



Athletics: licensing. ca. 2000

[Madison, Wisconsin]: [s.n.], ca. 2000

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MADISON - In its ongoing effort to end the use of sweatshop labor, the University of Wisconsin-Madison will maintain its provisional affiliation with the Fair Labor Association as it continues to evaluate the FLA and the Worker Rights Consortium as possible options to bring about change, Chancellor David Ward announced Monday, Jan. 24.

In addition, UW-Madison will explore the possibility of independent monitoring of workplace conditions to augment monitoring through the FLA, Ward says. This project will build on the university's current pilot monitoring project, which is examining the factories of three UW-Madison licensed manufacturers in Costa Rica, Korea and Mexico.

"These next steps represent UW-Madison's ongoing national leadership on this most difficult issue," Ward says. "It is important to remember that complex global problems such as sweatshops cannot be resolved overnight. Yet the university remains committed to helping solve this important human rights issue."

Ward's announcement is based on feedback from the university's sweatshop task force advisory committee, which he created last year to provide guidance on how to best eliminate the use of sweatshop labor in the production of apparel and other merchandise bearing UW-Madison logos.

The committee of three faculty, three academic staff members and three students met with Ward Friday to share its viewpoints with the chancellor.

"The university's membership in the Fair Labor Association (FLA) has always been provisional," Ward says. "I don't believe that FLA can alone solve the sweatshop issue. But for the time being, it is valuable for UW-Madison to keep working within this alliance and monitor its progress."

The student-sponsored Worker Rights Consortium is still evolving, Ward says, expressing hope that in time the WRC could become a more viable option for the university to consider joining.

"UW-Madison has always maintained that it would be open to other alliances as they evolve, and we intend to continue to closely monitor the progress of the WRC, as we have done since it was proposed last October," Ward says.

Should independent monitoring through the FLA prove to be insufficient, the university could partner with other major universities or go it alone, Ward says. "Independent monitoring will help ensure that university-licensed products are not manufactured in sweatshops," the chancellor says.

Ward also announced Monday he will urge that UW-Madison partner with other leading universities to test monitor aspects of living wages in international markets. The details of this proposed recommendation will be unveiled in mid-February, when the La Follette Institute for Public Affairs, under the direction of Professor John Witte, is expected to complete its report of last November's Living Wage Symposium.

Under new guidelines implemented Jan. 1, licensed manufacturers of UW-Madison merchandise must publicly disclose their factory locations and follow other stringent workplace standards, including the protection of

Sweatshop/Add 2

female workers from discrimination and harassment and other provisions outlined in the Collegiate Licensing Company's draft code of conduct.

UW-Madison is one of only six universities nationwide to impose such strict requirements on its licensed manufacturers. The others are Arizona, Duke, Georgetown, Michigan and North Carolina. Ward announced the new standards in October 1999.

Companies that want to sell products displaying the UW-Madison name, Bucky Badger, the motion "W" and other university trademarks generally must apply through the Atlanta-based Collegiate Licensing Company. The CLC forwards the applications to UW-Madison, which approves all licenses.

The CLC will ensure that the new guidelines are included in all current, pending and renewed UW-Madison licensing agreements. The university has close to 500 licensing agreements, and until now licensees did not have to disclose manufacturing locations.

UW-Madison ranks 10th in merchandise sales nationally in the CLC, which administers trademark licensing for approximately 180 universities across the country. The university collected more than \$1.2 million in royalties in 1998-99 from the sale of sweatshirts, hats and other merchandise bearing UW-Madison trademarks.

Royalty income is shared between financially needy students and the Athletic Department. This academic year, 375 undergraduate students, many from Wisconsin, received Bucky Badger Grants averaging \$1,000, according to the UW-Madison Office of Student Financial Services.

The Athletic Department uses its portion of the income to remain primarily self-supporting. About 1 percent of Athletics' budget comes from state tax revenue, and those funds finance women's sports.

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Ath-21c Sweatshop opposition intensifies

Michael Penn

The university wants to eradicate sweatshop labor, but the campus community is discovering how complicated and divisive that mission can be.

As the university weighs how to monitor the companies that produce its licensed apparel and other goods, debate over the issue recently led to a student sit-in to protest the university's position. That protest, lasting for four days in February, resulted in the arrest of 54 students who refused to vacate Bascom Hall when ordered to do so.

