

# M I D W E S T C O O P E R A T I V E E D U C A T I O N A S S O C I A T I O N

SEVENTH EDITION NEWSLETTER

Volume 4, Number 1  
Winter '79



GMC Recognized

## Conference Focused on Employers



MCEA conducted its fourth consecutive successful conference in Chicago, November 17-19. The '78 conference theme was "Focus on Employers" and was carried out via special programs planned for employers as well as college members.

As has been the tradition of the annual MCEA fall meeting, events began with two major training institutes which were specially arranged to coincide with the conference. These federally-funded

programs, each with national reputations for effectiveness, were conducted immediately preceding the formal convening of the conference. Bruce Evans, University of Cincinnati Professional Development Institute, and Donald C. Hunt, University of Detroit, Midwest Center for Cooperative Education, conducted the employer and coordinator institutes, respectively.

A hospitality hour on the first evening of the conference enabled members, as well



*Steven Fuller (second from right) represented GMC as the recipient of the first MCEA Recognition Award. Pictured with him (left to right) are Harold Evans, E. Sam Sevilla and William Shade.*

as institute participants and leaders, to have an opportunity to socialize and exchange ideas.

Two new features at this conference were the employer-college information exchange and the media festival. Both were well received as added resources for utilization by members.

The conference itself provided interaction among participants in regard to problem solving. Session leaders were selected for their special areas of knowledge and competence and came from within and outside of the MCEA region.

Workshop leaders included R. Wayne Bogener, Caterpillar Tractor Co., and Harold T. Evans, B.F. Goodrich Chemical Co.-"Experienced Employer Roundtable"; Joseph W. Cole, Cleveland State University, and E. R. Pettebone, Indiana State University-"Experienced Coordinators'/Directors Roundtable"; John E. Demlow, Chrysler Corporation-"Selling Top Management on Co-op"; Barry Heerman, Sinclair Community College-"Achieving Institutional Acceptance for Co-op"; Gilbert Harrell, Michigan State University-"Marketing Cooperative Education for Employers" and "Marketing Cooperative Education for Colleges"; Joseph H. Pierce, University of Louisville, and Roy J. Birmingham, General Electric Co.,-"Evaluating Co-op Performance on the Job"; Roy L.

Woodridge, National Commission for Cooperative Education, Martin G. Abegg, Bradley University, and Harold T. Evans, B.F. Goodrich Chemical Co.-"Seminar for College and University Presidents and Chancellors"; Jane S. Schacter and Karen McGuire, Northeastern University-"Life Career Planning"; James W. Wilson, Northeastern University-"Cost Benefit Analysis for Colleges" and "Cost Benefit Analysis for Employers"; Robert G. Nolan, Public Service Indiana, and E.



*Gilbert Harrell, Michigan State, presented marketing techniques for both universities and employers.*

Sam Sovilla, University of Cincinnati-"Experienced Employer-Coordinator Roundtable"; Paul E. Dube, Northeastern University-"Liberal Arts Co-op and Faculty Development"; and Cindy Kolb, Wayne State University, Paul Meyer, Naval Ship Research & Development Center, and Annie Nissen, Galludet College-"Co-op Personnel and the Disabled: A Cooperative Experience in Reciprocal Education".



*Carol S. Longo, Northeastern, was a member of the leaders at the Life/Career Planning Workshop.*

In addition to the workshops, luncheon and banquet speakers also made special contributions to the overall program. Dr. Ralph Tyler, Science Research Associates, addressed participants on the future of cooperative education, with emphasis on the responsibility of educators and employers. At the closing luncheon Dr. Frank S. Endicott, Northwestern University, presented some interesting and informative facts and projections on the job market for college graduates in 1979.

An added feature at this year's conference was the MCEA Recognition Award. This will continue to be an annual award recognizing outstanding leadership in support of cooperative education. The 1978 award went to General Motors Corporation, which has for years supported cooperative education by offering practical educational opportunities to students. Steven H. Fuller, vice-president in charge of Personnel Administration and Development, accepted the award on behalf of GMC.

