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Perspectives

MARCH 1985/VOL. 7, NO. 3

UNIVERSITY OF HOUSTON SYSTEM



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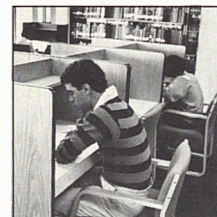
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The outcome of the funding debate now under way in the Texas Legislature will have profound effects on higher education in the city and state.

Perspectives

MARCH 1985/VOL. 7, NO. 3

UNIVERSITY OF HOUSTON SYSTEM

UH president addresses legislative committees, makes strong case for equal state funding

In recent testimony before Texas House and Senate committees, University of Houston President Charles E. Bishop argued against any reduction in state funding for higher education, citing the crucial role higher education plays in the state's economic development and warning of the danger of "a widespread exodus of the state's brain trust" if state appropriations are reduced.

"Funding for our state's universities should be set at no less than the current fiscal year level. This is the only way to ensure continued academic and administrative improvement without seriously impairing our ability to fulfill our educational mission and to assist in the state's economy," said Bishop in testimony on February 4 before the Texas House of Representatives Committees on Higher Education and Appropriations and on February 19 before the Senate Finance Committee.

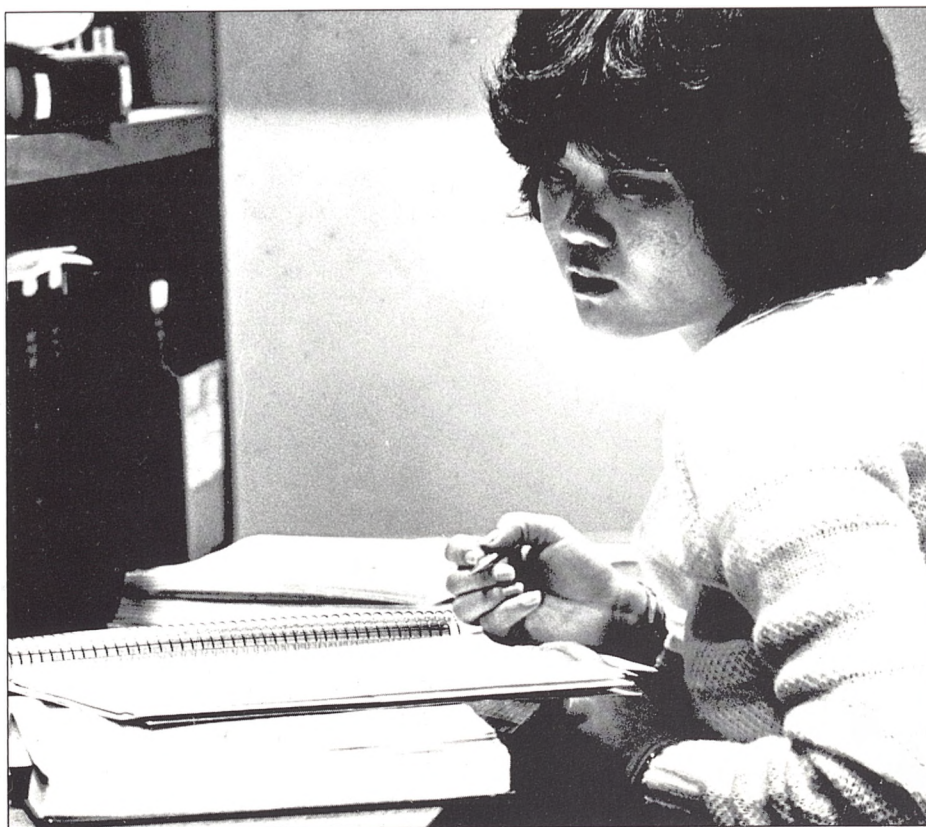
The state's Legislative Budget Board, in an effort to adjust to a revenue shortfall estimated at more than \$1 billion over the next two years, recommended cutting higher education funding in the next biennium by an average of 26 percent from the current level. Lt. Gov. Bill Hobby has proposed a six percent cut as well as tuition increases to help offset the projected deficit.

Bishop assured the committees that the University of Houston is ready to do its part in helping the state meet its challenge, but he cautioned that the state must find ways to reduce expenditures in the short run while not impairing efforts to diversify and strengthen the economy in the long run.

"Funding for our state's universities should be set at no less than the current fiscal year level. Our challenge then would be to operate as effectively as possible with approximately 10 percent less purchasing power—given enrollment growth and inflation," said Bishop.

Bishop outlined several recommendations he said would help colleges and universities maintain the necessary range and quality of services with fewer real dollars. He asked the state to provide institutions with additional means of revenue enhancement, more management flexibility, and greater savings incentives. Specifically, he called upon the state to:

- Allow each governing board to establish tuition levels, with funds beyond



Allocation of funding equal to current appropriations is essential to maintain quality academic programs for both current and future college students in Texas, stated University President Charles E. Bishop in his remarks to legislative committees recently.

the established minimum remaining with the institution for academic improvement;

- Increase tuition for all students;
- Provide institutions with a return of indirect cost recoveries;
- Increase "transferability" among funding categories; and
- Eliminate restrictive rider language.

Bishop stressed that the University has taken the lead in cutting costs.

"For the past five years, the University of Houston has been on a dual track emphasizing efficiency and excellence. We have raised admission standards; created new core curricula; increased emphasis upon good teaching, and, most importantly, have increased graduation requirements. Our approach has enabled us to achieve great advances in our academic programs while effecting substantial savings in operations," he noted.

He detailed for the committees a variety of cost-saving measures used by UH in the areas of library development,

financial accounting and management, personnel, facilities planning, and utility expenses. He also cited the recent UH announcement that there will be no salary increases, no new positions, and no filling of vacancies unless absolutely necessary to maintain operations.

"We have made every effort to eliminate unnecessary duplication, to streamline our administrative and support personnel, and to effect efficiencies that enable us to provide quality educational opportunities at the lowest possible cost," he stated.

The UH president said that reduced funding would affect each University of Houston campus differently. However, taking into account inflation and enrollment growth, any decrease in funding would:

- increase class sizes;
- reduce the number of courses offered;
- eliminate or curtail summer school courses;
- reduce the number of sections for each course;
- reduce vital public services;

the state—to make the strongest possible case for higher education. Fortunately, the message has been well heeded by our legislators, who increasingly recognize that the state cannot hope to realize its much-needed program of eco-

nomics that—given the state's extreme revenue shortfall—even funding is in all likelihood the very best we can do.

