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MIDWEST COOPERATIVE

Summer 1984

MCEA Newsletter

EDUCATION ASSOCIATION

Volume 9, No. 3

A MESSAGE FROM THE PRESIDENT

I recently returned from the Fall Conference Committee meeting in Cleveland, and I am "pumped up" about our 10th Annual Conference which will be held October 16-19 at Stouffers! Liz Martin and her 1984 Conference Committee are to be commended for all the hours of hard work, sweat, and tears that have been invested in an excellent program. Accommodations at Stouffers are excellent—I've stayed there several times and have never been disappointed.

This newsletter issue highlights the upcoming annual elections. We especially urge you employer representatives to make a commitment to run for office or indicate areas in which you may be able to lend valuable support either within your state or on a standing committee. Our organization prides itself with an active level of employer involvement. We need *your* involvement!

Just a reminder to my fellow Executive Board Members that time is running out on the President's recruitment challenge. I'm certain many of our membership would love to see me take a *pie in the face* at the Fall Conference, so you had better get a move-on if you expect to "out-recruit" me by October 15th.

As we approach the end of my year as MCEA President, I would like to reflect on our association's commitment to cooperative education. This year has demonstrated even more clearly to me my personal commitment to co-op, as well as clarifying my career choice. I would like to thank my Executive Board for all of their efforts this past year, as well as many of the "rank and file" for their work on behalf of co-op and the MCEA.

Incidentally, I would like to take this opportunity to personally invite all Past Presidents of MCEA to an informal breakfast and picture-taking ceremony at 7:30 a.m. on Thursday, October 18, 1984 at Stouffers. Please come and help us celebrate our Ten Year Anniversary and be a part of "MCEA 1984 . . . And Beyond."

Phil

Phil Lavender, President

"A regional professional organization for employers and individuals in higher education interested in the improvement and promotion of Cooperative Education"

ELECTION TIME 1984/85 MCEA Executive Officers

It's election time again! We have an excellent slate of candidates for office from the following members who have made the commitment to participate in the executive board. They all come with top-notch qualifications. Read on and decide who you will vote for when you attend the conference in Cleveland in October.

PRESIDENT-ELECT

JOHN D. GERRARD . . .

JOHN D. GERRARD is currently the Supervisor of Employment and College Relations for the LTV Steel Company, the nation's second largest steel company. A veteran broadcaster and television station manager, John joined Youngstown Sheet and Tube Company as a Supervisor of Communications in the Company's Chicago district in April of 1978. In December of the same year, he became the Assistant Manager of Communications for the Western Division of J&L Steel following the merger of Youngstown Sheet and Tube and Jones & Laughlin Steel Corporation.

In April of 1979 he became Coordinator of Employment Programs for J&L's Western Division. He was charged with implementing the Corporation's college relations program which included instituting the first cooperative education program at the Company's major Indiana Harbor Works. He became Assistant Supervisor of Employment and College Relations in October of 1981 and Supervisor of Employment and College Relations in August of 1982. He continues to have responsibility for the Company's cooperative education program and college recruiting.

John believes LTV Steel's cooperative education program is the most efficient and effective mechanism in place for identifying and attracting quality candidates for the Company's management training program. It has served the Company well as an effective public relations vehicle promoting increased campus visibility and enhancing the Company's recruiting objectives. The co-op program has also proven to be extremely successful in promoting an on-going dialogue between the Company and the educational community.

Also active in other professional and civic organizations, John is a member of MCPA, ASSE and the Illinois-Wisconsin Cooperative Education Council. He has served as an employer representative on the governing "Council" of the IWCEC since 1981.

He is a Past President of the Communicators of Northwest Indiana, currently serves on the board of directors of five area charitable and service organizations and is the Vice-President Finance of the Lake Area United Way administering an agency allocation budget in excess of \$6,000,000.00.



PRESIDENT-ELECT

MATT TRUPIANO . . .

MATT TRUPIANO is Manager of College Relations at American Natural Resources and currently MCEA State Director for Michigan, a position he is holding for the second year in a row. As Manager of College Relations, he is in charge of all college recruiting and all cooperative education for the entire system in the whole United States. American Natural's program is now up to 60 students in 25 different positions from 20 different schools. Matt also does career counseling and serves as the management communications training specialist for ANR. Matt has been at ANR five years and began his career in cooperative education in 1973 as a co-op coordinator at the University of Detroit and became assistant director for career planning, cooperative education and placement in the six years he was there.

