-Coordinator Roundtable:



DR. FRANK S. ENDICOTT  
Northwestern University



DR. RALPH W. TYLER  
Science Research Associates



JOSEPH H. PIERCE  
University of Louisville

Robert G. Nolan, Indiana Public Service

E. Sam Sovilla, University of Cincinnati

All Day Thurs.- Seminar for College and University Presidents and Chancellors (by invitation):

Co-sponsored by Bradley University, MCEA, and the National Commission for Cooperative Education

10:30 a.m.Fri.- Co-op Personnel and the Disabled: A Cooperative Experience in Reciprocal Education:

Cindy Kolb, Wayne State University  
John A. Crusoe, Wayne State University

9 a.m.Fri.- Liberal Arts Co-op and Faculty Development:

Paul E. Dube, Northeastern University, Center for Cooperative Education  
Mobile Training Program

All Day-Thurs. & Fri.- Media Festival:  
Carole Prianos, Chicago City-Wide

*sales aspect will be discussed by employers and other experts.*

*Jerry Brotman, Deere & Company, will lead a group of employers who will serve as faculty for the Institute. Joseph Harboan, Northeastern University, will present "The Coordinator as a Salesman".*

*Donald Hunt, University of Detroit, will discuss the various legal problems affecting Cooperative Education.*

All Day Wed.- Support Personnel-George H. Miller, University of South Florida Southeastern Center for Cooperative Education

*Emphasis will be on efficient office operation, forms, filing, writing, and preparing camera-ready copy for brochures, newsletters and other promotional materials. Record keeping for federal grants, the "how" of internal leadership and how to better support the Director and Coordinators will also be discussed.*

The Conference will also include state caucuses, the annual election/business meeting, luncheons, cocktails, and a banquet. Registration for the Conference and/or the Training Institutes will begin at 8 a.m. on Wednesday, November 15.



ROY J. BIRMINGHAM  
General Electric Company



E. SAM SOVILLA  
University of Cincinnati



DR. MARTIN G. ABERG  
President, Bradley University

#### Colleges

Wanda A. Bolton, Bradley University  
3 p.m.Wed. & Continuing- Employer-College Information Exchange:

Shannon H. Cash, University of Wisconsin-La Crosse  
Karla L. Evenson, University of Wisconsin-La Crosse

#### TRAINING INSTITUTES

All Day Wed.- Employers - Bruce Evans, University of Cincinnati Professional Development Institute

All Day Wed.- Coordinators-Donald C. Hunt, University of Detroit  
Midwest Center for Cooperative Education

*Emphasis will be on the "Employers' Influence" on work of coordinators. Coordinator responsibilities, employer selection, evaluations, supervisor responsibilities, legal problems, federal funding, and the*

Participants are welcome to arrive beginning Tuesday evening or as appropriate for your travel plans. The Holiday Inn O'Hare/Kennedy is easily accessible from the O'Hare International Airport by courtesy van or from the Kennedy Expressway for those driving. The hotel offers restaurants, lounges, saunas, whirlpools, and meeting capacity for up to 4000.

Mark your calendar now and make plans to attend. Conference information and registration forms are available from:

Christopher G. L. Pratt  
Cooperative Education Center  
Bradley University  
Peoria, Illinois 61625  
(309)672-3876

## GMC to Receive MCEA Recognition Award

General Motors Corporation has been named the recipient of MCEA's first annual award for "outstanding leadership in support of cooperative education". The award was formulated by the MCEA Executive Committee and will be presented every year at the fall conference to a company or individual in the corporate, government, or social science sector who has displayed contributions to the advancement of cooperative education.



Mr. Stephen H. Fuller, vice-president in charge of the Personnel Administration and Development staff, will accept the award on behalf of GMC. Mr. Fuller's present responsibilities include

overall direction of General Motors' worldwide activities in the areas of salaried personnel administration and employee development.

## Research Survey Coming

One benefit of membership in a professional organization like MCEA is to receive current information related to

### Illinois News

JOSEPH V. CLAM  
Richard J. Daley College  
7500 South Pulaski Road  
Chicago, Illinois 60652



The inaugural meeting of the Illinois Association for Cooperative Education (IACE) was hosted by Bradley University on July 11. More than twenty representatives from throughout the state attended and approved a new constitution. IACE is the state affiliate of the MCEA. Joseph Clam, Illinois State Director of the MCEA, conducted the meeting. The next meeting of the IACE will be held October 5 at Sangamon State University in Springfield, Illinois, beginning at 10:00 a.m.