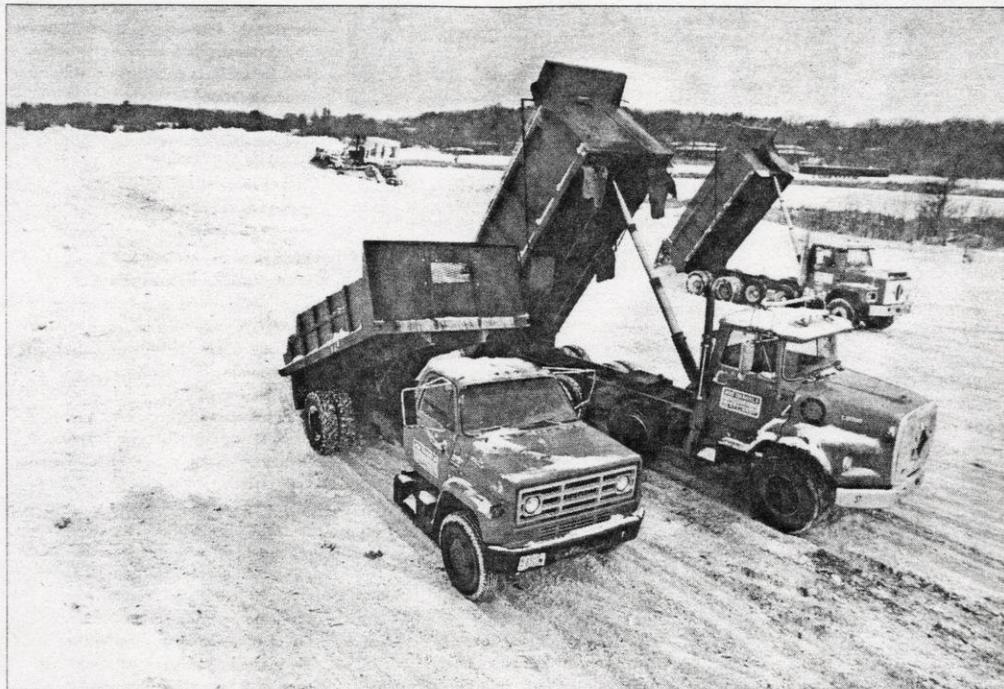
UW-Madison became a leader in the anti-sweatshop movement last year. Joining with other college leaders, UW officials helped draft a code of conduct for manufacturers who contract with the Collegiate Licensing Company, a clearinghouse for most of UW-

Madison's 500 licensing agreements. Madison is one of six universities requiring adherence to other terms.

But the university is still grappling with the challenge of monitoring manufacturers and enforcing those regulations. Student, faculty and staff governance representatives met last Wednesday to discuss next steps.

Chancellor David Ward cautions that complex issues cannot be solved overnight. He urges students, faculty, and staff to work together in the process, adding that "it is only through hearing all voices, whether they agree or disagree, that the broadest knowledge can be obtained and the wisest decisions made." ■

SPECIAL REPORT
See page 5



What a difference a few days makes. It's all melted away now, but back on Feb. 18, more than five inches of fresh snow blanketed the university — the second time in a week that heavy snow brought crews to work in the wee hours to clear campus streets, walks and lots. Above, trucks from Joe Daniels Construction help remove snow from large parking areas like lots 60 and 70. For a portfolio of photos on the heavy lifting, see page 16. Photo: Jeff Miller

Study: Don't hold back young students

Jeff Isemlinger

A new study by a university researcher challenges the conventional wisdom about the value of "redshirting" children by delaying their entry into kindergarten or asking them to repeat a grade in K-3.

The study was conducted by education professor Elizabeth Graue and James DiPerna of Lehigh University. They examined the records of more than 8,500 Wisconsin students in 47 districts to determine patterns of school entry, promotion, subsequent special services and student achievement.

About 7 percent of kindergartners in the sample were redshirted, and 3 percent were asked to repeat a K-3 grade. Redshirter

tend to be relatively young boys, and children retained are typically children of color and of poverty.

"Based on what we found in our study," says Graue, "redshirting for kindergarten or retention in the early grades should not be widely promoted or endorsed until we know more."

Within her study and other such studies: ■ Students do not seem to benefit socially from being redshirted. Their self-concept and acceptance by peers are about the same as those who were not redshirted. In fact, redshirts do less well than their peers on measures of behavior problems. Graue does not argue that redshirting causes social and emo-

tional difficulty, but that it does not appear to solve social or emotional problems.

■ Redshirter are 1.89 times more likely to need exceptional educational needs services. That finding contradicts the belief that redshirting will head off the need for extra support for the child.

■ Redshirted kindergartners perform on par with — but not above, as some would predict — their grade-level peers, but children retained in the early grades perform below their grade peers.

The findings from Graue's study will be published in the American Educational Research Journal this summer. ■

Law of the land

Land Tenure Center 'externships' provide real-world exposure

Bill Lueders

When Melissa Kiniyaloc returned to the Law School last fall, some of her fellow students asked a typical question: "What did you do last summer?" Her answer was anything but typical.