An accomplishment of Matt's at U of D is the development of a seminar called *The Professional World of Work* having to do with feedback and follow-up for students when they came back from a co-op experience.

Matt holds a BA in English, MA in education, and an MBA, all from the University of Detroit.

Matt's commitment to cooperative education is evidenced by the fact that he has been directly involved in co-op for 11 years on both the education and employer's side. He is now more convinced than ever that it is the best way for someone to go to college. Under Matt's direction at ANR, the cooperative education program has grown from 5 students to 60. As part of the MCEA Quest for Quality, he wrote a paper and made a presentation at the 1984 CEA conference concerning the evaluation of co-ops, and ANR will be responsible for the employer column in the CEA newsletter. Matt has also been called upon by Don Hart to assist the Midwest Training Center in planning the 84/85 training schedule and will be co-sponsoring a one-day drive-in workshop with Wayne State.

Matt is part of the original steering committee for the Michigan Council on Cooperative Education and the chairperson for the Ad Council Liaison Committee. He was co-chair for the 1982 MCEA conference in Flint, and last year Michigan won the first State Director's award for the largest increase in MCEA membership.



TREASURER

KATHIE WYATT . . .

KATHIE WYATT is presently Director of the Office of Cooperative Education at the University of Iowa and has been for 6 years. She is also the Project Director of a Comprehensive Demonstration Grant which has been awarded for 1983 to 1986. She is the State Director for Iowa, MCEA, and has held office as the Secretary/President-elect and President of the Iowa Association of Cooperative Education. She has written 7 successful Title VIII grants and has served as a consultant for cooperative education program development, budgeting, and grant-writing. Kathie has presented a paper on establishing a comprehensive liberal arts program which she co-authored and designed and copyrighted a Decision Making Model for Job Seekers. She also holds membership and has been a presenter for MCPA. Kathie holds a MA in Counselor Education and a BA in Psychology from the University of Iowa.

She would like to serve as the treasurer of MCEA and has demonstrated this ability by managing the \$400,000 cooperative education budget at her own institution. In the six years she has been at Iowa, she has acquired and managed one million dollars of outside funding for the University's program. During her term as president for the IACE, the budget balance tripled. Her goals as the MCEA treasurer are: Provide advice to the President and Executive Board related to increasing the organization's income; continue to establish documented policies and procedures regarding budget matters; keep the membership informed of the financial health of the organization; and assist the MCEA through committed participation.



TREASURER

JIM HOWELL . . .

JIM HOWELL is currently an Associate Professor of Professional Practice (Cooperative Education) at the University of Cincinnati and has been a coordinator in the College of Design, Architecture, Art and Planning at U.C. since 1977. While at U.C. he has received cooperative education experience as both a student and faculty member. His degrees are in Business Administration from the University of North Carolina-Chapel Hill and Design from U.C. He served as an Army Officer from 1965 to 1969 and worked in middle management for Avon Products, Inc. from 1970 to 1975. Both positions involved personnel management, procurement, and budgeting.

He annually supervises a Professional Practice Program Senior Evaluation Survey conducted with approximately 500 to 600 graduating co-op participants at U.C. and has since 1979. The results of a 1981 Professional Practice Senior Employer Retention Survey were published in the 1981 winter issue of the Commission Circular published by the National Commission for Cooperative Education.

His professional memberships have included OCEA, MCEA, and CEA, and he was the official photographer for the 1984 National CEA Conference in New Orleans.



(CONTINUED ON NEXT PAGE)

SECRETARY MARJORIE SPRINGER . . .

MARJORIE SPRINGER is beginning her fourth academic year with Bradley University as Coordinator of Cooperative Education in the College of Business Administration. She has responsibility for student recruitment and placement as well as employer job development. Under her direction, student placements have increased 95 percent in one year. She is also active in campus organizations and will begin her second year as advisor to Phi Chi Theta, a women's business fraternity. She holds a Bachelor's degree from Bradley majoring in political science. She is a member of MCEA and CEA and treasurer and member of the Illinois Cooperative Education Association.