Chris Pratt, Bradley University, is 19

cooperative education. To provide this information, the next issue of the MCEA newsletter will include a survey.

Topics to be surveyed include: retention rates of co-op students; employer-student-coordinator expectations of each other; co-op students' retention until graduation; sharing co-op placements; articulation of college credit between educational institutions; program procedures - evaluation, grading, related student assignments; cost of participating in a co-op program; and other topics suggested by the members.

The data will be meaningful only if sufficient numbers of the membership take time to answer the questions completely. It is important that all MCEA representative groups cooperate.

## Directory to be Expanded

Under the direction of MCEA president Harold Evans and President-Elect Gene Hamilton, a committee has been formed to investigate the possibility of expanding the present MCEA membership directory to allow for additional employer and college information. At the present time, Linda Kelleher, Mercy College of Detroit, is coordinating and designing a new membership information form which will be distributed to current MCEA members during October. The membership directory is scheduled to be published by January 1, 1979. Therefore, you are encouraged to have your 1978-1979 dues paid on or before the Chicago Conference.

Program Chairperson for the upcoming MCEA convention in Chicago to be co-hosted by Bradley November 15-17.

### Indiana News

ROBERT G. NOLAN  
Public Service-Indiana  
1000 East Main Street  
Plainfield, Indiana 46168



On May 2, 1978, Marian College hosted Indiana's first annual Cooperative Education State Meeting. A total of 32 college and industry representatives attended the workshop. The objective of the workshop was to enrich cooperative education relationships between industry and education.

The workshop consisted of panel members from industry and education who were asked to comment on various topics.

Our workshop format was designed to allow discussion of these topics between college and industry. As a result of this atmosphere, the participants left the meeting with a better idea of the factors that evolve in implementing an effective co-op program.

My thanks to Roy Pille, Marian College, Clayt Boringer, Indiana University-Purdue University/Indianapolis, and Jim Little, Purdue University, for their efforts in organizing this very effective workshop this past spring. Also thanks to the panel members for their participation.

It is quite evident that cooperative education is gaining momentum within the State of Indiana. As of this writing we have 55 members of MCEA, which is a 50% increase from one year ago.

## Ohio News

E. SAM SOVILLA  
University of Cincinnati  
Mail Location #115  
Cincinnati, Ohio 45221



The annual meeting of the Ohio Cooperative Education Association was held on June 26 at the Mead World Headquarters in Dayton, Ohio. Ms. Robi I. Love of the Mead Corporation served as the Conference hostess and coordinator in her capacity as OCEA Program Chairperson. In addition to the business session, a substantial portion of the program was planned around topics of importance to the Association and its future development.

New OCEA Officers for 1978-79 were elected. E. Sam Sovilla of the University of Cincinnati, President-Elect of OCEA, assumed the presidency of the Association at the conclusion of the Conference. Newly elected officers and members of the Executive Board were Robi Love, Mead Corporation, President-Elect; Brenda Krueger, Sinclair Community College, Program Vice-Chairperson; and Bruce Evans, University of Cincinnati, Secretary-Treasurer. Carolyn Smith of Wright State University, previously elected as Program Vice-Chairperson for the Association, automatically assumed the Chairmanship for program for the new Executive Board.

Brother Paul Merland of the University of Dayton was specially recognized by the membership for his long and outstanding service to the association in the important role of Secretary-Treasurer.

Personnel note: Sandy Worrell, Assistant Director of Cooperative Education at Defiance College, has left the midwest region to continue her graduate studies at Northeastern University. In addition, she will be working in the institution's Center for Cooperative Education coordinating some of their training workshops. Sandy was an active MCEA member and a hard worker on the 3rd annual conference committee--and all in the midwest wish her well in her future activities.

