

MIDWEST COOPERATIVE EDUCATION ASSOCIATION



EIGHTH EDITION NEWSLETTER

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SUMMER '79

Plans Set for 'Co-op Fest: '80's'



by Shannon Cash

As program chairman for the Fifth Annual MCEA Fall Conference and on behalf of President Gene Hamilton and officers of the Executive Committee, I extend an invitation to come to La Crosse, Wisconsin on October 3, 4 and 5 to learn, exchange ideas, and prepare for co-op in the 1980's.

This year's conference will be headquartered at the Holiday Inn-La Crosse

located on an island in the middle of the Mississippi River. The 282-room complex is highlighted by an enclosed holidome complete with pool, sauna/whirlpool, putting green and game center. Pipers, an excellent restaurant and entertainment lounge, rounds out the facilities offered to conference participants.

The workshop sessions, agendas and registration information appear in other



THE LA CROSSE QUEEN

parts of this newsletter, so I would like to highlight some of the special events and activities that have been planned for this conference.

The general theme is "Co-op Fest: '80's", a look ahead to learning new skills and techniques for increasing the effectiveness of cooperative education in the midwest region. The 1980's should be a challenging decade for any of us involved in co-op.

Dr. Ken Ryder, President, Northeastern University, will give his views in support of the "urban thrust" in co-op funding through Title VIII during the luncheon on Thursday, October 4. The success or failure of this change in funding priorities will have a great impact on midwest co-op programs in the 80's. Immediately after the luncheon there will be an open discussion of Dr. Ryder's talk. A panel of co-op administrators will respond to questions and opinions from the floor. Come prepared to "dispel the fog"!

The banquet speaker for Thursday, October 4 is Mr. Studs Terkel, author, radio personality, and commentator on America. He has become famous by talking and listening to others. On the radio show he hosts at Chicago's station WFMT and in his three major books, Working, Division Street: America, and Hard times, Terkel has given us a patchwork of voices, an oral history of the 20th century unequalled in our literature. I'm sure he will have much to say on America and the world of work as we approach the '80's. His wit and humor will not leave you unmoved.

On Wednesday at 4:30 the La Crosse Queen, a 150-passenger paddlewheel river boat, will leave the boat dock located directly behind the Holiday Inn for a two hour cruise of the mighty Mississippi. This is a separate registration item and only the first 150 people will be accommodated. Sign up early. It will be a beautiful evening on the river.

"Oktoberfest: 1979" will be in full swing throughout the conference dates. This is the largest Oktoberfest celebration outside of Munich, Germany. There will be parades, beer tents, sideshows, carnival rides, and special entertainment in various locations around La Crosse. Thursday night the beautiful Torchlight Parade will wind its way through North La Crosse streets.

La Crosse is in the center of the coulee region of Wisconsin's west coast. Three rivers meet here, which provide abundant opportunities for fishing, water sports, and boating. Bring your gear. The fall weather should be crisp, sunny, and beautiful with the maples just beginning to turn. With the 600 ft. bluffs as a backdrop, it will be a fantastic time to be in "God's Country".

Dow Chemical U.S.A. to Receive Recognition Award

Dow Chemical U.S.A. has been named the recipient of MCEA's annual award for "outstanding leadership in support of cooperative education". The award was formulated by the MCEA Executive Committee and is 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.

David L. Rooke, President of Dow Chemical U.S.A. will accept the award. Mr. Rooke has been with the company since 1946 and has been president since May, 1978.

During his career he has been General Manager of the Texas Division, Vice-President for Dow U.S.A. Supply and Distribution, Vice-President for Dow U.S.A. Operations, and Vice-President for Dow Chemical U.S.A. Mr. Rooke is a 1944 graduate of Rice University where he obtained a bachelor of science degree in chemical engineering.

Nominating Committee

Selects Slate of Candidates

The MCEA Nominating Committee has selected the following slate of candidates to be presented at the annual business meeting. At that time the officers for the following year shall be elected by the members present. Nominations will also be accepted from the floor at that time.