If elected as secretary Marjorie would increase employer involvement in MCEA as a result of her job development activities. She also has a background and experiences in student recruitment, placement, and monitoring on the work site that support her qualifications to serve as secretary of MCEA.



SECRETARY MARY SWARN . . .

MARY SWARN is the Personnel Staffing Specialist at the Naval Weapons Support Center in Crane, Indiana. She has been the Center's Cooperative Education Coordinator for six years. The Center has one of the largest co-op programs. Mary is working towards her degree in personnel administration and has attended Vincennes University and the University of Evansville.

Mary would like to be secretary because she feels very close to MCEA and feels like this is a way of helping out. She looks forward to working with the other officers.

Mary has had experience as a secretary by serving as the corresponding secretary for The Girl Friday Organization at the Naval Weapons Support Center.

(NO PHOTO AVAILABLE FOR MARY SWARN)



PRESIDENT-ELECT DICK ABEL

1984-85 MCEA DIRECTION

STATE SERVICE HUB

President-elect Dick Abel will be taking office as President of MCEA at the MCEA Conference in October. Dick is very encouraged and enthused about the confirmation by state presidents, directors, and MCEA officers of his suggestion of a state service plan.

In the plan, state leadership would direct the services offered by MCEA with personal representation on the Executive Board. This plan would change the State Director's position from a communication emphasis to a legislative power for the year. Trying out the emphasis changes, MCEA does not wish to make constitutional changes at this time. Instead, at the state caucuses in Cleveland, President-elect Abel suggests the State President be nominated to the position of State Director. Bill Hoob of Ohio, Debbie Artz of Illinois, and Shirley Snarr of Kentucky were present and indicated a willingness to try the plan. Joe Segilia, President-elect of Iowa approved the plan by phone. Dan McKenna of Minnesota was unavailable for comment.

In states where an organization does not exist (Indiana, Michigan and Wisconsin), the state caucuses will be asked to choose a State Director and alternate as usual with committee chairs to carry on state business.

The plan is being tried in an attempt to promote discussion among the state leadership and to build regional services without overlap.

In addition, Membership Chairperson for 84-85, Terry Brown of Cincinnati Technical College, was asked by state leaders present to develop a centralized membership-listing service with label and disc-copying capability. This service represents the spirit of the 1984-85 Executive Board emphasis.



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*** STATE REPORTS ***

ILLINOIS REPORTS

Helen Oloroso
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Fifty individuals attended the second annual conference of the Illinois Association for Cooperative Education (IACE) held June 14-15 in Peoria. Key addresses focusing on the conference theme, "Solutions for Meeting Human Resource Needs in Changing Economic Times," were given by **Robert Brocksbank** of Mobil Oil Co. and College Placement Services, and **Stan Ommen** of Bloomington Savings and Loan. Panelists reacting to the above presentations were from Caterpillar Tractor Co., Chicago Office Of Personnel Management, Apollo Oil Co., IBM, Keystone Consolidated Industries, Bradley University, and Illinois State University.

IACE Officers for 1984-85 are: President—**Debby Artz**, Bradley University; President-elect—**Tony Chavez**, Southern Illinois University; Secretary—**Susan Collister**, School of the Art Institute; and Treasurer—**Marjorie Springer**, Bradley University.

Bradley University mechanical engineering co-op student, **Stella Thompson**, was named the CEA Student Essay Award winner at the CEA annual conference in New Orleans. Stella presented her essay at both the CEA and IACE conferences.

"Making It Work: Supervision of the Co-op/Intern Student," was presented at the Spring MCPA conference in Chicago. Serving as presenters were **Marjorie Springer**, Bradley University; **Michael Dear**, State Farm Insurance; **Vicki Smith**, Travenol Laboratories; and **Jim Souder**, Bradley University co-op student. The session was coordinated by MCPA co-op committee member **Marjorie Kenyon-Cler**, Bradley University.

Illinois now has a new membership chairman for MCEA. He is **David Belanger**, Director of Career Planning and Placement at North Central College in Naperville. David is an old-time Co-op practitioner from Ohio who wants to see Illinois develop a much stronger position in Co-op. Who knows, we may some day compete with Ohio for the state with the largest membership. Watch out, Michigan!