The business portion of the conference resulted in the election of the following officers: Robert Nolan, Public Service Indiana, President-Elect; Chuck Jonas, Cincinnati Technical College, Treasurer; and Linda Kelleher, Mercy College of Detroit, Secretary. New State Directors are: Kentucky-Ken Noah, Eastern Ken-

tucky University; Indiana-Linda Heiland, Miles Labs; Iowa-Alan Stamberg, University of Northern Iowa; Michigan-Welton Washington, Dow Chemical; Minnesota-Dan McKenna, Concordia College; Ohio-Nancy Fox, Cleveland State University; Wisconsin-Shannon Cash, University of Wisconsin-La Crosse.

Gene Hamilton, Saginaw Valley State College, will serve as MCEA president for 1978.

All in all, it was a meaningful conference for the approximately 275 participants. MCEA members appreciate the time and effort contributed by conference chairperson Chris Pratt of Bradley University and his many aides.

### **'79 Conference to be held During Oktoberfest**

Mark your calendars right now!! The fifth annual MCEA regional convention will be held in lovely, lively La Crosse, "the West Coast of Wisconsin" on October 3-5, 1979. This will be a beautiful and exciting time to be in La Crosse. In addition to the natural beauty of the Mississippi River, the 600 ft. bluffs, and fall color changes, this will be the week of the largest Oktoberfest celebration outside of Munich, Germany, with carnivals, parades, beer tents, and many special events planned for the week and weekend.

The conference itself will be of a working type with workshops and seminars aimed at providing forums for participant contribution and discussion. The total program is not yet complete, but agendas and registration materials will be forthcoming to allow those who desire to plan a day or a week in the beautiful Coulee Region. La Crosse in '79!!!

### **Directory & Survey Are Nearing Completion**

One benefit of membership in a professional organization like MECA is to receive current information related to cooperative education.

In following with this concept, a study has been done on such topics as: retention rates of co-op students; employer-student-coordinator expectations of each other; co-op students' retention until graduation; sharing co-op placements; articulation of college credit between educational institutions; program proce-

dures--evaluation, grading, related student assignments, and cost of participating in a co-op program.

The results of this survey will be published in the next issue of the MCEA Newsletter

The new membership directory information has been compiled and will be published in the near future. Linda Kelleher of Mercy College of Detroit has been coordinating the project along with assistance from M. L. McWilliams of Kalamazoo Valley Community College. This new expanded directory will contain pertinent information on both colleges and employers.

## Illinois News



IACE held its annual fall meeting at Clayville, Illinois on October 5. At that time the following officers were elected: Carole Preanos, Chicago Citywide Colleges, president; Robert Chrismer, Truman College, vice president; Minnie Minnito, Southern Illinois University, secretary; and Robert Janeczko, Western Illinois University, treasurer.

In addition to the election of officers, the following standing committee appointments were made: Paul Arney, School-Employer Relations Committee; Wanda A. Bolton, Chairman, Nominating Committee; and Stephen J. Koller, Resource Development Committee.

## Indiana News



LINDA HEILAND  
Miles Laboratories  
1127 Myrtle St., Box 40  
Elkhart, IN 46515

The Cooperative Professional Practice Program at Indiana State University sponsored a Faculty Workshop for all ISU faculty September 26-28. Faculty from neighboring colleges and universities were also invited. The purpose of the workshop was to acquaint new faculty with Professional Practice, and to encourage faculty/employer discussions on the values of career related work experience for students, the university and the employ-

ing community. Several mini-workshops were conducted according to career disciplines.

A liberal arts cooperative education experience is in the planning stage at Ball State University. Other programs are being developed in the areas of Interior Design, Landscape-Architecture, Library Science, Photography and Visual Communications.

A Cooperative Education Training Institute will be held in Indianapolis March 13-16. It is co-sponsored by the Midwest Center for Cooperative Education, University of Detroit and Purdue University. It is designed for directors and coordinators of engineering degree programs using the alternating system of cooperative education. Discussion will center on an exchange between employers and coordinators. For further information, contact Dr. W. D. (Dave) Bostwick, Purdue University, 799 West Michigan, Indianapolis, IN 46202. (317) 264-8865.