President-Elect

CHUCK JONAS
Divisional Coordinator, Engineering
Cincinnati Technical College

For the past 10 years Mr. Jonas has been involved with cooperative education. He works with several coordinators directing job development and special program development for the Engineering Division. At the present time, he is treasurer of the MCEA.

WILLIAM SHADE
Director of Cooperative Education
University of Michigan-Dearborn

Since May 1976 Bill has been responsible for direction and development of all institutional programs as well as Chairman of Special Affairs Committee for CEA and immediate past state director for MCEA representing the state of Michigan.

Secretary

WENDY BAKER
Coordinator of Cooperative Education
Program
College of Engineering
Michigan State University
East Lansing, Michigan

Wendy is responsible for developing co-op positions and coordinating all of the associated activities in the co-op program in the School of Engineering.

DIANE CORBIN
Coordinator of Cooperative Education
Truman College, Chicago, Illinois

Diane has been responsible for the coordination and placement functions for an institution-wide optional co-op program for the past year and a half.

GEORGIA MARESH
Employee Relations Representative and
Cooperative Education Coordinator
B. F. Goodrich Chemical Group,
Cleveland, Ohio

Georgia has had two years experience in her present assignment, which includes college recruiting, experienced staffing activity, and administering a cooperative education program involving 40 students, 10 schools, and 13 major manufacturing and R & D facilities.

Treasurer

BRUCE EVANS
Associate Professor of Professional

Practice
University of Cincinnati

Bruce is presently a coordinator of the University Architectural Co-op Program and is a registered practicing architect working in the residential and industrial area.

MARK EVERS
Program Coordinator of Cooperative
Education
North Iowa Area Community College,
Mason City, Iowa

Mark has been a coordinator for the past two years with his duties including direction of the program, job development, the placement and counseling of students and evaluating the learning acquired.

WELTON WASHINGTON
Technical Co-op and Professional Develop-
ment Supervisor

U. S. Area Research and Development
Dow Chemical Co., Midland, Michigan

Welton's present position involves managing high school undergraduate and graduate college co-op programs for approximately 150 students.

Research Findings to be Distributed at Conference

One function of MCEA is to provide research on a regional basis. The Research Committee, with the leadership of Chairperson M. L. McWilliams, has completed two reports; "Membership General Survey" and "1979 Survey of Post Secondary Cooperative Education Programs and Cooperating Employers in the MCEA Region". The results of the research represent a profile of MCEA membership concerns, satisfactions, needs and practices, and points the direction for future research.

The Research Committee's report will be distributed to members at the Conference in October.

Illinois News

JOEL JETER
Elgin Community College
1700 Spartan Drive
Elgin, IL 60120



Educating students to fill responsible positions in their career fields requires effective communication between colleges and employers. This philosophy of college-employer partnerships has been at the heart of cooperative education since the turn of the century, and was the theme of last year's MCEA annual meeting. Implementing and sharing new approaches to achieve and sustain such collaborative relationships has been

chosen as the primary objective of IACE during the 1979-1980 academic year.

One member of IACE, the City Colleges of Chicago, has already made significant progress in the area by creating a network of local advisory committees at each of the system's eight campuses. These cooperative education advisory committees include student, faculty, administrative and employer representatives from business, industry, government and social service agencies. They meet on a regular bi-monthly basis to assist the co-op staff in program planning, curriculum development and student placement. Specific projects carried out by the committees during the past year include:

- on-campus training and information workshops for employer groups unfamiliar with the co-op philosophy
- in-service sessions to acquaint staff and faculty with the needs and resources of the employer community
- in-company exploratory interviews for groups of students seeking information on diversified career opportunities in various businesses
- successful mail campaign to expand and improve the quality of the company literature in the college's career resource library
- the establishment of student placement 'brokering' systems through which employer members refer co-op students to their colleagues in other businesses if they themselves are unable to provide the students with appropriate co-op assignments

One of the most valuable projects was the video taping of an actual meeting of the Truman College co-op advisory committee in December 1978. This video tape has been used to familiarize co-op educators in the state of Illinois with the mechanics of conducting effective advisory committee meetings and the methods used by committee members to identify and discuss common concerns.