Increases in student tuition, which I strongly support, will help offset some of our problems, but the fact remains

- reduce necessary faculty and staff positions;
- reduce overall enrollment.

"We would also experience a drastic set-back in our effort to strengthen research and build more productive private-sector partnerships, jeopardizing such crucial initiatives as the Houston Area Research Center (HARC) and the Houston Economic Development program. Most important, a substantial decline of state support could bring a widespread exodus of our best minds—the state's brain trust, if you will," said Bishop.

He cautioned the committee members that reduced funding for higher education would have a long-lasting negative impact on the Texas economy.

"Reduction in higher education funding might appear to provide remedies in the short run. But such short-run actions will in the long run result in large and prolonged social and economic costs to the people of Texas," said Bishop. "Texas is locked in an intense economic struggle with other states and nations for the best minds, minds that we must have to generate the much-needed diversification of our economy.

"With other states projected to increase higher education funding by an average of 16 percent in the next biennium, cuts in Texas appropriations would mean a drastic loss in our competitive position," Bishop pointed out.

"Only through attracting and supporting outstanding scientists and scholars, advancing our research efforts, expanding our science base, and making our state a more attractive location for advanced industrial development, can we hope to reverse the economic condition responsible for our current revenue crisis. A healthy system of colleges and universities is absolutely indispensable to this effort."

Testimony of public college and university presidents before the House committees has been completed, and testimony to the Senate committee will conclude shortly.

"We're hopeful that we will be able to maintain current funding levels for the University," says Grover S. Campbell, UH vice president for legislative relations. He noted that according to the usual legislative schedule, a decision on appropriations is expected in mid- to late May.

continue to develop more creative ways to live with less.

We will honor all existing faculty contracts and do not anticipate any widespread layoffs of staff members. Until the exact status of our situation is clear, we will not authorize any new positions and will not fill any vacancies unless absolutely necessary. While it appears unlikely that the state will be able to provide across-the-board salary increases, we do plan to make merit salary increases a top priority with whatever funding we receive.

This University's record of progress rests on the exceptional contributions of its faculty and staff. Our promise of continued improvement similarly depends upon the talent and dedication of our people. Please be assured that we will do all we can to realize that great promise. I deeply appreciate your understanding and support during these challenging times.

Commentary

BY CHARLES E. BISHOP

nomics without a healthy system of colleges and universities.

Indeed, a growing number of key legislators, including House Higher Education Committee members Wilhelmina Delco and Tom Uher, have taken a stand for maintaining appropriations at current funding levels. Equal funding for the next biennium represents, of course, a reduction in real purchasing power, considering enrollment growth and inflation. But it is more and more appar-

ent that—given the state's extreme revenue shortfall—even funding is in all likelihood the very best we can do.

Increases in student tuition, which I strongly support, will help offset some of our problems, but the fact remains that unless or until the state changes its current tax structure or creates additional means of increasing revenues, higher education will have to operate with less state support than it needs.

Given such harsh realities, our great challenge as a University is to try to reduce expenditures without decreasing the scope or quality of our academic programs. We must do everything within our power to maintain this University's tremendous academic momentum while keeping a tight rein on costs. We must

The debate now being waged in the Texas Legislature regarding state funding for higher education carries profound implications for all of us. We know that the future economic and social well-being of our city and state depends on the capacity of this and other universities to provide broadly educated, highly skilled men and women and to generate the new knowledge and applications required of advanced technological and social development. We know that our future prosperity will depend far less upon natural advantages than upon those advantages we create ourselves through intellectual innovation.

My task, and that of Chancellors Van Horn, Stauffer, Schilt, and Piper, has been to carry this message to our state lawmakers. Over the past weeks, we have tried to convey how very essential it is that the state continue to invest in its colleges and universities. We have tried—with other educational leaders in

UH creative writing program: Part of the city's signature

The City of Houston will recognize UH-University Park's creative writing program with an award to be presented on March 20 at the 1985 Mayor's International Festival Ball.

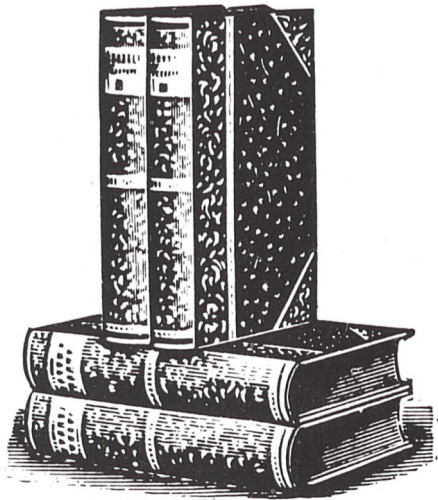
The special award was created to acknowledge contributions to the arts in Houston, according to Rochella Cooper, executive director of the Houston Festival.

"The University of Houston has been chosen for this honor for establishing an outstanding creative writing program," said Cooper, "and for attracting high-caliber artists and students to the city."

The UH-University Park program has played a central role in spawning what has become a vibrant literary community in Houston: The program's distinguished faculty have attracted talented writers from across the state and nation to the city and the University.

Since its inception in the fall of 1979, the highly successful program has boasted some of the country's top writers. Faculty currently include Donald Barthelme, one of America's foremost writers of fiction and author of the recently

published *Overnight to Many Distant Cities*; Rosellen Brown, recently named one of 12 "Women of the Year" by *Ms.* magazine for her 1984 novel, *Civil*



Wars; Phillip Lopate, a 1985 recipient of the National Endowment for the Arts creative writing fellowship and author of *Bachelorhood: Tales of the Metropolis*; Cynthia Macdonald, acclaimed

poet and author of the forthcoming book of poems, *Alternate Means of Transport*; Stanley Plumly, nominated for a National Book Critic's Circle Award for his *Out-of-the-Body Travel* and author of a new book of poems, *Summer Celestial*; and Ntozake Shange, Tony/E Emmy/Grammy Award nominee for her 1976 play, *For Colored Girls Who Have Considered Suicide When the Rainbow is Enuf* and whose new play, *Betsey Brown*, will premiere at Joseph Papp's New York Shakespeare Festival next fall.

Now recognized as one of the nation's premiere programs, the creative writing program was started by poets Macdonald and Plumly in the fall of 1979 with just 10 students. Poetry readings were uncommon events in those days, according to Macdonald, and there was little sense of community among the city's creative writers.

Macdonald says that now she is trying to determine how many literary events she can attend and still find sufficient time for her own writing and teaching.