INDIANA REPORTS

Ramona McIntyre
Coordinator, Cooperative Professional Practice Program
Indiana State University
Alumni Center, Room 248
Terre Haute, IN 47809
(812) 232-6311, ext. 2582

UPCOMING WORKSHOPS

Two workshops are presently in the planning stages for Indiana Cooperative Education Employers and Educators. A "Nuts and Bolts" workshop will be hosted by Valparaiso University, and a one-day workshop aimed at employers will be held at The Naval Weapons Support Center at Crane. Planners are looking at dates in March for the workshop at Valpo. The workshop at Crane is tentatively set for November 30. Updated information will be sent to all Indiana MCEA Members, or for further information contact: **Ramona McIntyre**, State Director, Indiana State University.

NEW DIRECTORS

Indiana State University has selected **Don Cunningham** as its new Director of Cooperative Professional Practice, replacing **E. R. (Mike) Pettebone** who retired June 30. Cunningham gained his experience in co-op at The University of Cincinnati,

Indiana University, and Bradley University, where he organized the Center for Career Development. His immediate objectives are to integrate additional career planning services into the program and to expand national job opportunities. He held positions in project and plant engineering prior to entering cooperative education and career planning. Cooperative Professional Practice at Indiana State is part of Academic Services. The office is located in Alumni Center, Room 248, 625 Cherry Street, Terre Haute, IN 47809. Phone 812-232-6311, ext. 2582.

Indiana University has appointed **Suzanne Powers** to the position of Assistant to the Director of Career and Placement Services. In naming her to the position, **Dr. Alan McNabb**, Director of Career and Placement Support Services pointed to her success record in recruiting new employers during the year she was Employer Recruitment Coordinator. An immediate goal for the program is to provide more liberal arts students with valuable work experiences, Powers says. Another addition to the IU co-op staff is **Judy Bellante**. She has been appointed as Co-op Coordinator. The Professional Practice Program is part of the Career and Placement Support Services at Indiana University. The office is located at 625 N. Jordan Avenue, Bloomington, IN 47405. Phone 812-335-5234.

IOWA REPORTS

Kathie Wyatt
Director of Cooperative Education
University of Iowa
204 Iowa Memorial Union
Iowa City, IA 52242

The Iowa summer meeting was held on Friday, July 20, 1984 at the Adventureland Hotel. Families took advantage of the adjacent amusement park for the day. The summer meeting focused on working sessions of the executive board and committee members. A strategy for distribution of the newly printed brochure outlining Cooperative Education programs in Iowa was developed. Planning occurred for next year including an idea for a four-state regional meeting with MCEA members from Illinois, Iowa, Minnesota, and Wisconsin. The fall meeting is planned for early September on the Mississippi River.

KENTUCKY REPORTS

Jerri L. Thomas
Career Counselor
Northern Kentucky University
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(606) 572-5709

The Cooperative Education Association of Kentucky held its "10th" anniversary in Louisville at the Galt House in April. The conference was well attended, and the content of the presentations were excellent. We are moving ahead with plans to participate in the Kentucky State Fair on August 9 through 18 where we will have our CEAK booth—passing out literature on cooperative education. The Publicity and Public Relations Committees has been working hard to develop new ideas for advertising.

The new CEAK Executive Board for 1984/85 is **Cindy Leonard**, President, Lexington Technical Institute; **Mary Bacon**, Past President, Somerset Community College; **Shirley Snarr**, President Elect, Eastern Kentucky University; **Deborah Cox**, Secretary, Madisonville Community College; **Daisy French**, Treasurer, Eastern Kentucky University. Serving on the Board of Directors are **Gladys Johnson**, Kentucky Department of Personnel; **Fay Collect**, University of Louisville; **Ronald Carter**, Prestonsburg

KENTUCKY REPORTS, continued

Community College; and **Becky Bennett**, Western Kentucky University.

Plans are being made for our Fall conference. It will be held at Cumberland Falls State Park on November 8 and 9.