## Michigan News



WILLIAM B. SHADE  
University of Michigan-Dearborn  
4901 Evergreen  
Dearborn, Michigan 48128

Michigan has not lacked for co-op activity since our last MCEA newsletter report. On May 11, Region IV, Kalamazoo Valley Community College (KVCC) and Upjohn Company co-hosted a regional employer development workshop in Kalamazoo for southwestern Michigan. Thirty-two employers were represented among the 80 participants attending the workshop. John Demlow, Manager of College Recruiting, Chrysler Corporation, presented the keynote address entitled "Cooperative Education, The Program You Can't Refuse--Or Can You?" Dean M. L. McWilliams and his KVCC staff presented an excellent computer based "Records Management Demonstration and Swap Shop".

On May 23 Mercy College and Burroughs Corporation presented Region III's workshop for southeastern Michigan employers. Of the 180 people attending the workshop, over half were employers. Richard Huber, Director, Salaried Personnel Administration, Cadillac Motor Car Division, General Motors Corporation, presented the keynote address entitled, "The Changing Work Force". The workshop also included a film presentation of Dr. Morris Massey's "What You Are Isn't Necessarily What You Will Be". MCEA Regional Coordinators Linda Kelleher and Bill Standing and their planning committee did a fine job in coordinating and presenting this most successful workshop.

On June 27, Region V, Ferris State College and General Motors co-hosted the fourth of Michigan's employer workshops this year at Ferris State College in Big

Rapids for 70 employer, faculty, and co-op administrator participants from northwestern Michigan. Congratulations to Lowell Chapman for presenting a very nice workshop.

On August 15, Don Hunt, Director, Midwest Center for Cooperative Education, chaired a meeting in Saginaw, Michigan regarding Employer Development Workshop plans for 1978-79. Tentatively, four workshops are planning to be held next year in Michigan. Exact dates and places will be published in future MCEA newsletters.

The University of Detroit, under a grant from the U.S. Office of Education, Title VIII, during 1978-79 will be presenting a series of institutes to train administrators and other professional personnel from colleges and universities who have an interest in co-operative education. For further information contact Midwest Center for Cooperative Education, 4001 West McNichols, Detroit, MI 48221, Telephone (313) 927-1017.

Finally, a special thank you to Bill Chapman, Co-op Administrator, Highland Park Community College, Highland Park, MI, for his efforts in providing MCEA with a mailing list of over 1100 employers, institutions, and friends of cooperative education from SEMLCC, Southeastern Michigan League of Community Colleges. Bill's contribution should go a long way in making this year's Chicago conference a big success.

That's all for now. See you in Chicago Nov. 14-17.

## Wisconsin News

SHANNON H. CASH  
University of Wisconsin -  
La Crosse  
116 Main Hall  
La Crosse, Wisconsin 54601



The state of Wisconsin now has 18 dues-paying members in the MCEA. This is a nice increase over the 10 members at the beginning of the year. However, there are many more people, companies, and institutions involved in Co-op throughout the state, and I would like to urge that they join MCEA now. This year's annual convention will be held in Chicago. Next year it will be hosted by Wisconsin and held in La Crosse. Minnesota has indicated a strong interest in hosting the 1980 con-

vention, with the probable site being Minneapolis/St. Paul. This affords an excellent opportunity for co-op supporters in and around the state to become involved with MCEA and to have direct input into the directions the Association will take. Obviously, with the conventions as yearly focal points, employers and colleges/universities in Wisconsin can unite to give co-op the boost that it needs in this area.

Along the same lines, I would like to encourage that anyone who is involved with co-op in Wisconsin send to me news and/or views of their particular events and all Wisconsin co-op activities, not just UW-L.

Locally, we have had a time of reorganization with the loss of Linda Baumgartner as coordinator and the joining of Placement/Career Advising with the Cooperative Education Program. Some of the things that we at UW-La Crosse are planning for the near future include:

- Fall employer workshop in coordination with the Professional Practice Institute, University of Cincinnati.
- Organizing employer/college information exchange for the MCEA conference in Chicago.
- Continuing to develop and expand the Wisconsin state co-op organization.
- And, of course, planning the 1979 MCEA conference and programs. I would greatly appreciate any suggestions or volunteer help to make this conference responsive to the membership needs. Looks like a busy year! See you in Chicago.

## Minnesota News

E. DANIEL MCKENNA  
Concordia College  
Moorhead, Minnesota 56560

Minnesota looks forward to the Fourth Annual Conference of MCEA during which our state will formally become a member of the Association.

The individual membership potential in Minnesota is great with 21 two and four-year institutions with programs in cooperative education and several other institutions which offer various forms of experiential education.

