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THIRD EDITION NEWSLETTER

Vol. 2, No. 1



FROM OUR PRESIDENT

June, 1977

Dear Colleagues:

The Midwest Cooperative Education Association is now in its second year and I wish to assure the membership that the goals initially established for MCEA will be pursued with continuous efforts by the Executive Board of the Association.

During the latter part of December, 1976, the Executive Board met at Cadillac Motor Car Division, GMC, in Detroit, Michigan, to establish the direction that our Association will take during this year. Specifically, these activities are as follows:

- Past President James Chambers (Burroughs Corporation) will solicit members for the Nominating Committee to consist of representatives from each of our three state regions.

- President-Elect Harold Evans (B.F. Goodrich Chemical Company) will be responsible for coordinating the activities of the various MCEA committees. Each committee chairperson will report directly to him.
- Michigan Director Lynne Hamilton (Cadillac Motors), Ohio Director Jack Cahall (Cincinnati Milacron, Inc.) and Indiana Director Robert Nolan (Public Service Indiana) will conduct one activity during the 1977 year within their states which will be designed to further the goals and aims as outlined in the Constitution of the Association.
- By-laws Committee Chairperson Wanda Mosbacher will reassess recommendations submitted to the Executive Committee during mid-1976, look into areas which may require constitutional revisions and make recommendations to the Board accordingly.
- Research Chairperson Don Hlusak (Cleveland State University) will complete a second annual salary survey for distribution to the membership.
- Jack Crusoe (Wayne State University) has resigned as Chairperson of the Publicity Committee. I would like to thank Jack for his outstanding service and contributions to the Association during his tenure.
- The Planning Committee for the Third Annual Meeting, which consists of Jack Cahall (Cincinnati Milacron, Inc.), Charles Jonas (Cincinnati Technical Institute) and Sam Sorvilla (University of Cincinnati), will be assisted by Program Chairperson Gene Hamilton (Saginaw Valley College). The Meeting will be held in Cincinnati on October 26 through the 28, 1977.

I am asking the members of the Midwest Cooperative Education Association to assist the Executive Board and the Committee Chairperson in accomplishing the goals set for 1977. Our Association will be as strong and responsive as there is participation from you.

I would like to thank all of you who have sent letters of support to me as President of the MCEA; and look forward to seeing you at the Third Annual Meeting in October.

Marshall McGhee

ABOUT OUR PRESIDENT



MARSHALL MCGHEE is currently the Director of Central State West, an extension campus of Central State University in Dayton, Ohio. A native of Chicago, Marshall attended Wilberforce University where he was a cooperative education student working for The University of Michigan, Department of Zoology and Johnson and Johnson, Inc. After completing his graduate work at Antioch College he was appointed Associate Director of Cooperative Education at Central State, later becoming Director and more recently Director for the Center for the Advancement of Cooperative Education. He is Chairperson of the Service Development Fund for Dayton's United Way and has served as a consultant on Cooperative Education around the United States and more recently to the United States Office of Education.

SECOND ANNUAL MEETING

"The Employer - The Essential Ingredient"

During the week of October 27-29, 1976, the MCEA conducted its Second Annual Meeting at the Potawatomi Inn Center, Pokagon State Park, Angola, Indiana. The Conference was attended by 141 persons, more than 25 percent of whom were employers.

Jack Crusoe (Wayne State University) conducted a mini workshop immediately prior to the conference for those persons new to cooperative education. The workshop was attended by one-third of the conference attendees.



pictured left to right:

Jim Chambers, President MCEA

Leo Kuhn, Tri-State University
Host Institution and Local Arrangements

Gene Hamilton, Saginaw Valley College
Program Chairperson

Six of the most successful workshops as noted by those of you attending were repeated at the National Conference for Cooperative Education in Philadelphia during the week of April 19-21, 1977. The sessions, listed below, were equally well received nationally and brought the content of employer interest to the national meeting.

Defining Employer Objectives for Having a Co-op Program *

This workshop assisted employers in defining or clarifying their reasons for having a co-op program. For new employers, it provided an opportunity to develop a rationale for the implementation of a co-op program.

Criteria and Methods of Selecting Co-op Students

The panel discussed programs and techniques for the most effective selection of co-op students. Areas covered included high school programs, attendance at career days and other ways to reach the students.

The Employer Coordinator's Role

Discussion centered on techniques for employers in dealing with problems of co-op students. Matters such as housing, travel, social adjustment and others were included. The panel shared ideas on effective methods for having the co-op student grow with his or her work assignment.

Ingredients of an Effective Cooperative Work Assignment

Discussion involved methods for utilizing the cooperative assignment to the best advantage of both the employer and the student. The panel shared ideas on varieties of assignments and how present personnel could be included in the training of students.

Legal Implications of Cooperative Education *

Discussion concerned the implications of Affirmative Action, unemployment regulations, foreign student employment, fringe benefits, etc. and how cooperative education affects personnel policy and is, in turn, affected by it. The panel shared ideas on implementation of programs as well as their problems and benefits.