MICHIGAN REPORTS

Matthew J. Trupiano

Manager, College Relations
American Natural Resources
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Detroit, MI 48226
(313) 496-5725

Michigan has been very busy since the last newsletter. Several Michigan members attended the CEA Conference in New Orleans from April 24-27. Not only did we all have a great time, but we made a number of Workshop Presentations and hosted an MCEA Hospitality Hour together with members from other states. We commend CEA for hosting a first class conference with something in it for everyone. (No, I don't mean on Bourbon Street.)

On May 3rd, Macomb Community College, together with the Midwest Center for Cooperative Education and MCEA, hosted a one-day drive-in workshop on Cooperative Education. Among others, **Ms. Jan Dagg**, GM Technical Center, was presented with an award from MCC as Co-op Coordinator of the Year. Jan has done an outstanding job on behalf of Cooperative Education and MCEA, and we wish her all the best as she moves on to other responsibilities at GM. **Mr. Roy Beers**, Burroughs Vice President, helped conduct one of the workshops. **Mr. Frank Macher**, Ford General Manufacturing Manager, spoke to the participants about the Michigan Council for Cooperative Education. After the workshop, MCEA hosted an "afterglow" reception for all of the participants at **Bill Kavan's Colony East**.

On June 20th, The Michigan Council for Cooperative Education held its second major meeting hosted by Mr. Frank Macher and Ford Motor Company. The meeting was well attended by over 30 co-op practitioners and executives and announced some major accomplishments: 1) Funding has been received from the Mott Foundation. 2) Through the efforts of **Dr. Ralph Porter** of the National Commission for Cooperative Education, the National Ad Council has selected cooperative education as a concept for a national ad campaign. 3) **Governor Blanchard** has agreed to support the Michigan Council and will attend an Executive Council Meeting this November.

The Council is currently working toward achieving its primary goal of promoting Cooperative Education in Michigan through the support and endorsement of leaders in business, industry, labor, state government, and education. The work of the Michigan Council will hopefully serve as a working model for other states to utilize on behalf of Co-op.

On July 12th, our Michigan members took their First Annual MCEA Michigan Cruise. Thirty-three members and guests cruised the beautiful blue Detroit River and Lake St. Clair for four glorious hours on a warm, calm, full-moon evening aboard the Renaissance Queen. They ate, they drank, they socialized, and they relaxed. They even had a special guest—**Ann Nissen**, President of CEA, who was in Detroit conducting employer visits. Everyone had a fantastic time, and everyone agreed this should be a yearly event. Many thanks to **Bob Thomas**, **Diane Grimord**, **Willie Lloyd**, and all of the rest of the staff at Wayne State University's Placement Services Center for all the letters, phone calls, and coordinating that made this such a special occasion.

Suzanne Joelson has been appointed Special Projects Advisor to the UAW/Ford Reemployment Center based at Oakland Community College in Royal Oak. Suzanne was formerly Supervisor of Career Planning at University of Detroit. Best wishes, Suzanne.

MINNESOTA REPORTS

Dan McKenna

Director of Cooperative Education
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(218) 298-3492

Minnesota will host two workshops sponsored by the Midwest Center for Cooperative Education, University of Detroit during 1984-85. The first will be on November 8, 1984 at Concordia College with **Dan McKenna** as Coordinator. The second on April 18, 1985 will be hosted by the University of Minnesota and coordinated by **Mary K. Nelson**.

There have been a number of personnel changes in Minnesota this summer.

At the College of St. Thomas, **John Regnier** has resigned as Director of Cooperative Education to form his own consulting business. Known as John J. Regnier and Associates, the firm will provide career advisory services for individuals and corporations. **Kathryn E. Schwebach** replaces John at St. Thomas.

Patricia A. Hamm, Director, Career Development Center and Cooperative Education at Gustavus Adolphus College has joined Group Health, Inc., Minneapolis as a Training and Development Specialist. Replacing Patty at Gustavus is **Kathryn (Katie) Ojanpa**.

Garry Hesser, Director, Urban Studies at Augsburg College has been appointed Director of Cooperative Education.