Kiniyaloc and another first-year Wisconsin law student, Jennifer Binkley, had spent 10 weeks working as legal "externs" at a North Carolina-based nonprofit group called the Land Loss Prevention Project. The assignment came through the Summer Law Extern Program,

a nationally unique project begun in 1997 by the Land Tenure Center. It pairs law students with programs in communities that have "extreme unmet legal needs" regarding issues of land ownership. In exchange, the students gain invaluable real-world experience.

Among other assignments, Kiniyaloc and Binkley did legal research in support of a lawsuit challenging Wake County's decision to site a second landfill in a predominantly black mobile home community in Holly Springs, outside Raleigh.

The suit was a success: In September 1999, an administrative law judge ruled that the county had broken the rules in obtaining its permit, handing the community a key victory in its ongoing struggle to stop the landfill.

"I was surprised [by the decision]," says Kiniyaloc, noting that Wake County was represented by lawyers from the state Justice Department, whose resources vastly exceeded those of the Land Loss Prevention Project. She was also delighted:

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No pain, no gain

Kelli Koltyn profiled

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Universities join anti-sweatshop effort



Chancellor David Ward talks to student activists in Bascom Hall. The chancellor called on student leaders to rejoin university efforts against sweatshop labor. Fifty-four protesters were later arrested when they refused to leave the chancellor's office. Photo: Jeff Miller

Tim Kelley

The University of Wisconsin-Madison and two other major U.S. universities will join an anti-sweatshop monitoring group on a trial basis, leaders of the institutions have announced.

Chancellor David Ward says the decision advanced his goal of uniting academic institutions in an effort to monitor workplace standards for licensed manufacturers.

Leaders of UW-Madison, the University of Michigan and the University of Indiana jointly agreed Feb. 18 to conditionally join the Worker Rights Consortium, a new group to be set up to help monitor manufacturers that produce university-licensed apparel and other items bearing university trademarks.

"We would like to help the WRC become a viable instrument for ensuring licensee compliance with workplace standards," Ward says. "We will participate in this process so long as we are making progress towards achieving a

fair and credible monitoring system."

Ward says this new collaboration between universities would advance the national effort to promote campus anti-sweatshop initiatives.

University representatives will attend the Worker Rights Consortium founding convention in April in New York, he says.

"We are committed to making a difference in the global incidence of sweatshops, especially as it may impact our licensing program," Ward says. "We want to be part of a process that students can support, and will pursue through the appropriate mechanism of campus governance." ■

For background on UW-Madison anti-sweatshop efforts, visit:
<http://www.news.wisc.edu/positions/sweatshops/>

Ward issues statement regarding recent events

Here are excerpts from a recent statement by Chancellor David Ward regarding anti-sweatshop efforts. The message was sent last week to faculty and staff with e-mail addresses:

"As you are aware, over this past weekend I took the unusual step of ordering the arrest and removal of some 54 sweatshop protestors from the Chancellor's Office in Bascom Hall.

"Before providing you with a full context of the recent events leading up to the Sunday arrests, let me emphasize that we have fully committed this university to being part of finding a solution that will end the use of sweatshop labor to produce apparel and merchandise bearing the university's name and logo. I have said repeatedly that we want to stop the practice, and that has been our sentiment — how to stop it, not whether to stop it.

"... Our goal has been — and continues to be — to use this university's longstanding tradition of shared governance by faculty, staff and students to address the issue through the Collegiate Licensing Committee Task Force Advisory

Committee and to help chart a path toward a solution. I firmly believe that only through such thoughtful deliberation and debate — not the divisive politics of protest — will we be able to come to meaningful conclusions about resolving the sweatshop issue.

"By late Saturday, it had become clear that the protestors intended to continue their disruptive behavior and shut down the normal operation of the university administration, and, after being forewarned of the consequences, they elected to continue their occupation of the Chancellor's Office.

"I therefore authorized their arrest and removal. I did so because it is my responsibility to ensure that students, faculty and staff do not face intimidation, interference or personal danger as they go about their normal activities anywhere on this campus.

"This university has exhibited more initiative in dealing with the sweatshop issue than nearly any other university in the country. And the students of this university have, until this latest turn of events, been an important part of that effort. But when they abandon shared governance, confront

and intimidate others, challenge and oppose the lawful actions of police officers asked to assist staff in exiting the premises, destroy property, and attempt to interfere with the conduct of the university's business, they have simply gone too far. Their behavior has gone well beyond the treasured principles of free speech and peaceful debate, and cannot and will not be tolerated.