During 1978-79 the City Colleges of Chicago in conjunction with Chicago area employers provided co-op work experiences for approximately 2,000 students. The success of this effort between educators and employers to share the responsibility and authority for the additional preparation of Chicago for the work force is linked to the consistent direct communication which occurs in the co-op advisory committees. With their help Chicago will continue to be 'the city that works'.

Indiana News

LINDA HEILAND
Miles Laboratories



1127 Myrtle St., Box 40
Elkhart, IN 46515

On April 10th, Indiana Vocational Technical College hosted a Cooperative Education In-Service workshop for its faculty at the Essex Hotel in downtown Indianapolis. The workshop was conducted by Dr. Bernard Raphael, Director of the Upper Midwest Institute for Training and Management; Clifford Fields, Dean of Cooperative Education, City College of Chicago; and Edgar "Mike" Pettebone, Director of Co-op at Indiana State University and Executive Secretary of CEA. The workshop covered the basic history and philosophy of Co-op and gave much attention to the involvement of the faculty in developing a Co-op program. Last September, 1978, was the first year of federal funding for IVTC. There were 25 persons present including administrators from four sister campuses within the IVTC state system. Warren Haas, Vice President at IVTC's Region 08 campus was present throughout the entire program and spent additional time with consultants discussing ways to give institutional support for the development of a strong Co-op program. Dr. Raphael and his co-workers provided an excellent workshop with information and materials directly relating to the needs of a two year institution.

On May 1st, approximately 42 people attended the second Indiana State Workshop which was held at Marian College in Indianapolis. The workshop consisted of discussion on the following subjects: evaluation of co-op students; the employer responsibility to the student such as counseling, training and housing; fringe benefits and salary ranges; retention of co-op students from both the college and employer perspective; the college coordinator's responsibility to the student; options for liberal arts students; and the involvement of minorities in cooperative education. Al Hornocker, Delco-Remy; Terri Kelley, Cummins Engine; Evelyn Morgan, Tri-State University; Craig Hubele, Purdue University; and Mike Pettebone, Indiana State University did an excellent job in leading the discussion. A special thanks go out to Roy Pille of Marian College for coordinating the facilities, and to Bob Nolan and Clayton Boringer for their assistance. The program was successful and we intend to continue conducting these state workshops and, perhaps, expanding them to regional areas within the state.

Dr. Raphael and IVTC-08 will be hosting a workshop in Indianapolis in November, the 19th and 20th, at the Essex. The workshop will be geared to both faculty and employers. For additional information contact:

P. Diane Jackson,
Coordinator/Cooperative Education
Indiana Vocational Technical College
1315 East Washington Street
Indianapolis, IN 46202

Iowa News



ALLAN STAMBERG
University of Northern Iowa
Rm. 125 Gilchrist Hall
Cedar Falls, IA 50613

Iowa educators active in MCEA met June 19 at the University of Northern Iowa to evaluate the state's Spring Employer Institute and discuss future plans for the state organization. Attendance figures for the Employer Institute showed approximately 90 employers and educators participating. Two-thirds of these participants were employers.

Plans for the coming fall include the following:

- A state meeting scheduled for September 12 at Iowa State University (For more details concerning this meeting, please contact Allan Stamberg - (319) 273-6041.)
- A spring membership drive to recruit additional members into the organization
- Possible involvement in a state consortium and/or interaction with state legislators regarding co-op placements in state government.

All Iowa members attending the Fall MCEA conference are encouraged to meet together at the Iowa state caucus meeting.

Kentucky News



KEN NOAH
Eastern Kentucky University
418 Bigley Bldg.
Richmond, KY 40475

The CEAK Fall meeting will be held at Galt House in Louisville, Kentucky on September 17 and 18.