Co-op Salaries and Fringe Benefits

The discussion considered the controversial gap between co-op salaries and the competition involved for top students. A 1975 survey by MCEA on co-op salaries was a good source of information for discussion.



In the foreground:

Ruth Pattison, Cleveland State University

Harold Evans, B.F. Goodrich Chemical Co.,
President-elect of MCEA

Thomas Wiltse, General Manager of General Motors Central Foundry Division, delivered the keynote address at the banquet. He based his remarks on personal experience as a co-op student at General Motors Institute in Flint, Michigan and as an industrial manager for GM. Copies of the press release for Wiltse's address may be obtained by contacting Virginia Lewis.

Pictured left to right:

Dr. Carl Elliot, President
Tri-State University

Jim Chambers, President MCEA
Burroughs Corporation

Tom Wiltse, General Manager
GM Central Foundry Division

John Chase, U.S. Office of
Education



* Copies of the minutes of these sessions may be obtained by contacting Virginia Lewis.

WHAT THE STUDENTS SAY

- You could say I was in the right place at the right time for co-op. The first time I went into the Placement Center, the job openings had just been received. One opening called for students with a criminal justice major and some accounting background. Having those qualifications, I applied and was called for an interview before receiving the job.



Gary Gelnak, Senior
University of Detroit
Major: Criminal Justice Studies

As a tax auditor for the Internal Revenue Service, I was sent out of state for training. Upon returning to Detroit, I used all my knowledge concerning tax returns and tax laws in dealing with the public. I achieved great satisfaction in knowing that many people had benefited from my explanations of the tax laws.

I think the hardest thing for me to learn was to accept the responsibility of my job and to deal with people in a fair and just manner. Here I was, a 20-year-old holding his first office-type job and telling a taxpayer that something was wrong with his or her tax return. This usually meant they would suffer the consequences.

Looking back, I would recommend the co-op program to any student who is looking for job experience along with some additional income. What is learned on the job cannot be taught in any class or in any book. Dealing with people and, more importantly, discovering your strengths and weaknesses helps the co-op student gain maturity. The job experience and maturity that I gained at the IRS outweighs any inconvenience I might have encountered. I am thankful that I had the chance to be on co-op.

- My co-op experience as a research assistant for SEMCOG (Southeastern Michigan Council of Governments) opened the door for me; enabling me to get a healthy glimpse of the type of world in which we survive. There has been a different and profound personal affect on me and my perception of things which I directly correlate with my co-op experience.

Efficient administration, concentration on statistics and development of rational plans all play important roles in business and government operations, but the human element is missing. We are all too familiar by now with the "rat race." It develops business systems, creates ulcers and causes heart disease and emotional illness. I have learned to appreciate a friendly smile and the freeway lights at night. The value of a mind-sparking book or the warmth of a friend has never been so great. This experience has convinced me that I must not be just a survivor.

There can be, and must be, an integration of the technical and aesthetic facets of life on the personal level. A park ranger was so good at his wood carving that he was able to quit his job and make a living from his skill. There was a problem, though. He enjoyed his new way-of-life so much that he felt guilty.

Co-op has given me a chance to set my sights so this doesn't necessarily have to be. As much as I will strive and take pride in my work, windy days and warm sweaters will not take a back seat.



Robert Toth, Senior
The University of Michigan-
Dearborn
Major: Urban and Regional Studies

NEWS NOTES

- * The following persons from the Midwest region were elected to offices in the National Cooperative Education Association:
 - Jim Chambers, Burroughs Corporation,
Executive Vice President/President-Elect
 - Jack Crusoe, Wayne State University,
Vice President CEA Committees
 - Don F. Starkey, Murray State University, formerly from the University of Cincinnati,
Treasurer
 - Bill Wilson, University of Cincinnati,
Secretary

- * The Executive Committee of the MCEA received favorable responses for sponsoring the "Happy Hour" at the national convention in Philadelphia in April.

SECOND ANNUAL MICHIGAN SEMINAR

On May 11, 1977, the Michigan component of the MCEA, in conjunction with the Professional Development Institute of the University of Cincinnati, sponsored their Second Annual Cooperative Education Employer Seminar. The meeting, which was attended by 114 persons, was held at the General Motors Training Center in Warren, Michigan. The session leaders, Lynne Hamilton (Cadillac Motor Car Company), Bruce T. Evans (Director of the Professional Development Institute), Karen Iverson (Wayne State University), Dr. Phillip Marvin (Professor of Professional Development and Business Administration), Jim Morrison (Pontiac Motor Division), Mary Murphy (Macomb County Community College) and William C. Wilson (Associate Director of Professional Development) coordinated the following program topics:

"Morrison's Circle"



At the First Annual Michigan Seminar Jim Morrison introduced a method of "getting to know you." Formula: Form two circles, one inside the other, with one circle containing employers and the other, college and university persons. Slowly rotate the circles, in opposite directions, until every employer has had an opportunity to meet every school person.

