

MIDWEST COOPERATIVE EDUCATION ASSOCIATION



FIRST EDITION NEWSLETTER



WHY IT HAPPENED

On Thursday, October 23, 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. 62 persons from Michigan, Ohio, and Indiana had paid dues even before the organization was officially founded. 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 MCEA are clear and simple:

- * 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
- * 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

FROM OUR PRESIDENT

April, 1976

Dear Colleagues:

The Midwest Cooperative Education Association has been organized to serve the interests and needs of the members within the region. As your President, I have been encouraged by the cooperation we are getting from all members who are involved in developing a much needed program. I would like to thank our Executive Committee and other committee members for defraying their own expenses for several meetings to conduct necessary business.

This newsletter establishes our endeavor to be a viable association, to authorize a medium whereby we can share our approaches to the growth and development of Cooperative Education. I would like to express our appreciation to Jack Crusoe, Wayne State University and Ken Atwell, Ball State University for their leadership in the publishing of the first MCEA newsletter.

I would like to encourage your immediate support on the following items:

- 1) Aid Herb Peters, MCEA Membership Chairman, to solicit new members. His committee has membership applications and certificates of membership ready for distribution.
- 2) Assist Gene Hamilton, MCEA Program Chairman, in our hospitality evening at the Monteleone Hotel, New Orleans, April 21.
- 3) If you are not on a committee and would like to help make the association successful, write me and let me know what you would like to do.

Cooperative Education is that link between the world of work and the world of study in on the rise in America. Let us make our contribution to that development.


James C. Chambers

President

HOW IT HAPPENED

A certain cooperative education coordinator working at the University of Detroit had a couple of hours on his hands one day and decided to contact a few people to see if there would be any need or interest in a regional cooperative education association. The first meeting of a handful of interested people was in March 1975. By April 9th, the date of the second meeting, calls had been made by this underworked coordinator to various parts of Michigan, Ohio, and Indiana and the interest and support in regionalism appeared to be very strong. Seven employers, six educators, and one representative of state government attended this meeting and they formed the nucleus of this new association.

Within two weeks a breakfast was held in St. Louis at the annual meeting of the Cooperative Education Association to discuss with potential members from the other states the possibilities, reasons, and directions a regional association might take. The support was overwhelming. By the end of April, 39 persons from Indiana, Michigan and Ohio were members of the Organizing Committee.

A third and final Organizing Committee meeting was held at the Fairlane Conference Center of the University of Michigan -- Dearborn on Wednesday, June 4, 1976. Twenty-one attended and established working committees, a proposed Constitution, and determined to have a Charter Meeting on October 23 and 24, 1976 in Dearborn. Congressman James G. O'Hara, Chairman of the House Committee on Education and Labor, Subcommittee on Secondary Education, would be asked to be keynote speaker.

Sixty-five persons attended the Charter Meeting hosted in Dearborn by the Ford Motor Company, Dow Chemical Company and Burroughs Corporation. A portion of Congressman O'Hara's address is included in the newsletter. The Friday program was composed entirely of employers examining the various aspects of cooperative education and the following members of industry contributed their time and talents to the program:

Herb Peters - Ford Motor Company
James Chambers - Burroughs Corporation
Lloyd Call - Vice President, Burroughs Corporation
Norman Baker - General Electric Company
James Morrison - Pontiac Motor Division
Cathy Chafee - Dow Chemical Company
William Hinebough - B. F. Goodrich Company
Clifford Rutz - Detroit Bank & Trust Company

Since that Charter Meeting the Executive Committee has met twice, in Akron, Ohio, and in Muncie, Indiana. Various programs are under way or completed.

- * Annual Meeting - October 28 and 29, 1976, Angola, Indiana
- * Hospitality Suite - April 21, 1976, New Orleans - CEA Annual Meeting
- * Employer Salary and Benefit Survey, completed
- * Newsletter
- * Michigan Cooperative Education Employer - Employee meeting, May, Pontiac, Michigan
- * Membership rosters, brochures, etc. in process

The poor coordinator who didn't have enough to do one day truly opened Pandora's Box and try as he may he couldn't get the lid back down. If you would ask him, I don't think he is really sorry.

OFFICERS

So that you might know who your officers are we are devoting a considerable space in this first edition to them. We hope that you will give them your loyal support during the remainder of this year.

PRESIDENT



JAMES C. CHAMBERS is the Director of Cooperative Education at Burroughs Corporation. His responsibilities include the corporate cooperative program as well as scholarships and summer intern programs. He is a graduate of Wayne State University and Yale University and has been a resident of the Detroit area since 1960. Prior to employment with Burroughs he served on the corporate employment and industrial relations staff of Parke, Davis and Company. He serves on the Board of Directors of WTVS, Channel 56, a public television station, the advisory committee to the Merrill-Palmer Institute, and the Detroit Area Council, Boy Scouts of America. He was general chairman of Burroughs 1975-76 United Foundation Campaign and when time permits you will find him cruising the lakes on his power boat.