New Officers of CEAK as of July 1 are the following:

President-Jane Rodgers, Murray

State University
Vice-President/President Elect-Dr. Jack McElroy, University of Kentucky
Secretary/Treasurer-Pat Brelsford, Western Kentucky University

Directors: Dr. Daisy French, Eastern Kentucky University
James E. Green, Bureau of Vocational Education, Frankfort, Kentucky
Art Ray, Personnel Manager, Rexnord Corp., Danville, Kentucky
William Strunk, Kentucky Dept. of Personnel, Frankfort, Kentucky

Michigan News



WELTON WASHINGTON
Dow Chemical
1776 Building
Midland, MI 48640

The Michigan MCEA held four highly successful workshops this year. They had a combined attendance of well over 300 people. These workshops were held at Macomb County Community College, Kalamazoo Valley Community College, Mid-Michigan Community College, and Saginaw Valley State College. Two of the highlights of these workshops were "Legal Aspects Relating to Co-op", Don Hunt, University of Detroit; and "Interviewing Techniques", Dr. Ken Pederson, Dow Chemical (Dr. Pederson's presentation will be repeated at the MCEA annual meeting in La Crosse.)

Minnesota News



DANIEL McKENNA
Concordia College
901 Eighth Street, S.
Moorhead, MN 56560

This issue of the MCEA Newsletter is being sent to hundreds of Minnesota employers and college personnel who are involved in Cooperative Education and other forms of experiential education. The Minnesota members of MCEA cordially invite you to join MCEA and to attend the Fall Conference in La Crosse.

The Conference should appeal to a broad spectrum of interests. As in past conferences, a large percentage of the attendees will be from industry.

We hope that you will seriously

consider our invitation and we look forward to meeting you at the Conference and, in particular, at the Minnesota State Caucus on October 4.

In Minnesota there is no Co-op Ed Association per se, but there is a state organization for those interested in any form of off-campus learning. This organization, Minnesota Association for Field Experience Learning (MAFEL), includes several members who are also affiliated with MCEA. Two members of MCEA are currently officers of MAFEL: Anna Wasescha (Hamline), president and Dan McKenna (Concordia), treasurer. Other officers are: Alana Smart (Macalester), president-elect and Steve Kingsbury (Lakewood Community College), secretary.

The Upper Midwest Institute for Co-op Training and Management at Normandale Community College in Bloomington has received funding for next year. Bernie Raphael, the Director, has announced his workshop schedule which includes a proposal writing workshop on November 15 in Minneapolis.

Ohio News



NANCY FOX
Cleveland State University
2344 Euclid Bldg., Rm. 219
Cleveland, OH 44115

The Ohio Cooperative Education Association completed its most productive year ever with a highly successful Eighth Annual Spring Conference held in Cleveland, Ohio on May 10-11. This meeting, chaired by Carolyn Smith, had the largest number of attendees in the Association's history with 75 fully paid registrants and a total of 85 participants. This was also the first overnight two-day conference in the Association's history.

The 1978-79 OCEA Executive Board included Sam Sovilla of the University of Cincinnati, president; Robert Custis of Sinclair Community College, president-elect; Carolyn Smith of Wright State University, program chairperson; Brenda Krueger of Sinclair Community College, program chairperson-elect; and Bruce Evans of the University of Cincinnati, secretary/ treasurer. Easily the most significant accomplishment of this Board was its successful membership drive. At the beginning of the Association's membership year the paid membership was 33, 27 from education and 6 from the employer sector. By year's end, the membership stood at 153 with 90 educators and 63 employers, or a 360 percent increase in total membership, making the OCEA now one of the largest state co-op associations in the country.

Other OCEA accomplishments during the year were the initiation of an outstanding member recognition award, the development of the Association's first Newsletter, Ohio Co-op News, appointment of the Ohio Director to MCEA as an ex officio member of the OCEA Executive Board, the development of a draft of a combination OCEA Information Pamphlet and Membership Directory, and the significant increase in the Association's treasury.

During the course of the OCEA Spring Meeting, Dick Abel of the U.C. Ohio College of Applied Science was elected as president-elect; Ann Keeling of the University of Cincinnati was voted in as program chairperson-elect and Paul DeLong of Diamond Power Specialty Company was elected as secretary-treasurer. Sam Sovilla was presented a desk watch by the membership in recognition of his service as president and Ed Jannings of the University of Dayton was presented with an attractive plaque in recognition of his exceptional contributions and that of his staff, to the successful OCEA membership campaign.