"Leonard Michaels, Adrienne Rich,

Carlos Fuentes, Meg Wolitzer, David Lovett, John Updike, Susan Sontag, Ed Snow, Dave Smith, Sonia Sanchez, A.B. Yehoshua, Ai, and John Ashbery—all are here in the space of a few weeks. Plus there are readings by my colleagues and our students across the city," exclaims Macdonald. "What a contrast to the few readings scattered through the year when I first arrived here."

"The work of writers from the University of Houston is now being read throughout the country," says Macdonald. "And writers visiting Houston are enriching the city."

Students and alumni of the program are widely published and honored. Recent award winners include Susan Prossere, winner of the 1984 Discovery Award in Poetry awarded by *The Nation*; Pattiann Rogers, recipient of a 1984 Guggenheim Fellowship; Art Smith, recipient of a 1984 poetry fellowship from the National Endowment for the Arts; and Padgett Powell, chosen by *Time* magazine as one of five best fiction authors for his novel, *Edisto*.

—Kathy Jones

Proposed federal aid cuts would affect middle-class students

In a move that would directly affect middle income families, the Reagan administration has proposed drastic reductions in federal student aid programs. These programs currently assist nearly half of the 12 million students now enrolled in higher education. The proposed budget calls for \$6.28 billion for student aid in FY86, down from the \$7.9 billion Congress provided for the current fiscal year, according to *The Chronicle of Higher Education*.

The two key points of the aid reduction proposal are:

- Eliminating aid to students whose families earn more than \$32,500 a year, a move that the American Council on Education says would affect at least 460,000 students now eligible for the loans.
 - Restricting the maximum annual amount borrowed from all federal sources to \$4,000, a change that is particularly significant to graduate and professional students.
- Other major elements of the administration's plan include the following:
- Pell Grants, work-study funds, and National Direct Student Loans would be given only to students from families with annual incomes of \$25,000 or less.
 - Federal contributions to the National Direct Student Loan program, which is designed primarily for low-income

students who are unable to obtain bank loans through the Guaranteed Student Loan program, would be eliminated.

- Interest rates on new loans would be set at the rate of 91-day Treasury bills (the basic rate for a Guaranteed Student Loan is now eight percent).
- Interest subsidies to lenders would be reduced from up to 3.5 percent above the basic interest rate to 1.5 percent above the Treasury-bill rate.
- Students under the age of 22 would be unable to declare themselves financially independent of their parents.
- All students would be required to contribute \$800 a year toward their education before receiving a grant or loan.
- All students would be required to have a high school diploma or the equivalent before receiving financial aid.
- Graduate financial assistance programs, including the new Javits Fellowships program, would be severely reduced or eliminated.
- A state-grant proposal would replace all current student aid programs (except the Guaranteed Student Loan program) with a single program of grants to the states, beginning in 1987.

In addition to the programs affected by the Presidential budget proposals, all current student aid legislation is under

review because Congress' authorization to continue existing federal student aid programs expires later this year.

Proposed cutbacks would substantially reduce the number of students now receiving financial aid at the University of Houston, according to Robert Aaron, director of UH-Clear Lake University Relations and former director of public affairs for the American Council on Education. Aaron organized and headed from 1981 to 1983 the Action Committee for Higher Education (ACHE), a coalition of 26 national organizations that spearheaded a media lobbying campaign to inform the public of proposed budget cuts. *Newsweek* credited the group with beating back budget cuts in 1983.

"Unlike the proposed student financial aid reductions of 1981, which directly attacked lower income families, this year's proposal directly attacks middle income families," said Aaron.

Families who feel they are in need of financial assistance should apply for federal student aid, especially while the potential cuts are still in the proposal stage, said Robert Sheridan, director of scholarships and financial aid at UH-University Park. He emphasized that the proposed FY86 budget will not be in effect until the 1986-87 academic year.

"People were misled during the 1981 budget cuts proposal; the way it was presented, they felt it was a reality," explained Sheridan. "There is a potential danger of the same thing happening now. We have no reason to believe Congress will be any more receptive to this year's proposal than they have to previous years. Families should not be making eligibility decisions on the basis of a proposal."

Over 5,100 University of Houston students are receiving approximately \$5,942,000 in federal financial aid for the 1984-85 academic year. Some 3,500 UH-University Park students currently receive \$3,844,000; 350 UH-Clear Lake students were awarded approximately \$900,000; 1,200 UH-Downtown students receive about \$1,160,000; and 60 UH-Victoria students receive approximately \$38,000.

UH financial aid offices will continue to accept and process applications for aid for the 1985-86 academic year.

—Kathy Jones



James W. Johnson

Johnson brings computing expertise to University

As part of its long-term commitment to develop one of the most innovative academic computing environments in the country, UH-University Park has named James W. Johnson vice chancellor for computing.

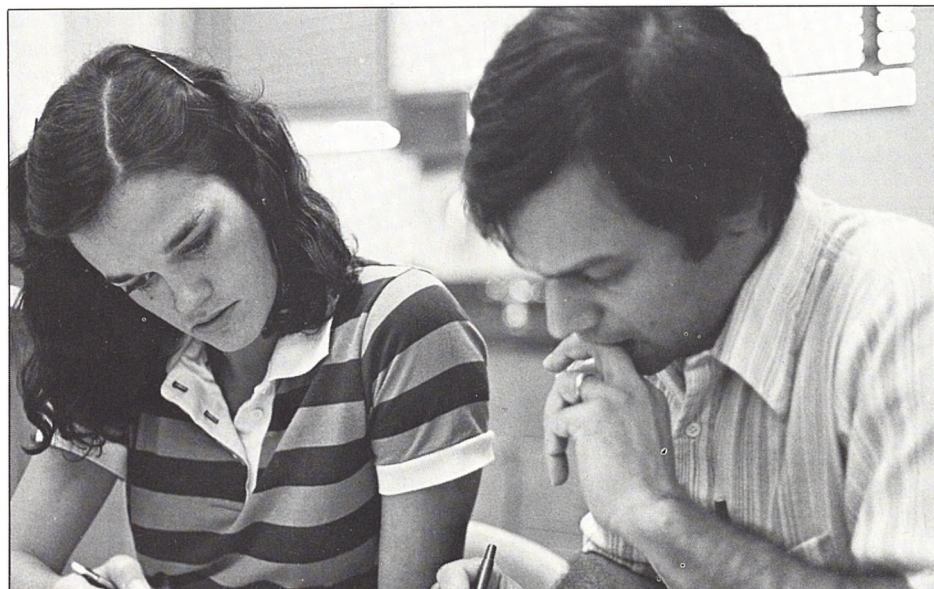
The position is the highest administrative post held by any academic computing officer in the country, says UH-University Park Chancellor Richard L. Van Horn, and reflects the University's recognition of the ever more vital role computing plays in the academic process.