PRESIDENT - ELECT



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 President-Elect of the Ohio Cooperative Education Association and Chairman of the Service Development Fund for Dayton's United Way. He has served as a consultant on Cooperative Education around the United States and more recently to the United States Office of Education.

SECRETARY - TREASURER



VIRGINIA M. LEWIS is Coordinator of Academic Programs, College of Arts, Sciences and Letters, The University of Michigan - Dearborn. She is a graduate of Schoolcraft College, University of Michigan - Dearborn, and will complete her Master's Degree from the University of Michigan this spring. Virginia began with the University of Michigan - Dearborn as a Teaching/Research Assistant in 1969 under a grant from the National Science Foundation - College Science Improvement Program. She has been promoted several times within the College to her current position. She has published selected poems in the Creative Arts Journal at University of Michigan - Dearborn, has been a consultant to the United States Office of Education, and is a member of many fraternal and professional organizations.

DIRECTOR FOR INDIANA



KENNETH ATWELL is a Journalism Instructor and the Coordinator of Cooperative Education in the Journalism Department at Ball State University. He also is placement director for the department maintaining liaison with the college and all elements within the professional media. He attended Manchester College in North Manchester, Indiana and received his B.A. in Journalism from the University of Colorado. His M.A. in Journalism is from Ball State University. Prior to joining the Ball State faculty in 1970, Ken was a newspaper reporter for 18 years, 17 of which were as governmental reporter for the Fokomo Tribune. He is a member of CEA, the Association for Education in Journalism, and the Society of Professional Journalists, Sigma Delta Chi.

DIRECTOR FOR MICHIGAN



JAMES P. MORRISON is the Supervisor, Cooperative Education, Apprentice and Employe-In-Training Programs for the Pontiac Motor Division of General Motors Corporation. Jim was a member of the "charter class" entering Oakland University in Rochester, Michigan and upon graduation with his B.A. in 1963 he was employed by the University as an Admissions Counselor. Upon joining Pontiac Motor Division he served on the recruitment and placement staff, was a labor relations representative, and prior to his current position served for five years as the Supervisor of Cooperative Education Programs. Under his leadership the program grew to 350 students representing 35 colleges and universities. He has served on various committees of the Cooperative Education Association and on the State of Michigan Advisory Committee on Vocational Education. For three consecutive years he has been featured speaker on Cooperative Education to the "Women in Engineering" conferences at Michigan Technological University, Houghton, Michigan.

DIRECTOR FOR OHIO



JOHN F. "FRITZ" SEYFERTH is the Coordinator of Graduated Entry Programs at the B. F. Goodrich Company in Akron, Ohio. Prior to his current position Fritz attended college at the University of Michigan where he took time from his studies in the College of Engineering to play football. As fullback he played in two Rose Bowl games in Pasadena. After graduation as an Industrial Engineer he played with the Calgary Stampeders and the New York Giants. He joined Goodrich in 1974 as a consultant to the Corporate Industrial Engineering Department. While Fritz is new to the field of Cooperative Education he has brought his old "gridiron" enthusiasm and drive to the Board - an indeed welcome addition.

PAST PRESIDENT, PUBLICITY CHAIRPERSON



JOHN A. CRUSOE is Director of University Placement Services at Wayne State University, Detroit, Michigan. Jack served as Organizing Committee Chairperson for the Midwest Cooperative Education Association and has been active in Cooperative Education for the past nine years. He received his B.A. from Marquette University, his MBA from University of Detroit and is currently working on his Ph.D. dissertation at Wayne State University. After graduation from Marquette he served four years as an officer in the United States Navy and is currently a Lt. Commander in the Naval Air Reserve. Upon leaving the active Navy, Jack joined Don Hunt at the University of Detroit as a cooperative education coordinator and was Associate Director of Career Planning, Cooperative Education and Placement when he left to join Wayne State University this past year. He has served as a consultant to many institutions and to various centers for cooperative education and has served on various committees of the CEA.

PROGRAM CHAIRPERSON



MAURICE E. HAMILTON spent eight years as a high school teacher, counselor, and basketball/football coach in Michigan prior to joining Saginaw Valley College as head basketball coach and acting Athletic Director in 1969. Prior to becoming the Director of Cooperative Education, Gene served Saginaw Valley College as Admissions Director. He is a graduate of Western Michigan University and holds his M.A. and Ed.S. from Eastern Michigan University. He is currently pursuing his Ed.D. in Higher Education Administration at Wayne State University. In his spare time he is Secretary of the Saginaw Valley Rotary Club and is Chairperson of the CEA secondary/post-secondary articulation committee.