The University of Cincinnati's Professional Practice Training Center announces a workshop on 'Cooperative Education Program Evaluation' to be held in Cincinnati on November 11-14, 1979. This workshop is co-sponsored by the National Commission for Cooperative Education and will be oriented to training individuals in program evaluation techniques. To be placed on the mailing list for this workshop, contact Sam Sovilla, Professional Practice Division, Mail Location 115, University of Cincinnati, Cincinnati, Ohio 45221.

Conference Program

INSTITUTES SCHEDULE

Tuesday, October 2

- 7:00 - 9:30 p.m.
Registration (Institutes/Conference)
- 8:30 - 9:30
Poolside Reception
- 9:30 - On
Dinner and Entertainment (on your own)

Wednesday, October 3

- 8:00 - 9:00 a.m.
Registration (Institutes)
- 8:00 - 9:00
Coffee, Juice, Danish (in respective institute rooms)
- 9:00 - 10:15
Co-op Employer Institute
The focal point will be employer needs and concerns relative to a cooperative education program. The

workshop will answer such questions as "What's in it for my organization? Will participation improve my organization's effectiveness? Will the cost effectiveness of participation be favorable as part of our personnel training and development program?"

-Bruce T. Evans, Director, Professional Practice Institute & Associate Professor of Professional Practice.

-Dr. Philip Marvin, Professor of Professional Development and Business Administration.

-William C. Wilson, Associate Director and Assistant Dean of the Professional Practice Institute.

Co-op Director/Coordinator Institute

This institute will feature a program directed toward the "employer's influence" on the work of co-op staff people. Coordinator responsibilities, employer selection and development, legal problems, federal funding, and developing a workable management system will be discussed by employers and co-op administrators.

-Donald Hunt, Director of Midwest Training Center and Director of Career Planning, Cooperative Education & Placement, University of Detroit.

-Bernard Raphael, Director of Upper Midwest Training Center and Associate Dean of Instruction, Normandale Community College.

Co-op Support Personnel Institute

Designed especially for secretaries, staff assistants, and clerical classifications in co-op offices. Emphasis on efficient office operation, forms, filing, and preparing camera-ready copy for brochures, newsletters, etc., record keeping for federal grants, the "how" of internal leadership, and how to better support the director/coordinator of co-op and other off-campus type programs.

*Special note: If registering for this institute, please contact Southeastern Center, (813) 974-4048, at earliest possible date to receive a special information packet.

-George Miller, Director of Southeastern Training Center, University of South Florida

-Jane Rogers, Coordinator, Co-op and Experiential Education, Murray State University

10:15 - 10:30

Coffee and Coke Break

10:30 - 12:00

Institutes continued

12:00 - 1:00 p.m.

Poolside Buffet Luncheon

1:00 - 2:30

Institutes continued

2:30 - 2:45

Coffee and Coke Break

2:45 - 4:00

Institutes continued

MCEA CONFERENCE SCHEDULE

Wednesday, October 3

2:30 - 4:00 p.m.

MCEA Executive Committee Meeting

4:30 - 7:00

Mississippi Riverboat Cruise

5:00 - 9:00

Registration (Conference)

8:00 - 9:00

Hospitality Hour - Host: Burroughs Corp.

9:00 - On

Dinner and Entertainment (on your own)

Thursday, October 4

7:30 - 8:30 a.m.

Breakfast (on your own)

7:30 - 12:00

Registration (Conference)

8:30 - 10:00

Session A - "Realities: Supervisor Role in Cooperative Education"

Designed to fill the informational gap that exists for work-site supervisors and help identify their responsibilities in the co-op process. Deals with work assignment, pre-planning, orientation, communications, evaluation, and rewards.

-Jack Selter, Director, Cooperative Education, Clemson University

Session B - "Effects of Non-Verbal Communication on Interview Outcome"

In-depth look at the many ways eye contact, body english, mannerisms, etc. can influence an interview. Film strip vividly demonstrates what can happen. Emphasis on understanding the impact of non-verbal communication and how to minimize any bad effects.

-Dr. Louis Trent, Professional Practice Division, University of Cincinnati

Session C - "Alternative Funding Sources for Co-op"

Mr. Woodcock will present his proposal for establishing a corporate source of funding for co-op programs. Dr. Smith will discuss the possibilities of funding co-op through various federal titles and grants. A timely topic.