Johnson's appointment was approved by the UH Board of Regents February 5.

Currently director of information technology at the University of Iowa, Johnson will join the campus May 1. As vice chancellor for computing, he will serve as a senior policy-making officer of the campus and be responsible for the University Computing Center and for the systems and data processing areas. Johnson will also serve as an advisor to UH President Charles E. Bishop on the overall planning and coordination of computing on all four UH campuses.

A major focus of Johnson's activities over the next four years will be the implementation of the computer-intensive environment announced by the University last year.

At the University of Iowa, he was curriculum development manager; director of CONDUIT, a 13-university project to develop high-quality, transferable computing materials; assistant director and director of the computing center; and special assistant to the president for information and communication planning.



Profile: Guadalupe Quintanilla

Dr. Guadalupe Quintanilla is no stranger to diplomatic relations. She was using her skills in diplomacy when she persuaded the registrar at Texas Southmost College in Brownsville to let her take courses so she could learn English and help her children progress in school.

She learned the language and went on to complete both master's and doctoral degrees at UH-University Park (1971 and 1976). She now brings those same diplomatic skills to her job as assistant provost at that campus, working with different academic programs, student grievances, and community organizations.

But her greatest diplomatic test occurred last fall when she received the highest part-time appointment given by the President of the United States to a citizen: She was named one of three alternate U.S. representatives to the United Nations.

Appointed by President Ronald Reagan in September, Quintanilla served as alternate to Ambassador Jeanne Kirkpatrick throughout the UN session, which ended December 21. She says the first thing she learned was that she would be taken seriously, and that she no longer represented herself or the University, but her country.

"When you serve in the United Nations you must remember that whoever sits at the Ambassador's desk represents the United States," Quintanilla explains. "During the first week I was at the UN, I



Guadalupe Quintanilla

needed to leave the General Assembly while someone was speaking. I whispered to one of the other members of the delegation that I would be right

back and left quickly. When I returned, I discovered that the country speaking thought the United States had walked out on their speech!"

While serving in the United Nations, Quintanilla spoke to the plenary session of the General Assembly on United States policy and programs, including programs for immigrants, refugees, youth, women and the disabled. She wrote a U.S. policy reply in support of Israel, responding to a resolution condemning that country's building of nuclear power plants, and served on the Committee on International Drug Abuse to develop international drug trafficking laws. She also had the opportunity to vote for five of the members to the International Court of Justice.

Her diplomatic tour included meeting and discussing world issues with leaders from every continent. "I have met nearly every leader in the world, including Gromyko. I've been treated exceptionally well and have learned a great deal," she says.

"The hardest thing I had to learn was to sit and listen to negative statements about the U.S. Some of these people seem to blame us for everything, from world hunger to the African drought. I was pleased to support Ambassador Kirkpatrick's policy of not allowing the

blame to be put on the U.S., to reply with precise facts when necessary," Quintanilla states.

Although she returned to campus when the UN session ended in December, Quintanilla has not completed her tour of duty with the U.S. State Department. She will continue to serve "at the pleasure of the President" and is presently considering several assignments.

She was featured in a June 1984 *Reader's Digest* article, "The Triumph of Guadalupe Quintanilla." The piece is now being translated into 37 languages, most recently Arabic.

Last year, Quintanilla was named "Outstanding Woman in Texas" by *Ladies Home Journal*. This month, she was chosen "Educator of the Year" by the Houston Hispanic Chamber of Commerce.

Recently honored by Houston Women's LULAC Council 643 for her contributions to the community at the local, state, and national levels, Quintanilla says that until she gets another call from the White House, she will keep busy with her teaching and administrative duties at UH-University Park, her language training for police and firemen, her committee appointment to the National Institute of Justice Judiciary Review Council, and her three children, also graduates of UH-University Park.

—Wendy Adair

Three key grants benefit University

A \$250,000 award from the Cullen Foundation for the Humanities and Professions program brings to three the number of major grants received by the UH-University Park campus in recent weeks. The Cullen College of Engineering will establish a computerized engineering center with a \$595,000 grant from the W.M. Keck Foundation, and the University Park Law Foundation plans to establish a fund to support legal research with a \$500,000 grant from Houston lawyer George Butler.

University President Charles E. Bishop said he is extremely pleased with the three grants and noted that independent financial support is vital to both the University and its students. "The University of Houston is fortunate to be surrounded by and have good, productive partnerships with individuals and foundations who understand and support the demanding needs of higher education," said Bishop.

The grant from the Cullen Foundation completes the endowment of a \$1-million chair of business and history in the Humanities and Professions program. The most recent grant supplements an earlier \$500,000 award from the foundation for the same purpose.

UH-University Park must raise \$2,250,000 before July 1987 from the private sector to match the \$750,000 National Endowment for the Humanities challenge grant. Although the fundraising effort has not yet completed its first year, two-thirds of the needed capital has already been raised, according to Dr. James H. Pickering, dean of the UH-University Park College of Humanities and Fine Arts.

The Humanities and Professions program calls for the establishment of two \$1-million endowed chairs, one in business/history and the other in law/history. A search is under way for the first chair and it may be filled by September 1985.

The program also received \$400,000 from Tenneco to establish a Distinguished Lecture Series for the general public. The series will present nationally and inter-

nationally known authorities in the humanities as speakers.

Through the Keck Foundation grant, the College of Engineering will set up a Computer-Aided Engineering Center, to be part of the computer-intensive environment announced in June 1984 for the University. The center will consist of two teaching laboratories: a computer-aided engineering lab with 28 workstations and a computer graphics lab with 25 workstations. A host facility employing a Digital superminicomputer will support the center.

All hardware in both labs will be interconnected to each other, the host facility and the University computing network. Approximately 2,800 engineering students, enrolled in over 20 different engineering courses, will make immediate use of the center. When the labs are not in use for classes, faculty and students will have access to the facilities for independent study.

The center should be in operation by next fall, according to Dr. George Batten, Jr., associate professor of electrical engineering.

The grant for the Law Foundation from Butler, one of Houston's most prominent attorneys, is already targeted for research in legal ethics and the role of lawyers. This is the largest gift ever received by the University Park Law Center and it will also be used to create the George A. Butler Research Foundation.

The Law Foundation will receive \$100,000 annually after the initial donation of \$200,000. Combined with funds raised by the University, the Butler Research Foundation should eventually total \$1 million.