"I have been successful in initiating a partnership on the issue with Indiana University and the University of Michigan and have indication that other colleges and universities will join us. But, as UW-Madison moves forward, it is important that we return to the mission of this university, and, in the process, return to the use of shared governance by faculty, staff and students in the deliberations of such critically important issues as ending the use of sweatshop labor.

"Thank you for allowing me to share my views on the events of the past several days. I promise to keep you informed as we move forward. If any of you have comments or suggestions you feel would be helpful, please share them with me."

— David Ward

ATH-LIC CAPITOL CAPSULES

'Tuition cap' bill passes

Assembly committee

The Assembly Colleges and Universities Committee has endorsed a measure (AB 554) to limit the resident, undergraduate tuition share to 38 percent of instructional costs. David Miller, UW System assistant vice president for state relations, spoke against the bill. The faculty lobbying group PROFS also testified against the bill. Currently, undergraduate resident tuition system-wide pays 37 percent of a student's instructional costs. As originally introduced by Rep. Gregg Underheim (R-Oshkosh), the bill had a 40 percent cap. Student groups opposed the 40 percent cap and lobbied for the limit to be lowered to 35 percent. The committee amended the cap to 38 percent.

It is unclear whether the full Assembly will take up the bill.

Carbone named to tobacco board

Paul Carbone, former director of the UW Comprehensive Cancer Center and professor emeritus, has been named to the 22-member Tobacco Control Board that will determine how to invest \$23.5 million in smoking prevention programs, particularly targeting youth.

Legislative watch

The Assembly Colleges and Universities Committee also unanimously endorsed the following bills of interest to the university:

- AB 629, which creates a loan program for teachers of visually impaired pupils. Sharon James, UW System associate vice president for academic affairs, testified in favor of the bill.
- AB 736, which allows study abroad grants to be awarded in amounts up to \$2,000. UW-Milwaukee Dean Marshall Goodman testified in favor of the measure.
- AB 700, which allows disabled students Director Pat Richter testified in support of the bill.

In other action last week the Assembly Government Operations Committee met and heard testimony on a measure (AB 734) that would shift decision making about whether UW System campus police officers can carry firearms from chancellors to campus police. UW-Oshkosh Chancellor John Kerrigan testified against this legislation, and the committee did not vote on the bill.

Upcoming hearings

The Joint Finance Committee will meet in a voting session Thursday, March 2, at 10 a.m. in 411 South, state Capitol, to consider the following legislation of interest to the university. Additional legislation may be included on the agenda:

- SB 332/AB 654, changes to the EdVest college savings program.
- SB 358, transfer of the state animal health lab to UW-Madison.
- AB 114, UW tuition remission for children and surviving spouses of emergency medical technicians.
- AB 203, requiring sprinkler systems in residence halls.
- AB 545, leave of absence for state employees donating organs.
- AB 592, International Baccalaureate Diploma grant program.

Meanwhile, the Senate Education Committee will meet Thursday, March 2, at 10 a.m. in 201 Southeast, state Capitol, to consider a measure (AB 266) requiring some educational agencies to install filtering software on computers connected to the Internet.

For the text and history of all legislation: <http://www.legis.state.wi.us/billtext.html>

For more information

Contact Charles B. Hoslet, special assistant to the chancellor for state relations: 263-5510; hoslet@mail.bascom.wisc.edu; 97 Bascom Hall.

UW planners outline building priorities

Erik Christianson

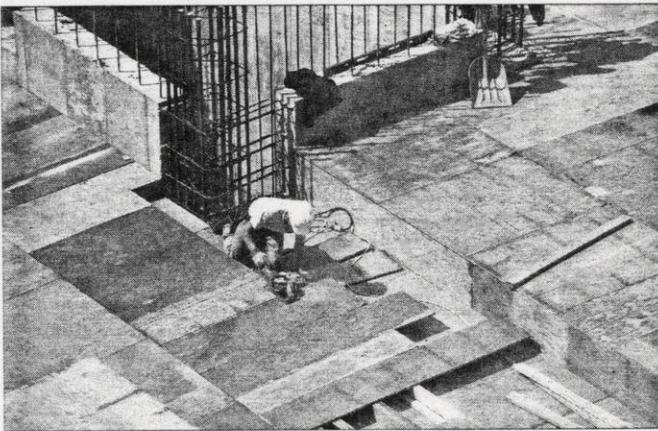
The Campus Planning Committee last week unanimously approved 10 building projects for 2001-03, including a \$19.8 million renovation of Chamberlin Hall and construction of a \$22.8 million University Health Services building.