- Cooperative Education--
Growth and Development
- Cooperative Education--
A Management Perspective
- Design, Implementation, and
Management of a Cooperative
Program
- Manpower Development--A
Professional Perspective
- Supervisor Student Relations:
Objectives and Responsibilities
- Employer Panel
- Information Exchange

MCEA FALL CONFERENCE

The Third Annual Fall Conference of the Midwest Cooperative Education Association, scheduled for Cincinnati, is evolving on schedule with some innovative plans in the works for the membership.

Leading off, will be two or three federally funded institutes, which have been specially arranged by the Conference Committee, to be presented along with the overall Conference. These institutes will permit special programming by well-known people in co-op who have a track record for effective training on a nationwide basis.

Employers and coordinators, both veterans and newcomers, will find value in these training institutes which are oriented to the knowledge and full range of skills necessary to effectively administer cooperative programs. Not to be forgotten are the co-op support personnel who will have an opportunity to join with the regular membership in what is hoped to be a mutually beneficial training program.

Other major focuses will be on the problems and possible solutions associated with liberal arts placement and a presentation on an innovative program on competency based co-op. For those veterans who want to develop some skills and knowledge in areas that are valuable but somewhat atypical at co-op conferences, major programs on career and life planning, employer training program models and at least one other related topic will be offered.

While the MCEA Conference is scheduled to formally convene on Wednesday, October 26, we suggest that you plan to arrive on Tuesday, October 25, and join the crowd for a pre-conference mixer that evening. This will afford you the opportunity to begin your learning in Cincinnati with an institute of your choice beginning Wednesday morning.

The Conference will be scheduled at the recently renovated Holiday Inn North with its new Holidome Funcenter that includes a large indoor heated pool, playground area, billiards, volleyball, a par three golf course, etc. Registration materials will be mailed to the membership in mid to late August and all are urged to register quickly as a large turnout is expected.

So, mark your calendars now for Cincinnati in October. You won't be disappointed. Any inquiries should be directed to MCEA Program Chairperson Gene Hamilton or the Cincinnati Conference Committee jointly chaired by Jack Cahall, Chuck Jonas and Sam Sovilla.

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MCEA Newsletter

Editor Pro Tem: Carol A. Anderson
College of Arts, Sciences and Letters
The University of Michigan-Dearborn
Dearborn, Michigan 48128

All members are urged to contribute any articles, pictures or information for future issues.



MIDWEST COOPERATIVE EDUCATION ASSOCIATION

REMEMBER--MEMBERSHIP RENEWALS ARE DUE

About the M C E A

In late October, 1975, sixty-five interested persons met at Dearborn, Michigan and officially founded the MCEA. Over one-third of those attending the meeting were representatives from business and industry. The time was right for industry and education in the industrial heartland of the United States to join hands in a new, common adventure--The founding of a professional association to promote the growth and qualitative advancement of cooperative education.

The Goals of the M C E A

Through training, research and communication in the field of cooperative education, the MCEA is committed to meeting the professional needs of its members by fulfilling these goals:

- to broaden the interpretation and understanding of cooperative education,
- to strengthen the functioning of cooperative education among employers, within educational institutions, among the general public and within the various branches of government,
- to provide a ready source of information about cooperative education to all constituent publics,
- to foster strong working relationships and interchange of ideas with national, state and local groups which are interested in cooperative education.

Membership in M C E A

WE INVITE YOU TO BECOME A MEMBER

We seek your participation and involvement and hope that you will join other members of the MCEA in supporting and enhancing the growth of cooperative education. Membership is open to all individuals interested in furthering the principles of cooperative education.

MCEA MEMBERSHIP FORM

Name _____ Title _____
Institution or employer _____
Mailing Address _____ City _____
State _____ Zip Code _____ Telephone (____) _____

1977 - 1978 INDIVIDUAL MEMBERSHIP - I enclose a check/money order for \$5.00

Make Check Payable To: MIDWEST COOPERATIVE EDUCATION ASSOCIATION
Return To: Virginia Lewis, Secretary-Treasurer
University of Michigan - Dearborn
4901 Evergreen Road, Module 13
Dearborn, Michigan 48128

CONGRATULATIONS ARE IN ORDER

Marshall McGhee, President of the M.C.E.A., has accepted a position with Daniel Hale Williams University in Chicago as Dean of the College of Creative Education. He may be contacted at:

Daniel Hale Williams University
5247 W. Madison Street
Chicago, Illinois 60644
(312) 261-5181, ext. 44

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ANNOUNCEMENT:

The next Executive Committee meeting will be held on Tuesday, August 16, 1977, at Burroughs Corporation in Detroit, Michigan.

All Committee Chairpersons and Executive Board Members are strongly urged to attend this meeting in preparation for the Third Annual M.C.E.A. Conference which will be held in Cincinnati, October 26-28, 1977.