UH-University Park Chancellor Richard L. Van Horn has praised Butler and the two foundations for giving the campus an opportunity to continue its rapid expansion of these three key programs. "We are delighted to receive support for these important endeavors and to extend the benefits they accrue to the Houston community," he said.

—Janet Dunphy



Proposition 2 funding formula expected to be finalized in current legislative session

The formula for allocating funds from Proposition 2, which was approved by a wide margin of voters in last fall's election, is currently under discussion by the Texas Legislature.

A subcommittee of the Council of Presidents, a group comprised of the chief executive officers of all public colleges and universities in the state, has recommended to the House Higher Education Committee a formula for dividing the monies among 26 eligible institutions. Under these recommendations, the University of Houston would receive about \$15.8 million as its share of a total of \$100 million set aside from general revenues for the 1985-86 academic year.

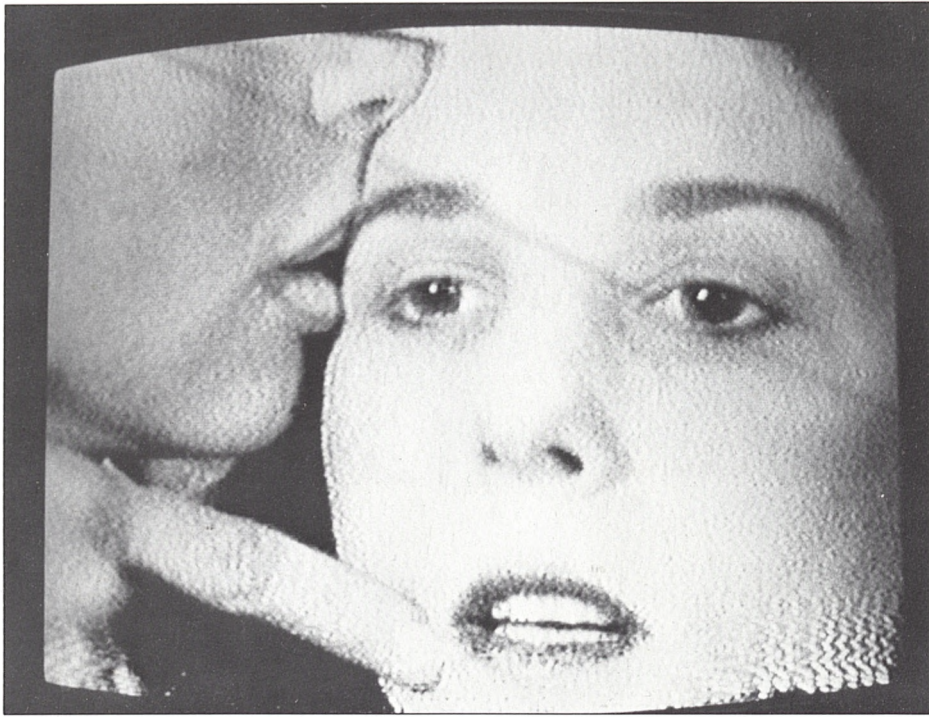
Proposition 2, adopted as a constitutional amendment in November, provides funding for equipment, library materials, major repairs, and construction at all public senior colleges and universities in Texas that are not within the Texas A&M University System or the University of Texas System. Institutions in those two systems receive additional

funding through the Permanent University Fund.

Three major factors affect the portion of Proposition 2 monies allocated among the institutions. These are: repair needs; educational and general space (i.e., classrooms and laboratories) needs; and institutional complexity. Allocations based on the latter factor will closely parallel allocations made through the existing state formula funding.

Some 3.6 million citizens voted on Proposition 2 in the election, and it passed resoundingly. In Harris County, 77 percent of the voters were in favor of the amendment; statewide, it was approved by 72 percent of the voters.

Rep. Wilhelmina Delco, D-Austin, chairperson of the House Higher Education Committee, has designated House Bill 19 as the vehicle to finalize distribution details of Proposition 2 monies. HB 19 has not yet been posted for hearings by the House.



"After the Avant-Garde," the fifth symposium on literature and the arts sponsored by UH-University Park, will encompass some 20 events. A focal point will be a scholarly research conference with noted critics in literature and the arts, to be held March 6-9 on campus. Above, "Female Sensibility" by Lynda Benglis is included in Blaffer Gallery's "Video: Medium or Message?" exhibition, part of the symposium.

UH-Clear Lake is testing ground for space-age computer software

A revolutionary set of more than 70 computer-programming tools that could dramatically slash computing costs for business and government is being tested at UH-Clear Lake.

The 21st-century vintage computer language, which may hold the software key to America's space station of the 1990s, was loaded into UH-Clear Lake computers on January 28.

UH-Clear Lake is the first campus worldwide where this computer language, dubbed Ada, and other programming tools of the Ada Language System (ALS) are being tested as part of a multimillion-dollar government/industry/higher education research project.

The three-year research effort, now in its second year, is led by UH-Clear Lake's High Technologies Laboratory and Computing Center. It brings together 70 researchers from 21 aerospace and electronics corporations plus the National Aeronautics and Space Administration (NASA).

The research team is studying problems associated with building adaptable and reliable computer software systems—collections of computer programs and other materials for large and complex projects such as the space station, America's permanent outpost in space currently on the drawing board.

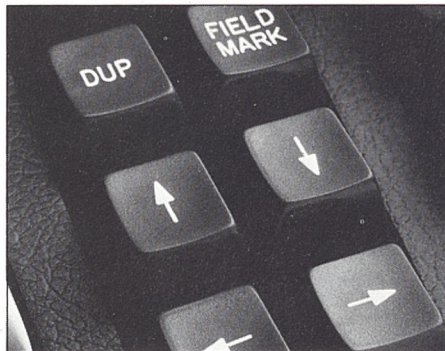
The computer language test site, which is a joint project of UH-Clear Lake and NASA's LBJ Space Center Ada Programming Support Environment, is one of a handful of test centers nationally. Research zeroes in on ALS, the first government-sponsored use of the "minimum tool set" for the Ada Programming Support Environment. (The "minimum tool set" is the first tool in a group that makes up Ada and is used to build other tools.)

UH-Clear Lake's Ada research is funded under a \$478,000 NASA contract. The 70 industry researchers, coordinated by the campus, are funded through their companies.

The Ada language system, contained on magnetic tapes, was loaded into the campus' VAX 11/780 computer by campus researchers and a team from Sof-Tech, a Waltham, Mass. firm with more than 500,000 man-hours of Ada development experience under a federal con-

tract. SofTech, developer of Ada, is part of the government/industry/campus research team.