The official state organization, Minnesota Association for Field Experience Learning, (MAFEL), is young but growing, and is very active. The officers for this year:

President, Mel Henderson, Metropolitan State University  
Past President, Don Myrvik, University of Minnesota  
Vice President, Ann Wasescha, Hamline University  
Treasurer, Helen Drotning-Miller, Macalester College  
Secretary, Patrick Kroll, University of Minnesota

MAFEL holds two meetings each year and the fall meeting, jointly sponsored by the Minnesota Government/College Council, is scheduled for October 26 and 27 in St. Paul. Information about this meeting can be obtained from:

Ms. Julie Roles  
House of Representatives  
State Capitol  
St. Paul, MN 55155

## Co-op Job Opportunity

### Co-op Career Preparation Specialist

Primary responsibility to prepare students for Co-op. General responsibility to develop and maintain career preparation instruction for students of Life Planning programs including University-wide Co-op/ Placement. Employment in Cooperative Education, Career Planning, or Placement in higher education preferred. Some travel required. Federally funded annual salary \$11,500 - \$13,000. Apply: C.G.L. Pratt, Director, Cooperative Education Center, Bradley University, Peoria, IL 61625. Equal Opportunity/Affirmative Action Employer.

## MESSAGE FROM THE PRESIDENT



As this issue of the newsletter goes to press, Midwest Cooperative Education Association membership stands at 525 - up 61% over this time a year ago. The membership distribution - 229 employer representatives and 296 from educational institutions - is a healthy sign that we are achieving the balanced appeal for which the association was organized. The addition of Iowa and Minnesota brings state membership to seven states, again showing that we are reaching out with our services.

We'd like to think this growth reflects the practical approach Midwest has taken toward serving its membership. In under four years the resources and services have increased to include:

- This Newsletter published three times annually
- Local, regional and state workshops
- Salary and benefit surveys
- Research capability
- Films, publications, speakers and other "how to" material
- A soon-to-be-published directory of members and resources
- An annual conference aimed at strengthening established programs and encouraging cooperative educational growth, particularly among employers

The Midwest Cooperative Education Association as it is now functioning is about as apolitical as an organization can be. As an employer member I'm more than a little concerned about the conflict between the two major international organizations. The reasons for the conflict appear to be basically political and rather vague. I feel the conflict can be resolved, and we in the Midwest Cooperative Education Association can contribute to and draw from both international organizations.

The Fall conference in Chicago is the climax of the Association's fourth year. Chris Pratt and his Illinois associates are our hosts, and they have put together an outstanding program. Although the theme of the conference is "Focus on Employers", its sessions are well balanced with an abundance of opportunity for participation. Makes no difference whether you're involved with cooperative education as an educator or employer affiliated with technical or non-technical students, Chicago will have something of interest for you. Youins come!

Sincerely,

*Harold T. Evans*  
Harold T. Evans

# MCEA Welcomes New Members

Randall Chrobot  
Allied Products Corporation  
Marsha J. Conway  
Toledo Edison Company  
Selen R. Deckham  
Dow Chemical  
Dr. Joseph E. Eames  
Ohio University  
Richard L. Farnam  
Republic Steel Corporation  
Kathy Figuly  
TEREX Division of GM  
Teresa A. Galloway  
Harry S. Truman College  
Linda A. Heiland  
Miles Laboratories  
Jeff Holmes  
Davenport College of Business  
James Mack  
Allied Products Corporation  
Howard G. MacMillan, Jr.  
Miles Laboratories  
Dr. Michael J. Powers  
Illinois State University  
Shirley Ross  
Fresnilite Company  
F. D. Saladia  
General Motors Corporation  
Cynthia A. Samsko  
Continental White Cap  
Eugene Hill, Jr.  
Kennedy-King College  
A. D. Soward  
Latho Corporation  
Patty Meix  
Kalamazoo Cty. Headstart  
John R. Martin  
University of Cincinnati  
Mr. Beale McDonald  
Kewanee Boiler Corporation  
Gerald Rubin  
Island Steel Company  
Michael Van Laanen  
Nywest Foundry Company  
Jack T. Stevenson  
USATRADCOM, Warren MI  
Steve L. Stephens  
American Motors Corporation  
Illana M. Mallow  
State of Michigan  
Thomas E. Southworth  
Cutter-Hammer, Inc.  
Beverly Bowles  
Wilberforce University