-Jerry Woodcock, Vice President for Financial Affairs, Saginaw Valley State College

-Dr. David Smith, Federal Programs Consultant, Washington, D. C.

10:00 - 10:15

Coffee and Coke Break (poolside)

10:15 - 11:45

Session D - "Corporate/College Relations: A Model"

A presentation of 3M's approach to college relations whereby all college-related programs are offered to selected colleges/universities as a total package (i.e., co-op, graduate recruiting, scholarships, etc.).

-Tom Vaaler, Manager of College Relations
3M Company

Session E - "Time Management Practices"

Dr. Collins (editor/publisher of Tempus Fugit: Newsletter for Time Management) will cover topics including organizing office time; "quiet time"; coping with correspondence, telephone calls, and paperwork; delegation and task-time inventory. Topics will be flexible to fit interest areas of participants.

-Dr. Larry Collins, Dean of the College,
Milton College

Session F - "Computer-Aided Administration of Cooperative Education"

Over a twelve year period Mississippi State University has developed, refined, and implemented a management concept involving machine stored and processed information to administer cooperative education. The philosophy of this concept as well as the procedures to generate printed output will be discussed.

-Luther Epting, Director of Cooperative Education, Mississippi State University

12:00 - 1:30 p.m.

Luncheon - "The Urban Thrust in Co-op" Dr. Kenneth Ryder, President, Northeastern University

1:45 - 3:15

Session G - "Discussion of Dr. Ryder's Talk"

Open forum discussion of all aspects of the "urban thrust" in co-op funding. Dr. Ryder's luncheon talk will serve as departure point for audience questions and comments. Panel will act as "experts" to facilitate interaction. Come prepared to get answers.

-Panel: Dr. Kenneth Ryder; Ralph Porter, Associate Director, N.C.C.E.; Dr. Roy Wooldridge, President, N.C.C.E.; Ken Noah, Director, Cooperative Education, Eastern Kentucky University

Session H - "Sex Differences in Work Functions and Experiences of Co-op Students"

A study that examines what co-op students do on their first work assignment, what they expect and what is expected of them, and how they perceive and are perceived by their supervisors. Special emphasis on female/ male differences as a function of type of work experience.

-Barbara Heller, Center for Advanced Study in Education, C.U.N.Y.

Session I - "E.E.O. & Affirmative Action: It's Up To Us"

Participants will actually make E.E.O. decisions through a game-playing session. Slide presentation stresses the need to think E.E.O./affirmative action in all policy decisions to protect against discrimination suits, justified or not.

-Linda Heiland, Supervisor, Office of Personnel Administration, Miles Labs, Inc.

3:15 - 3:30

Coffee and Coke Break (poolside)

3:30 - 5:00

Session J - "Dialogue With the Office of Education"

Aris Peterson is bringing the Office of Education to us to discuss the past, present and future of cooperative education in general. Mr. Peterson is anxious to hear our views and needs.

-Mr. Aris Peterson, Program Officer, Cooperative Education, U.S. Office of Education, H.E.W.

Session K - "Interviewing Skills Workshop"

Objective is to introduce the "behavioral consisting" approach to the placement interview. Three phases will be discussed: preparation, data collection, and evaluation of candidate/job fit.

-Dr. Kenneth R. Pederson, Senior Psychologist, Dow Chemical-Michigan Division

Session L - "Merging Co-op/Placement/ Career Education"

Workshop to establish the reasons for merging and present a model for successfully completing such a merger.

-Dr. Kathleen Boggs, Associate Director, University Counseling Center, University of Utah

5:15 - 6:00 p.m.

State Caucuses

6:30 - 7:30

Hospitality Hour - Host: MCEA

7:30 - 9:00

Banquet: Award Presentation
Recipient: Dow Chemical U.S.A.
Accepting: David Rooke, President
Speaker: Mr. Studs Terkel

9:00 - On

Night on the town

Friday, October 5

8:00 - 9:00 a.m.

Buffet Breakfast (included in registration)

9:00 - 10:30

MCEA Business Meeting

10:30

Adjournment