Researchers from various *Fortune 500* aerospace and electronics firms in the Clear Lake area will work Ada into projects already under way, comparing its performance to that of other computer languages and programming support environments as part of a lengthy evaluation process.



The Pentagon has estimated that it might save more than \$15 billion in the first decade after it switches to Ada for major applications.

The 63-word Ada vocabulary may hold the key to interchangeability, which means that business and government could reduce the number of computer languages and other tools that must be retained and understood by programmers. The cost of new projects requiring sophisticated computer-operations can be slashed by purchasing off-the-shelf, proven software components widely available from various suppliers.

Ada was conceived to handle extremely large and complex projects such as a manned space station; coordinated land, sea, and air weapons systems; large-scale architectural design and engineering projects; and international banking and business transactions. It also is becoming increasingly available for use on personal computers.

"Ada puts the University in the forefront of computer research for the next century—a situation that not only will aid the campus' growth and development but will help the state's high-tech economic development," observes UH-Clear Lake Chancellor Thomas M. Stauffer.

—Bob Aaron

At UH-Downtown, an innovative approach to learning languages

Learning the basics of a foreign language in just 42 hours may sound like an intense, grueling undertaking, but students in Pat Furneisen's superlearning language courses find the experience relaxing and fun.

Furneisen, UH-Downtown continuing education language coordinator, uses a non-traditional approach to teaching accelerated Spanish and French. She has taught more than 200 students in Houston during the past two years. The Spanish courses are especially popular, but more and more people are interested in learning French, she says.

Furneisen's typical student is 30-plus years old and interacts socially or professionally with Latin Americans in Houston or in Mexico and Latin American countries. Students include housewives, parents and professionals in fields such as public relations, security, law, medicine and energy.

In Furneisen's class, however, these students assume entirely new identities. A lawyer becomes a matador; a mother becomes an author; a computer programmer becomes a diplomat.

Role-playing is just one of the non-traditional approaches Furneisen uses. From the beginning, students listen to a four-act mystery play which uses common Spanish or French phrases. In the Spanish course, the mystery involves numerous characters who travel to Mexico and Latin America. Students listen to one act during each of the first four classes.

The play takes the place of a textbook, and the high-frequency expressions replace the standard method of learning language through verb conjugation. Using non-traditional, relaxing methods, students learn three to five times faster, Furneisen says.

There is no homework in the course, but students are asked to listen to recordings of the play at night and upon awakening. Listening enhances the learning to common expressions such as "I like . . ." "What is your name?" and "How are you?"

Furneisen wrote the play and can tai-

lor its content to suit her audience. If she offers a course to medical personnel, for example, she makes use of medical phrases and terminology which the participants hear in their daily work.

In other non-traditional activities, students learn the alphabet through a guided fantasy and music. They visualize the letters with their eyes closed and trace them in the air. "No one is called on in class, so the environment is non-threatening. All information and answers are volunteered," Furneisen says. "As a teacher you must create a safe environment and earn the student's trust." Instead of a blackboard, she uses posters, props, and an easel and marking pens.

The holistic method Furneisen uses began in Bulgaria and has been used the United States for about four years. Charades, skits, team competition, singing, and dancing are all ways students learn as they "flow" from one activity to the next. "The methods encourage relaxation of the body and mind so the brain can absorb more information in a short time," she notes.

Furneisen teaches six to 13 students per session. The course involves six classroom experiences—two weekends and four evenings. Each 42-hour course costs \$250. Her courses are offered to the general public, and Furneisen also has conducted in-house classes for corporations such as Tenneco, Zapata, United Energy Resources, and GeoSource. Students are not required to have prior knowledge of a foreign language.

Furneisen also weaves a cross-cultural sensitivity throughout the course. Religion, superstition, family, and sense of time are just as important to a culture as language, she says. "For social and business interaction, knowledge and understanding of such cultural aspects is imperative. For instance, we are pragmatic and our pragmatism overlies our entire culture and society. But Latin Americans are family-oriented and this difference can cause misunderstanding," she explains.

—Martha Cantu

Industry support evident through gifts to UH

Several special projects at the University of Houston-Downtown have received pledges from Houston businesses and corporations in recent weeks:

- Shell Companies Foundation contributed \$25,000 to the UH-Downtown Campus Development Project. First City Bancorporation has made a \$15,000 pledge for the same project. Total dollars pledged to date are \$361,000, says Don Landis, UH-Downtown director of development.
- Transco Energy Company's contribution committee has approved a three-year, \$30,000 pledge to the campus Computer-Intensive Environment Project. The first \$10,000 installment has been made; subsequent installments will be made in December 1985 and 1986.
- Brown & Root International has become an associate of the UH-Downtown Computer-Assisted Design and Drafting (CADD) Laboratory for the 1985 calendar year. The company donated \$5,000 to support the CADD development program.



UH-Victoria has a new facility, thanks to the generosity of the David Lack family. The former Lack home, located at 1104 E. Trinity and valued at \$210,000, represents the largest gift by an individual to UH-Victoria in the 11-year history of the campus.

UH-Victoria Chancellor Martha K. Piper said the house would be used for educational purposes, primarily for the campus' Children's Center and for special education clinics offered through the Division of Education.

"We are extremely grateful to the David Lack family for their generous gift to the University," said Piper. "We have been looking for a suitable facility for the Children's Center, which has been temporarily located in the Business Annex."

News in Brief

HOME IS WHERE THE HEART IS, IF NOT THE VALUE

A study of 17 neighborhoods shows Houston and Harris County are glutted with 200,000 more housing units than are needed. The main reason? Overbuilding, according to Dr. Barton Smith, an economist who is director of UH-University Park's Center for Public Policy and author of the study.

Smith revealed the findings of the six-month study to Houston area realtors and builders at a meeting sponsored by the University and Horne Financial Corporation on February 14.



"The most widely held misconception is that the current market is due to the sad state of affairs in the oil business," said Smith. "I would say that the primary cause is that we simply overbuilt. Had Houston's employment grown in the last two years at the rate it grew in the 1970s, they would still have built 50,000 more units than we have households."

He predicts prices will continue to drop, as they have since 1982, for at least three more years. Smith said home prices could decline another 10 percent during this three-year period before stabilizing. The housing industry will recover by the end of the decade regardless of the oil industry, he states.

His study is part of efforts by the Center for Public Policy to collect and analyze data for ongoing research on the local housing industry.