OHIO REPORTS

Tom L. Smock

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The 1984 Annual OCEA Conference held at Salt Fork was a great success! The two-day conference featured a wide array of session topics ranging from how to plan an effective employer visitation to a session on stress management. Sports enthusiasts enjoyed the second annual golf tournament and the first tennis tournament. **Shaan Smith** and her committee did a fantastic job.

A joint meeting of the 1983-84 and 1984-85 executive boards of OCEA was held on June 13. As the many accomplishments of the Martin administration were reviewed, the belief was reinforced that when it comes to co-op, "If It's Happening . . . It IS Happening in Ohio!"

As 1984-85 approaches, the challenge is to carry on this rich tradition. The new OCEA executive board elected at Salt Fork is: **Candy Stemple**, President Elect; **Dan Cayse**, Treasurer; and **Pat Murdock**, Secretary. They have been joined by **Shaan Smith**, Program Chairperson; **Carol Spencer**, Assistant Program Chairperson; **Barb Karn**, Training Committee Chairperson; **Ralph McNeerney**, Scholarship Committee Chairperson, **Dale Koozer**, Awards Committee Chairperson; **Peter Rea**, Publicity Committee Chairperson; and **Tom Smock**, MCEA State Director and Linkages Committee Chairperson continuing in their present assignments. 1983 President Elect **Bill Hoeb** has taken the President's office.

As an employer, Bill's primary goal is to get more employers involved. Several other goals have already been set. The new OCEA slide/tape show for cooperative education is the top priority of **Barb Karn** and her Training Committee. **Peter Rea**, Publicity Committee Chairperson, is anxious to get his hands on the finished product so that he can work with his new committee and the speakers bureau to, in his words, "spread the gospel" about co-op.

Pat Murdock has recruited **Bill Klosterman** to chair the Endowment Fund project. The goal of \$10,000 has been reached, and as of June 18 the total was \$12,510. We can now "live off the interest" and award the annual OCEA \$1,000 scholarship. Also, we have renamed our committee (to more appropriately describe its function) the Scholarship Committee. Pat, Bill and

their committee developed a complete scholarship program early this year and they will be awarding this year's scholarship in the early Fall ... watch for details!

Leonard Penn, Cincinnati Technical College, was the winner of the one-week Caribbean cruise for two at the OCEA conference. Congratulations, Leonard!

The Ohio members of the MCEA have decided once again to have a booth at the Ohio State Fair promoting cooperative education throughout the state and are giving away a \$1,000 scholarship. After this year's participation we will decide whether there is a better way to distribute this money and promote cooperative education throughout the state.

Plans are underway for next year's Ohio Cooperative Education Association conference. The first meeting will be held August 22 to decide on the exact location of this conference.

OCEA will be hosting a cocktail party at the MCEA conference in Cleveland this fall. We cordially invite each member to stop in and say hello.

WISCONSIN REPORTS

Emily Pade

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The Employer/Educator Workshop hosted by Waukesha County Technical Institute, Midwest Center for Cooperative Education and General Electric Medical Systems on May 9, 1984, was a big success. Many thanks to **Bill Hoeb**, MCEA Treasurer, for all his support and for representing MCEA at the Wine and Cheese reception.

Co-op is continuing to expand in Wisconsin. University of Wisconsin—Stout is in their third year of a five-year Continuation Grant. Beginning this fall, Co-op will be offered in Liberal Studies which includes Graphic Design and Industrial Design.

University of Wisconsin—LaCrosse has installed a computerized employer data bank and soon will have a student data bank implemented.

Mount Senario College in Ladysmith, Wisconsin, is a recent recipient of an Administrative Grant for 1984-85.

University of Wisconsin—Platteville will be seeing a new Co-op face. **Dr. Dwight Klaassen** has been promoted to Director of University Advancement which includes the Development Office, Alumni Relations Office and Information Services Office. Congratulations, Dwight!

University of Wisconsin—Madison, in the College of Engineering, has increased their Co-op placements by 25% as of May, 1984. **Professor William Wuergler**, the Co-op Director, has been elected secretary of the Wisconsin Society of Engineers.

Waukesha County Technical Institute received a fifth year Administration grant of \$70,000 and has expanded their program to include Police Science and Electronics.

Due to vacations, I was unable to touch base with all of the Wisconsin Co-op Institutions. If you have some news, please call me so it can be included in the next newsletter.