The Chamberlin renovation and the health services building, which would likely be built in the 700 block of University Avenue and include space for student activities, are the top two priorities among five projects forecasted to be financed in the 2001-2003 state budget.

The other three, in priority order, are a \$32.7 million renovation of the Mechanical Engineering Building; \$10 million in utility systems upgrades; and \$1.8 million for the first part of an Integrated Dairy Facility in Marshfield and Arlington.

Of the \$87.1 million total for the five recommended projects, \$60.9 million would come from state-supported borrowing, according to Facilities Planning and Management.

Two additional projects were approved for design stage in 2001-03: Microbial Sciences building, a replacement for E.B. Fred Hall that would house the departments of bacteriology, medical microbiology and food toxicology; and renovation of Sterling Hall, which would



Construction workers will remain busy on campus for the foreseeable future as the university continues to prioritize and pursue a range of renovation and construction projects. Photo: Jeff Miller

move the rest of the Physics Department to Chamberlin and allow the Psychology Department to move into Sterling.

Five other projects approved by the CPC do not include requests for state money and would be financed by program revenue, gifts and grants. They include expansion of Camp Randall Stadium; \$9.1 million to replace the Charmany Animal Facilities on Madison's near west side; \$1.1 million to replace and relocate the Soil

and Plant Lab near the research station on Mineral Point Road; \$14.5 million for the University Ridge Phase Three expansion, which will include a second 18-hole golf course; and \$5 million to expand Weeks Hall. Approved Jan. 20, the CPC recommendations now go to Chancellor David Ward for consideration. The State Building Commission has final say over which items make the state budget. ■

Ward outlines next steps on sweatshop issue

Erik Christianson

In its ongoing effort to end the use of sweatshop labor, the university will maintain its provisional affiliation with the Fair Labor Association as it continues to evaluate the FLA and the Worker Rights Consortium as options to bring about change, Chancellor David Ward says.

In addition, UW-Madison will explore the possibility of independent monitoring of workplace conditions to augment monitoring through the FLA, Ward says. This project will build on the university's current pilot monitoring project, which is examining the factories of three UW-Madison licensed manufacturers in Costa Rica, Korea and Mexico.

"These next steps represent UW-Madison's ongoing national leadership on this most difficult issue," Ward says. "It is

important to remember that complex global problems such as sweatshops cannot be resolved overnight. Yet the university remains committed to helping solve this important human rights issue."

The measures would be among several steps announced recently in the university's ongoing effort to end the use of sweatshop labor practices among manufacturers of university-licensed products.

Ward's announcement is based on feedback from the university's sweatshop task force advisory committee, which he created last year to provide guidance on how to best eliminate the use of sweatshop labor in the production of apparel and other merchandise bearing UW logos.

"The university's membership in the Fair Labor Association (FLA) has always been provisional," Ward says. "I don't

believe that FLA can alone solve the sweatshop issue. But for the time being, it is valuable for UW-Madison to keep working within this alliance and monitor its progress."

Should independent monitoring through the FLA prove to be insufficient, the university could partner with other major universities or go it alone.

Under new guidelines implemented Jan. 1, licensed manufacturers of UW-Madison merchandise must disclose their factory locations and follow other stringent workplace standards outlined in the Collegiate Licensing Company's draft conduct code.

UW-Madison is one of only six universities nationwide to impose such strict requirements on its licensed manufacturers. Ward announced the new standards in October 1999. ■

New programs to celebrate teaching excellence

Barbara Wolff

Three new initiatives designed to reward and recognize teaching innovations and excellence will begin this semester.

The new initiatives will include the Chancellor's Award for Departmental Excellence in Teaching. The three-year initial program will announce its first winners in May. Two departments, schools or programs, one large and one small, each will receive \$50,000 to be used as the unit sees fit, "perhaps to advance existing learning initiatives or create new ones," says Robert Skloot, the associate vice chancellor who worked with Chancellor David Ward to create the new programs.

For more information:

Robert Skloot,
associate vice chancellor, 262-5246;
skloot@bascom.wisc.edu

To win an award, an academic unit must demonstrate how its faculty and staff worked together to further a culture of learning, Skloot says. "A unit might show how its curricular efforts have strengthened interdisciplinary teaching across campus, mentored assistant professors on the road to tenure, assisted graduate students making the transition to professional

careers or integrated new technologies in education," he says.

In addition to the new award, six new grants for collaborative teaching also will be given this spring. Recipients will be senior faculty interested in re-invigorating their teaching through working with colleagues in other disciplines.

Also, new Summer Teaching Workshops/Retreats will set aside \$50,000 per year for three years to develop an intensive summer curriculum for faculty and staff to learn together how they might become more effective teachers.