## Iowa News



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

The Iowa Cooperative Education Association will sponsor its first one day Employer Institute on March 22 at the Holiday Inn, Amana Colonies, Iowa. This institute is designed to introduce Iowa employers to the benefits of hiring cooperative education students. Bruce Evans, past president of MCEA, will serve as the luncheon speaker. Other speaking responsibilities will be handled by Janice Firestein of the National Commission for Cooperative Education and by employers from Iowa. The colleges and universities sponsoring this Institute are: Drake University, Iowa State University, Marshalltown Community College, the University of Iowa, the University of Northern Iowa, and Wartburg College.

Plans are currently being formulated to hold a spring meeting of all Iowa MCEA members. The purpose of this meeting will be to determine future membership goals and to decide upon future activities and plans for the state.

## Kentucky News



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

The Cooperative Education Association of Kentucky (CEAK) held its Spring Conference March 7-9 at the Hyatt Regency in Louisville, Kentucky. The theme of this year's conference was "The Employer - The Key to Career Development Through Cooperative Education."

One of the primary goals established for this year has been to increase participation by providing in-service activities for our members. Our first conference was planned with this objective in mind.

Another of CEAK's major goals has been to strengthen employer membership and participation. Our Fourth Annual Conference was planned to accomplish this objective by focusing on our employers, while at the same time offering topics that should be of interest to all.

Governor Julian Carroll proclaimed the week of March 4-10, 1979 as Cooperative Education Week in Kentucky. This week coincided with the spring conference of the Cooperative Education Association of Kentucky. With such official recognition as a proclamation from the Governor, this was indeed an important week for Co-op in Kentucky.

## Michigan News



WELTON WASHINGTON  
Dow Chemical  
1776 Building  
Midland, MI 48640

The Michigan CEA has held two planning sessions -- one on December 12 at Dow Chemical in Midland, Michigan and another on January 23 at Ford Motor Company in Dearborn. This year we will be co-sponsoring four regional employer-educator workshops with the Midwest Center for Cooperative Education at the University of Detroit. The first of these workshops will be held on March 6, 1979 at Saginaw Valley State College. The

topics covered will be "Legal Aspects of Student Employment" presented by Don Hunt, University of Detroit. The second will be "How to Implement, Develop, and Operate a Co-op Program" presented by Tim Keenan, Chrysler Corporation. The third will be "Interview Techniques" by Dr. Ken Pederson, Dow Chemical Company. The last session will be an update on civil rights practices relating to hiring presented by Janet Cooper from the Michigan Civil Rights Office.

Any further information may be obtained by contacting Gene Hamilton at Saginaw Valley State College, 517-790-4068.

## Minnesota News



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

Minnesota now has 17 members of MCEA, all of whom are associated with colleges or universities. A membership drive will be undertaken this spring to encourage employer participation. The proximity of this fall's conference should enhance our recruitment efforts.

At the Minnesota caucus held during the fall meeting, the members expressed a desire to host the annual conference in the near future. The site would be Minneapolis or St. Paul.

The state organization, Minnesota Association for Field Experience Learning, will hold its spring meeting on May 3 and 4. Information on that meeting can be obtained from: Melvin T. Henderson, Metropolitan State University, 121 Metro Square Building, St. Paul, MN 55101.

## Ohio News



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

The Ohio Cooperative Education Associ-

ation has launched a major membership drive for the 1979 membership year. A new membership brochure was developed and mailed to approximately 1,000 educators and co-op employers in the state. Within the first four weeks of the campaign, 44 new members joined OCEA, 18 of these being employers. With many of the OCEA members contributing to the effort, the Association hopes to achieve its goal of a doubling of the membership.