STATUS OF MEMBERSHIP AS OF MAY 23, 1984:

1. Currently have a total of 341 members, 126 (37%) employers and 215 (63%) educators.
2. Out of 126 employers, 53 (42%) are new employers. Out of 215 educators 89 (41%) are new educators.

Kentucky will be hosting the 1985 MCEA Conference which will be in Louisville, Kentucky on October 1 through October 4. Hotels in Louisville are presently being considered by the MCEA Board.

Contact Jerri Thomas, Kentucky State Director, if you would like to help.

CO-OP DIRECTORY STATUS

In July, 1983, **Mr. Jerry Hanisko**, Manager Educational Services, Digital Equipment Corporation, agreed to take on the task of compiling a Directory of Cooperative Education Programs offered at colleges and universities throughout the Midwest. After a considerable amount of hard work by Jerry's secretary, Lydia, a rough draft of this Directory was prepared in time for the MCEA Annual Conference in Flint, Michigan, in October, 1983. All college members who attended the Conference were asked to review their college's draft and to make all corrections and additions, which Lydia was good enough to process.

Around January, 1984, **Dick Abel**, our President-Elect, took over this project. Before we print the first official edition of the Directory, Dick is trying very hard to get all colleges in the Midwest with Co-op Programs to submit correct and updated information for the Directory. Dick's assistant, **Ms. Karen Schnetzer**, has sent an information request to all of you, and as of July 23rd, has received replies from only half of you. PLEASE—we need your immediate cooperation if this Directory is going to be complete and valuable to our employer members. This is a chance for free advertising for all of our college members. Don't pass it up. Send Karen your data TODAY! Using GMI Engineering & Management Institute as a sample, we have included a sample page of the Directory in this newsletter. MCEA can do the same for you if you send Karen your data.

NOTE: All the data for the Directory is being word-processed on a DECmate II made by Digital Equipment Corporation. This means it will be relatively easy for MCEA to update and republish this Directory yearly in the future.

— SAMPLE —

GMI Engineering & Management Institute 1700 West 3rd Avenue Flint, Michigan 48502

Contact: Mr. Phil Lavender
Manager, Corporate Sponsorship

Phone: 313-762-7897

Established: 1921

Accreditation:

Type of Academic Calendar: 12 week semesters. Academic year begins July and October.

Type of Co-op: Mandatory
Mandatory or Optional:

Disciplines: Electrical Engineering; Industrial Engineering; Mechanical Engineering; Ind. Adm.

Enrollment: 2,500 TOTAL — EE-470; ME-1,530; IE-200

Peak Enrollment: All Semesters of equal enrollment, although placements begin either in July or October.

Comments: GMI became an independent co-op institution beginning 7/82. Most students currently sponsored by GM, although number of additional sponsorship increases greatly each year. The 5-year co-op plan promotes company loyalty. Recruitments and selections by company and school occurs prior to full admission to GMI. The student also must complete a 5th year thesis prior to graduation.

SHE WILL BE MISSED

Jane K. Moehle, director of cooperative education at Eastern Michigan University, died Saturday, July 14, in Ann Arbor, Michigan.

A former associate dean of women at the University of Illinois, Jane was founding trustee and chairwoman of the board of Schoolcraft College in Livonia. She also was the first woman appointed as a volunteer probation officer for the Canton (35th) District Court.

Jane was a charter board member of the Plymouth Symphony Society, director of adult education of the Girl Scout Council of Greater Detroit, a member of the Plymouth Blue Ribbon Committee on Aging, and past president of the Plymouth branch of the American Association of University Women.

Jane is survived by her husband, John, and a daughter, Elizabeth Johnson. They ask that memorials be made to the American Association of University Women's Jane K. Moehle Scholarship Fund, Schoolcraft College, Livonia, MI 48150.

CO-OP SALARY SURVEY STATUS

As of July 23, Jack Crusoe, Director, Wayne State University Placement Services, has contacted all of the MCEA State Directors to get their help conducting this year's Survey. By now you all should have identified and contacted the colleges and universities in your states to enlist their cooperation. Jack, in turn, has sent each college the number of survey forms it needs to send to its employers. By August, employers should be returning the completed survey forms to Jack at Wayne State. If you are a State Director, a college that agreed to participate, or an employer who received one of MCEA Co-op Salary Survey Forms—you should be on this time table so this important project can be completed on time. This Survey is the most extensive and complete survey of its kind in the Midwest, and will be very valuable to all of our members, especially our employers.