Gift funds will support the three new initiatives for their first years. ■

Ath-LIC
NEWSMAKERS

Here's a small sample of the faculty and staff who each week are spotlighted by the media. For more visit: <http://www.news.wisc.edu/inthenews/index.html>.

Integrity or prosperity?

As Al Gore makes his bid for a job promotion, Americans are still split on how heavily to weigh personal integrity and character when judging presidential candidates. And much of that split, say experts such as UW political scientist **Charles Jones**, has been caused by Gore's boss, Bill Clinton. "What Clinton did was to successfully present us with a hell of a dilemma," Jones says, in an article that appeared across the country. Jones tells the Associated Press (Jan. 27) that when confronted with the question of whether to get rid of Clinton during the Monica Lewinsky scandal, people had trouble sorting out their satisfaction with the state of the nation and their disappointment and embarrassment in Clinton as a person. Jones suggests that the reason people may hold Gore's association with Clinton against him is because that tension makes them want a change.

Radiation: Good for you?

Should we be concerned about the levels of radiation that we are exposed to? Emeritus professor **John Cameron** says yes, but not for the expected reason. He doesn't think people are getting enough radiation, which he thinks is healthy. Cameron's studies are indicating that people benefit from an annual dose of radiation equivalent to 15,000 to 20,000 chest X-rays each year, about 100 times as much radiation as most of us get naturally. "Radiation is an essential trace energy for improved health," Cameron, who is a visiting professor at the University of Florida, tells the Augusta (Ga.) Chronicle (Jan. 26). He suggests that elderly people should receive regular doses of low-level radiation to stimulate their immune systems.

Men: Bad hair hurts more

A Yale University study is making news with its findings that people really do have bad hair days. The study demonstrates that people feel less confident, intelligent, capable and sociable when their hair doesn't look good. The results didn't surprise **Janet Hyde**, a psychology professor who studies body image and self-esteem. But she tells the Associated Press (Jan. 25) that she was interested in the study found that men suffer psychologically from untamed locks, too. The study found the effects were even stronger among men than among the women.

Eat less, live longer

Professor of medicine **Rick Weindruch** was featured in "Never Say Die," an episode of *Scientific American's* popular *Frontiers* program (Jan. 25) that explored research advances in life sciences that are revealing insights into the aging process. The show highlights Weindruch's landmark studies on the effects of calorie-restricted diets as one of the projects that may be pointing toward a future when human beings live well beyond current life expectancies. Weindruch's research, though far from complete enough to be conclusive, seems to be confirming that diets that are low in calories but high in nutrition help the mice and monkeys that he studies to retain high levels of energy and good health.

Length matters in bird society

You can learn a lot about the dynamics of hummingbird societies just by measuring their bills, zoology professor **Robert Bleiweiss** tells *Science News* (Jan. 15). His research studied the bills of 166 species of hummingbirds, finding linkages between the bills' characteristics and the breeding and feeding habits of the birds. Dominant birds, for example, tend to have shorter bills. "Think of it as who's first at the table," Bleiweiss says. The birds who pick at flowers first use "short straws," while underclass birds have longer bills to find the leftovers.

in addressing the conference at the Monona Terrace Convention Center.

Keeling is also executive editor of the Journal of American College Health and a member of the National Conference for Higher Education and the Health of Youth. He will speak at 9:15 a.m.

Kuhl is a nationally recognized researcher who spoke at the April 1997 White House Conference on "Early Learning and the Brain." She will address a luncheon session.

To register, call (800) 871-7176.

Fee: \$25 includes a continental breakfast, lunch and all sessions. Information: Deborah Still, 833-8545.

School reformer headlines event

A speech by school reformer James Comer, a professor of child psychiatry at Yale University, will cap American Education Week activities sponsored by the School of Education.

Comer will speak on "Waiting for a Miracle: Why Schools Alone Can't Solve Our Problems and How We Can" in Memorial Union Theater at 7:30 p.m. Thursday, Nov. 18.

An expert on reforming troubled schools, Comer originated the "Comer Process," which is based on the idea that all stakeholders in a school, including parents, should have a say in how it is run. The process has been adopted by more than 250 schools in 18 states and has been credited with helping to raise test scores, increase school attendance and reduce disciplinary problems.

In his latest book, "Waiting for a Miracle," Comer shares his belief that the problems facing American schools reflect the entire culture and society. He maintains that "rampant individualism and racism" have created a social failure to commit to families, communities and educational institutions.

Other UW-Madison American Education Week activities Nov. 15-19 include a luncheon address on community-based arts education, an evening discussion of popular children's book-series character Harry Potter and an instructional technology fair. Information: 262-0054.