BACK IN THE U.S.S.R.: NEW INSIGHTS

The Soviet Union claims to have had no inflation in the past 25 years, but a recent study indicates the country has actually had an annual inflation rate of about five percent in recent years.

The communist nation also claims to have zero unemployment, but study results show the unemployment rate may be as high as three percent, according to Dr. Paul R. Gregory, UH-University Park professor of economics.

This new information is based on the findings of a massive study of daily life in the Soviet Union by 10 social scientists. Data was compiled through a survey of 2,800 émigrés now living in the U.S.

The project, called the Soviet Interview Project, was directed by economist James R. Millar of the University of Illinois. The five-year, \$7.5-million study was federally financed.

Gregory says the most surprising economic disclosure was that there is more unemployment in the Soviet Union than Western analysts had surmised.

"This is striking in an economy that is currently suffering from a severe labor shortage, an economy in which unemployment was supposed to have been liquidated in the late 1920s," states Gregory.

The study also yielded evidence that the productivity of Soviet workers may be declining because of lack of incentives.

Émigrés noted that wages were low and Soviet citizens could buy very little with them. Also, the émigrés said housing is very poor, and working hard did not improve their housing situation.

"In order to encourage people to work harder, to take risks, to do that little something extra, they have to feel there is a reward," says Gregory. "I think the Soviet system has proved rather conclusively that there are no adequate substitutes for material incentives."

More successful aspects of the Soviet system, according to those surveyed, include education and medical care.

The project was launched by the National Council for Soviet and East European Research, a non-profit corporation based in Washington, D.C.

NASA HEAD RECEIVES FIRST HONORARY DEGREE

Gerald Griffin, head of the Lyndon B. Johnson Space Center, has received the first honorary doctor of humane letters degree ever awarded by the UH Board of Regents.

The degree, conferred at UH-Clear Lake commencement exercises held in December, recognized Griffin's outstanding professional accomplishments in helping develop U.S. space technology over almost two decades as well as his commitment to the University and the Clear Lake area, said UH-Clear Lake Chancellor Thomas M. Stauffer.

"Award of this honorary doctorate is UH-Clear Lake's way of saluting our distinguished neighbor and colleague who has played a major role in pioneering both manned spaceflight technology and the new management skills needed to handle difficult advanced technology programs," said Stauffer.

A FOUR-STAR FEAST AT UNIVERSITY PARK

Each year several hundred UH students work thousands of hours in preparation of one of the most acclaimed gourmet dinners in Houston.

This year, 300 patrons will be treated to a full evening of wining, dining, and dancing as part of "Fantazia," to be presented March 30 by students in the Conrad N. Hilton College of Hotel and Restaurant Management at UH-University Park.

"Gourmet Night is a showcase for students of our hotel and restaurant college, which is considered to be among the top three such schools in the nation by members of industry and academia," says Dean Gerald Lattin.

Students who work on the event gain experience in different phases of a large-scale gourmet dinner; they borrow and build the props to create the atmosphere, plan the six-course meal, order the wines and food, and handle the production, training, service, and cleanup, according to Marvin Jones, general manager for the event. Special effects will be coordinated by Barry Honneycutt, chief engineer for "Fantazia."



Houston Chronicle columnist Betty Ewing labeled last year's Gourmet Night "fit for a king from anybody's country . . . It was four stars all the way."

The by-invitation-only event is attended by Houston-area hospitality industry executives and Hilton College alumni. Proceeds from the event will be used to initiate a fund for upkeep of the student lounge in the new Hotel and Restaurant Management building, scheduled for completion in 1987.

UH ATTRACTS SCHOLARS FROM AROUND THE GLOBE

UH-University Park is hosting four Fulbright scholars from around the world this year.

Visiting faculty include Indira Ghosh, professor of physics at the Indian Institute of Science in Bangalore, India; Alicja Gladek, professor of microbiology at the Institute of Immunological and Experimental Therapy in Wroclaw, Poland; Claude Jourdain, professor of language at the University of Toulouse in France; and K. Ludwig Pfeiffer, professor of language and literature at the University of Seigen in West Germany.

Approximately 850 Fulbright scholarships are awarded each year to foreign scholars for research and teaching at colleges and universities around the nation. This year, 27 scholars are visiting Texas schools.

DIALING FOR DOLLARS—IT WORKED

UH-University Park's 1984 Annual Fund campaign attracted 31 percent more contributors than the previous year's campaign. About \$234,000 was raised for the 1984 Annual Fund, up 16 percent from a 1983 total of \$201,000.

The number of restricted donations, such as those made to a specific college or school, was also substantially higher than in previous years, according to George Hayward, director of development for the Annual Fund.



Contributions to the 1984 Annual Fund were solicited through a fall phonathon and three mailings during the course of the year. More than 235 alumni and student volunteers reached some 4,000 graduates during the 24 evenings of the phonathon.

ACT EXPANDS KUHT FACILITIES

The Association for Community Television (ACT) has donated a building addition to the University for use as space for ACT volunteers and KUHT development department staff.

The \$80,000 building, accepted by the UH Board of Regents at their January meeting, will add 2,400 square feet to the existing Development/ACT building located east of the KUHT main building. It will be attached by a covered deck to an existing building, which was constructed in 1983 through another donation from ACT.

The recent gift was announced by ACT Chairman Marty Levine and ACT President Rollie McGinnis. Through a staff of some 2,000 volunteers, ACT raises money from the community and provides more than 80 percent of Channel 8's operating funds. The remaining funds are provided by general grants and the Corporation for Public Broadcasting.

KUHT, the nation's first public television station, began broadcasting in May 1953 and has been operating from its current facilities since 1964. It is licensed to the University of Houston.

UPDIKE TO READ IN UH WRITERS SERIES

John Updike, one of the most praised and popular writers of our time, will visit the University on March 20 as part of UH's Writers in Society Series. Through his many works of fiction, poetry, and literary criticism, Updike has established himself as a master of the techniques of modern literature.



Updike will read from his works on March 20 at 8 p.m. in the Constellation Room, Hilton College Building, UH-University Park. A reception will precede the reading at 7 p.m. in the Zodiac Room. Both events are free and open to the public.

Born in 1932 in Shillington, Pa., Updike graduated from Harvard University in 1952. His first novel, *The Poorhouse Fair*, was published in 1959. Since then he has written more than 20 works of fiction, essays, and criticism and has demonstrated, as *The New Leader* says, that "Updike is gifted at everything he puts his hand to."