MEMBERSHIP CHAIRPERSON



HERBERT W. PETERS is the College Relations Administrator and Cooperative Education Program Coordinator on the Corporate Personnel Organization Staff of the Ford Motor Company. After receiving his B.A. from Delaware State College and his M.A. in Guidance and Counseling from Colgate University, Herb joined the Ford Motor Company in 1964 as an Industrial Relations Representative with the Metal Stamping Division. In 1964 he became Affirmative Action Program Coordinator for the Ford Motor Credit Company and in 1974 was promoted to his present position. Herb has been an avid scoutmaster over the years and is currently Committee Chairman and an Executive Board Member of the Toledo Area Council of the Boy Scouts of America. He is a member of Omega Psi Phi Fraternity, the Southwestern Placement Association, the Southern Placement Association, and the CEA.



RESEARCH CHAIRPERSON

DONALD G. HLUSAK is the Associate Director of the Career Services Center at Cleveland State University. He received his B.S. in Physics from Case Western Reserve University and his M.S. in Physics from San Jose State College. Prior to his employment with Cleveland State University Don was employed by Lockheed Missiles and Space Company in Sunnyvale, California where he coordinated the designs to manufacturing aspects of several major armament programs. The greatest portion of his work involves the coordinating of Cleveland State University's Engineering Cooperative Program with over 200 employers. He is a member of the Cleveland Engineering Society and has served on various of their professional committees and he is a member of the American Society of Engineering Education.

BY-LAWS CHAIRPERSON

WANDA B. MOSBACKER is the Associate Dean and Professor Emeritus of Professional Development at the University of Cincinnati. Prior to her retirement in October 1975, Wanda had spent 30 years at the University of Cincinnati serving cooperative education as a coordinator, career counselor, program administrator, employer and, earlier in her career, as a cooperative student. For the past six years she served as Associate Dean and Professor of Professional Development. Her active career included the Presidency of the International Association of Personnel Women and editor of its publication, "The Personnel Woman." She is also past Vice President and Executive Board member of the National Association of College Admissions Counselors. As an author of numerous articles on Cooperative Education and as a consultant to the Office of Education, Wanda has and continues to contribute much to the cooperative education profession.

NEWS

MICHIGAN SEMINAR ON COOPERATIVE EDUCATION

- * In cooperation with the Midwest Cooperative Education Association, Friday, May 21, 1976, 9 am - 4 pm. Pontiac Motor Division, Pontiac, Michigan.
- * A meeting to explore current practices, policies, and procedures in cooperative education in the State of Michigan.
- * Intended for participation of cooperative education coordinators and guests representing employers and educational institutions from throughout the State.
- * Seminar discussions will focus on:
 - the variety of cooperative programs being offered by employers
 - how new programs can be established
 - how a closer working relationship throughout cooperative education can be developed among high schools, community colleges, senior colleges and employers
 - whether cooperative education recruiting will replace college recruiting in the future
 - cost benefits of cooperative programs to large and small employers
 - how MCEA can be of assistance in matching employment needs with student availability

Jim Morrison is organizing this seminar and additional details will follow.

MCEA SALARY/BENEFITS SURVEY WINTER '76

The research committee just completed a survey of 43 organizations to find what salaries and fringe benefits are given to cooperative students during their first and their last cooperative work periods. Also these organizations were asked what salaries are offered graduates who were cooperative students with their organization, were cooperative students with another organization, or who were not cooperative students. All the data are for Baccalaureate programs. Organizations responding by area, Engineering - 23, Business - 20, Liberal Arts - 10, and Sciences - 13. Results are shown in the two tables (below). Detailed information can be obtained from Don Hlusak at Cleveland State University.

SALARIES

	Average Co-op Salary		Average Graduate Salary		
	<u>First Salary</u>	<u>High Salary</u>	<u>Same Organization</u>	<u>Other Organization</u>	<u>Non Co-op</u>
Eng'g.	\$726	\$903	\$1,156	\$1,119	\$1,085
Bus. Adm.	\$661	\$824	\$953	\$895	\$895
Lib. Arts	\$529	\$649	\$850	\$838	\$838
Sciences	\$617	\$770	\$900	\$877	\$864

FRINGE BENEFITS

<u>FRINGE BENEFIT</u>	<u>ENG'G.</u>	<u>BUS. ADM.</u>	<u>LIB. ARTS</u>	<u>SCI.</u>	<u>SUMMARY</u>
Interview travel expenses for those students from out of town	57% *	30%	20%	15%	35%
Travel expenses to and from job location to home and/or school	39	25	10	15	26
Life Insurance	52	70	80	62	64
Medical, hospitalization insurance	70	75	80	77	74
Vacation	57	65	70	62	62
Sick days	70	85	90	85	80
Tuition aid during non-working periods	0	0	20	8	5
Tuition aid during work periods	30	10	20	31	23
Retirement	61	70	60	62	64
Holidays	91	80	60	92	83
Profit-sharing	30	10	0	8	15
Other benefits (i.e., Christmas or Thanksgiving bonus)	4	5	10	0	5

* Percentage of organizations surveyed which offer the benefit to cooperative education students.