Spookable Greeks

Seemingly disembodied hands reach out for children from area community centers in a haunted house at the Sigma Phi Epsilon fraternity this past Halloween weekend. The community event was sponsored by the Panhellenic Council and other Greek system student organizations. Photo: Jeff Miller

MILESTONES

George W. Sledge dies at 71

George W. Sledge, 71, a longtime administrator in the College of Agricultural and Life Sciences died of cancer Oct. 20. A funeral was held Oct. 26.

Sledge joined the dean's office at CALS in 1960. From 1966 until his retirement in 1993, he served as associate dean of academic student affairs.

Under his guidance, and with the help of faculty and staff, the college initiated honors degree and internship programs for students, and expanded its scholarship program, personal advising program, and career advising and placement service.

Ling memorial scheduled

The Association of Asian American Graduate Students is sponsoring a memorial to Amy Ling, professor of Asian American studies and English, who died in August after a long struggle with breast cancer. "Remembering Amy Ling: Writer, Scholar, Activist Pioneer Between Two Worlds" will recall the founder of the first Asian American studies program in

the Midwest and a national pioneer in the field. The event is planned in the On Wisconsin Room, Red Gym, 4 p.m. on Friday, Nov. 5, in the On Wisconsin Room at the Red Gym. A potluck will follow.

GOVERNANCE

Group questions Lauder review

The contract review of Jim Lauder, former university men's soccer coach, was a special case and should have been handled differently, according to a committee.

The report from the Ad Hoc Committee to Review Athletic Board Relationships says the Athletic Department's process for evaluating and retaining coaches "generally works well." But special cases such as Lauder's "call for special procedures."

"This was apparently recognized by those involved, but was not adequately implemented," says the report, which was presented to the Faculty Senate Monday.

After Lauder's contract was not renewed by the Athletic Board in February 1997, the Faculty Senate voted to establish the ad hoc committee when several senators and others called for further review of the situation. The ad hoc committee spent more than two years examining a range of issues related to the Athletic Board.

Ad Hoc Committee Chair Norman Fost, professor of pediatrics, says the ad hoc panel specifically examined the process that led to Lauder's removal, and not the decision itself.

The ad hoc committee also recommended that an appeals process for special cases of non-renewal should be considered; that long-term contracts for coaches of non-income sports should be allowed; and that the way student evaluations are used in retention decisions should be reconsidered.

The committee also questioned the Athletic Board's original decision to include the "non-disparagement" clause in the Reebok contract, which was later dropped.

The University Committee has already begun its review of the recommendations and will report back to the senate.

Recent sightings by Jeff Miller: Up a tree



Spencer Crank, a university sophomore, goes out on a limb near one of the lakeshore residence halls on a recent late autumn day. Students may still be just hanging around as November wears on, but sweats will replace those shorts as temperatures dip.

ALMANAC

Almanac lists facts, figures, resources and miscellany of campus interest. Know something or want to know? Call us: 262-3846, or e-mail: wisweek@news.wisc.edu.

Guesswork: Pumpkin nets \$60

They finally wrestled that great pumpkin on display at Helen C. White College Library onto the freight scale at Memorial Union. The gargantuan gourd tipped the scales at 223.6 pounds. Security Officer **J.D. Rosandick** grew the pumpkin at his home in northwestern Dane County, and brought it to campus for a contest to guess the weight. Student **John Springer**, who guessed 221.9 pounds, won the "Great Pumpkin Scholarship" of \$60 donated by College Library staff. Eighty-six students took a guess at the weight, and Library Services Assistant **Bruce Broker** says most of them were "way off." So much for higher education.

Services: Free flu shots

University Health Services will administer free flu shots to students, faculty and staff at the Union South satellite clinic 11 a.m.-5 p.m. Monday, Nov. 8, and Tuesday, Nov. 9.

Despite all the benefits of getting a flu shot, some people are reluctant to get immunized because they believe the immunization could make them sicker than the illness. "You cannot get influenza from the vaccine," says **Craig Roberts**, UHS community health director. "This is the middle of 'cold season,' though, so lots of people will be getting respiratory infections during a time when they also get a flu shot. Sometimes people blame it on the shot, but it's only coincidence."

Janet Johnson, a registered nurse at UHS, says many people think the flu is a stomach illness, when it really is a highly contagious respiratory illness. Symptoms include fever, chills, cough, sore throat, headache and muscle aches.

Most people experience no serious problems from the shots.

Calendar: Trust fund hearing

The UW System Board of Regents holds its annual hearing on trust fund investments. Thursday, Nov. 4, from 3:30-6 p.m. in Room 21 of the Human Ecology Building, 1300 Linden Drive.