His best-known works include *Couples*, *Pigeon Feathers*, and *The Centaur*. His best-selling trilogy, *Rabbit Run*, *Rabbit Redux*, and *Rabbit Is Rich*, confront the explosive American issues of recent decades: racial tension, job obsolescence, and sexual freedom. His latest book, *The Witches of Eastwick*, is a vivid description and biting commentary of New England in the early 1970s.

For further details on the reading, call 749-4147.

'FATHER OF GENETIC ENGINEERING' VISITS UH

Paul Berg, considered the "father of genetic engineering," will speak at UH-University Park as part of UH's Nobel Prize Winners Series on Monday, March 18. Berg, one of three recipients of the 1980 Nobel Prize in chemistry, will discuss "Heredity: A New Perspective."

Cited for his biochemical studies of nucleic acids, Berg was the first investigator to construct a recombinant DNA molecule using gene manipulation to combine parts of DNA from different species, according to Sweden's Royal Academy of Sciences. His pioneering experiment resulted in development of a new technology known as genetic engineering. Acknowledging that this research could lead to dangerous new forms of life, Berg was one of the first genetic researchers to advocate a moratorium on certain recombinant DNA experiments. He is currently a professor of biochemistry at Stanford University.

Berg will speak at 7 p.m. in the Constellation Room, Hilton College Building, UH-University Park. A reception will be held at 6 p.m. in the Zodiac Room.

For further information, call 749-4147.



Accolades

Frederick Baldwin, UH—University Park professor of photojournalism and co-director of the Houston Foto Fest, Inc. (HFF), recently traveled to Paris, France, to complete arrangements on the first U.S. international photography festival. Baldwin helped organize HFF in 1984 and plans to host the international event every two years. The first one will be held in Houston in March 1986. Modeled after the successful French international "Mois de la Photographie," the "Month of Photography" exhibit will be devoted to the display of the highest quality photography in the world.

Dr. Robert Hodgin, UH—Clear Lake assistant professor of finance, introduced the Clear Lake Area Economic Data Base at the Clear Lake Area Chamber of Commerce in September. The data base, a UH—Clear Lake/Chamber of Commerce joint effort, can be used as reference material for existing businesses to accurately target their markets. The data base results from a two-year study.

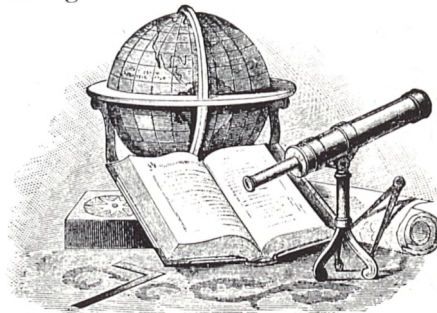
Donald Barthelme, UH—University Park professor of creative writing, has been named program chairman for the International P.E.N. Congress to be held in New York City in January 1986. The congress, held every two years, will be the first hosted by the U.S. since 1966 and will attract celebrated writers from 65 countries. The theme of the week-long meeting will be "The Writer's Imagination and the Imagination of the State."

Dr. Jerry Salvaggio, UH—University Park director of the International Telecommunications Research Institute, gave an invited lecture at the Annenberg Washington Program on Policy Issues in December. The title of his paper was "Competition vs. Public Utility Models for Developing Telecommunications/Information Industries."

Dr. John L. Creswell, UH—University Park professor of curriculum and instruction, presented an invited paper entitled "Problem Solving: The Process and Assessment" at the regional meeting of the National Council of Teachers of Mathematics in Tulsa in November.

Dr. Wayne Sigler, UH—University Park dean of admissions and enrollment services, has been appointed a member of the Council on Entrance Services of the College Board for a one-year term.

Dr. Gordon Paul, UH—University Park Cullen Distinguished Professor of Psychology, recently presented a colloquium to the Connecticut Department of Mental Health at Cedarcrest Hospital. Topics were "A General Assessment Technology for Residential Settings" and "A Social Learning Program for Chronic Patients." He also participated in the "International Invitational Symposium on Assessment for Decision Making" at Rutgers University. His presentation was entitled "Rational Operations in Residential Treatment Settings Through Ongoing Assessment of Client and Staff Functioning."



Dr. Harold Smith, UH—Victoria associate professor of history, was elected to the executive committee and named 1985 program chair at the annual meeting of the Western Conference on British Studies held recently in Las Cruces, New Mexico. He also presented a paper entitled "The 'Equal Pay for Equal Work' Campaign in Great Britain: 1933-1936." Smith's article on "The Womanpower Problem in Britain during the Second World War" was published in the December 1984 issue of *The Historical Journal*, published quarterly by Cambridge University Press.

PERSPECTIVES

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The University of Houston seeks to provide equal educational opportunities without regard to race, color, religion, sex, age, national origin, handicap, or veteran status.

Warren Whitton, UH—Downtown director of the Criminal Justice Center, **Robert W. Kendrick, J.D.**, UH—Downtown associate director of the CJC, and **Dr. Loren Thompson**, UH—Downtown coordinator of the Reading Center, conducted a seminar session on "New Horizons in Education and Training" at the Joint Professional Development Conference in Houston. The conference was developed as an annual program to update private and public security professionals on security and loss prevention matters.

Dr. Theodore G. Gish, UH—University Park professor of German, **Dr. Elaine H. Maas**, UH—University Park adjunct assistant professor of architecture, **Dr. Margarita Melville**, UH—University Park professor of anthropology, and **Dr. Edward C. Chen**, UH—Clear Lake professor of science, are contributors in the recently published book, *The Ethnic Groups of Houston*.

Dr. H. Prentice Baptiste, Jr., UH—University Park professor of educational leadership and cultural studies, was a guest on the *Good Morning America* show in November. He was interviewed by David Hartman about children of interracial marriages. Dr. Baptiste is conducting a set of studies on interracial couples and their children.

Dr. Richard Alderman, UH—University Park professor of law, has been awarded a Golden Gavel from the State Bar of Texas for his work as the consumer lawyer on KPRC, Channel 2. The awards recognize media throughout the state which have helped foster better public understanding of the values of the legal and judicial system.

Dr. James K. Martin, UH—University Park professor of history, has been awarded the 1984 Richard P. McCormick Prize by the New Jersey Historical Commission. The prize recognizes the most outstanding contribution to New Jersey history during the previous two years and was awarded for *Citizen-Soldier: The Revolutionary War Journal of Joseph Bloomfield* (1982), co-edited with Dr. Mark Lender of Kean College.

Dr. Edwin A. Miles, UH—University Park professor of history, has been elected to a four-year term as a member of the board of editors of *The Journal of Southern History*.