The annual Spring meeting of the OCEA is scheduled for May 10-11 in the Cleveland area. This will be the first overnight conference in the Association's eight-year history. The OCEA Executive Board members felt that a longer conference program, with some built-in relaxation and social interaction time, would enhance both cooperation and involvement among the membership in the years ahead. Carolyn Smith of Wright State University is the OCEA Program Chairperson and she is assisted by Brenda Krueger, Program Chairperson-Elect, in planning the Conference Program. The Cleveland Region has assumed responsibility for facilities and local arrangements and the Cincinnati Region will handle Conference publicity and promotion. Those MCEA members who might wish to attend the OCEA Conference should contact Carolyn Smith for details.

The University of Cincinnati reports that their co-op students had gross earnings of \$12,183,946 during the 1977-78 academic year. The average monthly salary per student in the overall program was \$692. Student enrollment in the co-op program has increased over the past five years by 17 percent or an increase of 648 students.

## Wisconsin News

SHANNON CASH  
UW-La Crosse  
116 Main Hall  
La Crosse WI 54601



The University of Wisconsin-La Crosse will be hosting the '79 conference in La Crosse and plans are underway. Plan to attend.

Most of the co-op programs in Wisconsin

are young and growing. This makes it a little difficult for a state organization to develop and expand at the same time. This year the MCEA Conference will serve as a focal point for a state-wide drive to involve employers/colleges in establishing a viable and active state organization in Wisconsin. You will all be receiving information on both the MCEA and Wisconsin Cooperative Education Association (WCEA). Your support is essential to the future of co-op education in Wisconsin and the midwest.

## Colleague News

Cleveland State University announces new Coordinator responsibilities for two staff members. Christopher Knott, Business Coordinator for eight years, will become Engineering Coordinator for Mechanical and Industrial students. Chris replaces Jim Markowski who left CSU to recruit for Allen Bradley Company. Elizabeth Hardtmayer leaves the Liberal Arts area to become the new Business Coordinator. We wish them all good luck on their new assignments.

Christopher G.L. Pratt, formerly of Bradley University, has accepted a new position as Director of Career Planning and Placement Services at Seton Hall University, South Orange, New Jersey. His new address is:

Seton Hall University  
So. Orange, NJ 07079  
(201) 762-9000

Wanda Balton, also formerly of Bradley University has recently taken on the responsibility of Director of Cooperative Education at Long Island University in Greenvale, New York. Her new address is:

C.W. Post Center  
Long Island University  
Greenvale, NY 11548

Richard E. Rasmussen, formerly Director of Cooperative Education at UW-La Crosse, has been named executive assistant of the Wisconsin State Department of Administration. His new address is:

Richard E. Rasmussen  
Dept. of Administration  
1 West Wilson Street  
Madison, WI 53706

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## Resource Registry

This column is a regular feature of the MCEA Newsletter. If you have a resource such as a movie, slide show, student handbook, etc. which you would care to make available, please call or write Karla Evenson, Co-op Coordinator, 116 Main Hall, UW-La Crosse, La Crosse, WI 54601 - (608) 785-8570.

- Borrow Thomas More College's 20 minute slide-sound show. Let 21 Co-op students representing 10 major disciplines tell you how they are being cost effective for 19 firms. Contact: Cooperative Education Office, Thomas More College, Box 85, Fort Mitchell, Kentucky 41017 - (606) 341-5800, Ext. 6.

- Bay de Moc Community College has an excellent co-op handbook for cooperative education students. Contact: John J. Mellenger, Office of Placement & Cooperative Education, Bay de Moc Community College, Escanaba, Michigan 49829.

- UW-La Crosse has a 16-minute video-

tape presentation "The Resume: Write it Right" available for purchase. This dynamic production directs the viewer in proper resume and credential preparation as seen through the eyes of an employer. Contact: Ken Wise, Placement & Career Advising, Wilder Hall, UW-La Crosse, La Crosse, WI 54601 - (608) 785-8514.

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## Editor's Note:

The intention of this newsletter is to be an instrument of service to MCEA members. As always, the aim is toward bridging the gap between the academic world and the world of work and seeing that co-op students are receiving the best experiences possible.