Dr. Ralph D. O'Brian  
Northern Kentucky University  
Janice E. Parks  
General Motors Corporation  
Dennis Rockett  
Kuebler Company  
Marilyn Solberg  
St. Mary's College  
Chet Sprinkle  
Burrage Corporation  
Cheryl Terman  
Detroit Institute of Technology  
James V. Varty  
Macomb Community College  
Dwayne R. Walter  
May Department Stores Company  
Melinda Wright  
Marshall Field & Company  
Gary E. Banks  
Robert Corporation  
James Bentley  
Concar Textron Division  
R. Wayne Bognner  
Caterpillar Tractor Company  
George A. Botta  
Continental Group, Inc.  
Frank J. Brady  
DMC Truck & Coach Div.  
Brian Cloyd  
Steelcase, Inc.  
Seaside M. Cummings  
Indiana State University  
Edward E. Devlin  
Republic Steel Corporation  
Tina Diann  
Indiana Technical Institute  
James F. Downey  
Purdue University  
Clarence E. Fritch  
Dyke College  
Jack A. Ganderwiler  
GM-Steel  
Roland Russell  
Burrage Corporation  
Ken Sheel  
Michigan Consolidated Gas Company  
Len J. Simermyer  
Allied Products Corporation  
Rick Smith  
Allied Products Corporation  
Tom L. Smock  
Ohio State University  
Mark D. Tuth  
Rockwell International

Robert Cox  
Edison State College  
W.S. Cuning  
GTE/Automatic Electric  
Gerald Howard  
Wilberforce University  
Robert Janeczko  
Western Illinois University  
Joel N. Jeter  
Daniel Hale Williams University  
David W. Kelley  
Ashua Foundry, Inc.  
Francine Logan  
Wilberforce University  
Patricia R. Oudruck  
Salvini-Wallace College  
Charles Shoup  
Edison State College  
Harry T. Stanley  
Natal Account Center  
Walter Washington  
Dow Chemical Company  
David Wiltshire  
Edison State College  
Richard S. Bone  
Fronhuf Corporation  
David Westkirk  
Purdue University  
Margaret W. Carroll  
University of Michigan  
Dearborn, MI  
Dr. Joseph W. Cole  
Cleveland State University  
Jeanne Daly  
Chicago State University  
Barbara Dehn Deeds  
Parker Hannifin Corporation  
Dennis L. Fogel  
Harry M. Gordon & Company  
George E. Galspear  
Berff Jones Company  
Julie Childress Hamilton  
Michigan National Bank-Detroit  
Dr. Marilyn Lawrence  
Illinois State University  
William D. Markey, Jr.  
Dow Chemical Company  
E.L. Scott  
Walgreen Drug Company  
Bill Steele  
Kelllogg Company  
Dave Welbridge  
Kelllogg Company

Charles E. Washington  
Island Steel Company  
Robert W. DeJonger  
Michigan Technological University  
Betty Ellis  
Friendship Village  
Glen Broughton  
Broughton Manufacturing Company  
John Kisterman  
Great Lakes Computer Center  
Fate Peterson  
CMB Precision Corporation  
Norman C. Seiler  
Kalamazoo Savings & Loan Assn.  
Kenneth L. Bachman  
R.F. Goodrich  
Gary Suran  
University of Kentucky  
James Lee Barronville  
Kennedy-King College  
Annette Baxter  
Standard Oil Company  
Theodore Bulluck, Jr.  
Wicks Corporation  
Bob Chrysler  
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Truman College  
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City College of Chicago  
Mike LaFosse  
Kalamazoo Valley Community College  
Georgia Merrak  
R.F. Goodrich Chemical  
James Herbowsky  
Cleveland State University  
M.L. McWilliams  
Kalamazoo Valley Community College  
Carlo Jay Von  
Kalamazoo Valley Community College  
William R. Schmidt  
V.A. Hospital

*This year's membership information has been included in the Conference registration materials. If you will not be attending the Conference and would like to become a member of MCEA, contact Charles Jonas, Cincinnati Technical College, 3820 Parkway, Cincinnati, Ohio 45223.*

## Cooperative Education & Internship Program

UW-La Crosse  
La Crosse, Wisconsin 54601

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