MCEA 1984 ... AND BEYOND

MCEA'S 1984 ANNUAL CONFERENCE - OCTOBER 18-19, 1984

As Someone with the Future ... With the Edge of the Past
Highlights of the Conference

Dr. Martin COTTON, President, Suffolk and Wood Experts in
The Field of Educational Administration, Will Be the Featured
Speaker on October 17

"PREFERRED" Workshop 1984-1985 - A Preview of the Trends
and Needs in Higher Education

* A One-day "Fast-Track Supervisors" Workshop

* A special "Guest for Quality" workshop for experienced
senior personnel.

The conference will be held in the spacious, elegant... University
Hotel's Inn on the Square, 7014 St. Cleveland's best looking
four star hotel. The accommodations, cuisine, and service will be
superb. Plans enough to exceed the conference.

Special Exhibits Fully Illustrated, Revised Services Desk
Cleveland State University, Cleveland, OH 44115 216/461-2214
For Registration Information.

It is MCEA membership renewal time again! Renewal invoices have gone out. If you have not received yours, contact Carol Quandt (313) 593-5188. Checks have been coming in. Between 20-25% of the membership have already renewed. Don't wait for a second invoice notice, nor for conference time. **DO IT NOW!** Your membership is vital. As you renew your own membership, why not recruit another person into MCEA as well!

PLEASE be sure your \$20.00 checks are made out to MCEA (not to Carol nor to the U. of M.), and include your invoice, or the mailing label from your newsletter. ONLY new members need to complete a membership form. A change of personnel for a company or college also requires completion of a membership form. All new memberships received NOW will extend into the year September 1, 1984 to August 31, 1985.

MCEA Membership Application

The Midwest Cooperative Education Association is a regional professional organization for employers and institutions of higher education interested in promoting Cooperative Education.

This is a: New Membership
 Renewal

Affiliation: Employer 4-Yr. College
 2-Yr. College Other

NAME		POSITION OR TITLE	
EMPLOYER			
PREFERRED MAILING ADDRESS			
STREET ADDRESS			
CITY	STATE	ZIP CODE	PHONE
IF POSSIBLE, PLEASE INDICATE THE MEMBER, INSTITUTION, OR EMPLOYER THAT SUGGESTED YOUR MEMBERSHIP. ▶			

Please mail application and \$20.00 membership fee to:

Carol H. Quandt, Co-op Director
College of Arts, Sciences, & Letters
University of Michigan-Dearborn
4901 Evergreen Road
Dearborn, Michigan 48128
(313) 593-5188

Membership Term: September 1, 1984 through August 31, 1985.

Make check payable to:
Midwest Cooperative Education Association



CALENDAR OF EVENTS

REGIONAL CONFERENCES:

September 4-7: MCPA, Marc Plaza Hotel, Milwaukee, Wisconsin. **Don Franklin**, Gimbels-Midwest, Milwaukee, Wisconsin.

October 16-19: MCEA, Stouffer's Inn On The Square, Cleveland, Ohio. **Stephanie Fudge**, Cleveland State University, Cleveland, Ohio.

TRAINING INSTITUTES:

October 2-4: Midwest Center for Cooperative Education, New Directors and Coordinators, Columbiere Campus, University of Detroit.

November 13-14: Grant Proposal Preparation, University of Detroit.

DRIVE-IN INSTITUTES:

November 8: **Dan McKenna**/Midwest Center for Cooperative Education, Concordia College, Moorhead, Minnesota.

November 30: **Ramona McIntyre**, Indiana State University/Midwest Center for Cooperative Education at the Naval Weapons Support Center, Crane, Indiana.

OCTOBER 1985:

MCEA, LOUISVILLE, KENTUCKY – Jerri Thomas, Northern Kentucky University

CINCINNATI TECHNICAL COLLEGE
2520 Central Parkway
Cincinnati, Ohio 45223

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