The state directors are responsible for forwarding their respective state news to the editor. If you have an article that you would like published, please contact your state director. Items for the Resource Registry may be sent directly to: Karla Evenson/116 Main Hall/UW-La Crosse /La Crosse, WI 54601.

All articles published in this newsletter may be reprinted.

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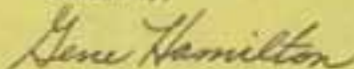
## MESSAGE FROM THE PRESIDENT

The Fourth Annual Conference had no sooner been (as Harold Evans would say) "put to bed" when the holiday season was quickly upon us. Because of this, I think many credits and accolades have been overlooked. However, I am sure that everyone is familiar with the hard work and ultimate success which Chris Pratt, Marshall McGhee, and all the other fine folks in Illinois experienced in their efforts toward hosting our annual conference. Needless to say, our hearts go out to them and we are most appreciative of all their efforts.

But now we must look to our fifth year, and I must say that the outlook is a very good one. As our various speakers indicated during the Fourth Annual Conference, the employment outlook is good, and more and more employers are beginning to see the value of cooperative education in meeting their training and otherwise personnel needs. This expanded awareness of cooperative education serves as both a credit to the Midwest Cooperative Education Association and a challenge to us. It cannot be denied that much of the increased awareness is due to the development of MCEA and its very fine activities over the last four years. However, the increase in membership and the increase in participation in cooperative programs should be signals to all of us to continue to do our homework and to cooperate in efforts to maintain the quality of cooperative education as it plays a major role in higher education today.

We can continue to meet the challenge by continuing to cooperate with each other in activities such as our new director, which is going to be of valuable assistance to employers and schools in learning about each other; through our research projects which should provide all of us with the necessary information we need to move programs forward; and through continued sharing of resources such as literature, audio-visual techniques, etc. The expertise in the midwest is abundant, and if we continue to share it we will continue to be the leading regional organization in developing cooperative education. So, on with the new year toward greater heights in cooperative education.

Sincerely,



Eugene J. Hamilton  
President  
Midwest Cooperative Education Association

# MCEA Welcomes New Members

Ann Dole  
Art Institute of Chicago  
Myra M. Hart  
Northwood Institute  
M. J. Holzaepfel  
Ohio Power Co.  
Stephen C. Kill  
The Minster Machine Co.  
Gary E. Lewandowski  
Saginaw Steering Gear  
Joanne Ploetz  
University of Minnesota  
John P. Prodin  
Ford Motor Co.  
Harold B. Ratcliff  
Bradley University  
Jean Miller Riechmann  
Rapistan, Inc.  
Joy Schomer  
Kalamazoo Valley Community College

Nancy Seeger  
Art Institute of Chicago  
Dr. Norene A. Smith  
University of Wisconsin-La Crosse  
Walter J. Newburn  
Union Special Corp.  
Paul T. Redin  
Bethel College  
George R. Sell  
University of Wisconsin-Madison  
M. A. Tichy  
GTE Automatic Electric Labs  
C. G. Turk  
Sears, Roebuck & Co.  
Anna M. Wasescha  
Hamline University  
Mark H. Anderson  
Gustavus Adolphus College  
G. W. Bergren  
Purdue University

Dr. John P. Bradish  
Marquette University  
Ann Dargis  
Roosevelt University  
Raffaele DeVito  
Roosevelt University  
Sam Dickson  
Ball State University  
Brian R. Enos  
Standard Oil Co.  
Jean Kaplan  
Coe and Cornell Colleges  
Deborah Lavin  
Roosevelt University  
Larry D. Mahlum  
Andrews University  
Lee Manson  
Dynamic Service Unlimited  
J. Michael Mason  
Indiana State University

*Any new member who is not listed above will be listed in the next newsletter.  
Membership information can be obtained from Leo Kuhn, Tri-State University,  
Angola, Indiana 46703.*

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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.

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.

**Cooperative Education & Internship Program**  
UW-La Crosse  
La Crosse, Wisconsin 54601

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