Professional development: Wisconsin Idea seminar

One of the ways for faculty and staff to learn and learn from the citizens throughout the state is through the Wisconsin Idea Seminar. Begun in 1984, the Wisconsin Idea Seminar is a five-day study tour of Wisconsin, designed to introduce and promote the Wisconsin Idea, the commitment to use university expertise and resources to solve the problems of the state. Now in its 16th year, more than 500 faculty and staff have participated in this traveling seminar.

The next Wisconsin Idea seminar will take place Monday-Friday, May 22-26. Nominations may be made by colleagues, department chairs and directors through their dean's office until March 15. Information: Miriam Simmons, Outreach Development, 262-9970; msimmons@mail.bascom.wisc.edu

Backward glance

From Wisconsin Week, Nov. 1, 1989: Faculty may be asked next month to decide whether or not to expel ROTC from campus because it bars gay men and lesbians from service... The Genetics Computer Group will soon sever its university ties to become a private company. The Athletic Board has named a special committee to conduct a broad-ranging review of the football program.

Quotable

"I'm surprised that other scientists aren't more personally aware of their own actions."

— **Jonathan Foley**, on his personal effort to cut carbon dioxide emissions (for more, see page 4)

*REKE
LIC*

ON CAMPUS

Bluestones "weave harmony"

Renowned classical guitarist Robert Bluestone and weaver/tapestry artist Rebecca Bluestone want to change the way you see and hear the arts.

During a residency Oct. 24-31, the Bluestones will conduct concerts, lectures and demonstrations, including a professional development workshop for artists, school outreach activities, an advocacy speech to business groups and functions designed to build bridges between the arts and the community.

The work of these artists is based upon a common ground: guitar and loom are both handmade, tightly strung wooden instruments requiring a shared love of form and texture, tone and timbre, honed by hours of solitary practice. Robert and Rebecca are each fascinated by the interplay of the subtle variations of sonic and visual tints in their work.

Highlights of the residency include a Robert Bluestone concert starting at 12:30 p.m. Sunday, Oct. 31, at the Elvehjem Museum of Art. Rebecca Bluestone's weavings will be displayed Oct. 16-Nov. 6 at Memorial Union Galleries.

NOTABLE

Elvehjem Museum receives grants

The Elvehjem Museum of Art has received grants to produce a publication on its ancient coin collection and conduct a conservation survey of some of its paintings.

The National Endowment for the Arts award of \$15,000 will be used to produce a publication of the Elvehjem's collection of Greco-Roman coins dating from 600 B.C. to A.D. 400, as well as a catalogue of the museum's impressive collection of Greek vases.

The Institute of Museum and Library

**Just hummin' along**

Students from Academic, Evertz Scholars and Kappa Alpha Theta organizations blow bubbles, cheer and throw candy to the crowd while riding a Humvee-type vehicle during the Homecoming parade. The parade around the Capitol square was one of a host of activities for students and alumni during the week of Oct. 10-16. Photo: Jeff Miller.

Services grant of \$16,426 will support a detailed conservation survey of about 200 Old Master and Soviet Realist paintings from the Elvehjem Museum's permanent collection.

Ward takes tough stance on sweatshop monitoring

In its continuing effort to end sweatshop labor, UW-Madison is adopting some of the toughest standards in the nation for licensed manufacturers. Chancellor David Ward says.

As of Jan. 1, 2000, the university's nearly 500 manufacturers of apparel and merchandise must disclose the locations of their factories and ensure the protection of female workers from discrimination and harassment, Ward says. These guidelines are outlined in the February 1999 agreement reached between Ward and concerned students.

UW-Madison's licensees must also follow the standards of the draft code of conduct from the Collegiate Licensing Company. The new guidelines will be included in current, pending and renewed UW-Madison licensing agreements.

"It is repugnant to have the university's logos and marks appear on articles possibly produced under hostile and abusive working conditions, and safeguards against such practices must be instituted and enforced," Ward wrote in an Oct. 12 letter announcing the changes to the CLC, which manages trademark licensing for UW-Madison.

Only a select number of universities — Arizona, Duke, Georgetown, Michigan and North Carolina — have imposed or will impose such strict requirements for its licensees.

Enrollment exceeds 40,600

The university has enrolled 40,610 students this fall, a 1.2 percent increase from the 40,109 students enrolled in fall 1998.

The total includes 28,351 undergraduates, a 2 percent increase over last year, and 8,523 graduate students, up 29 students from last fall. The undergraduate total includes 5,675 new first-year students, up from 5,596 last year.

Among the university's four professional schools, there are 2,122 students: 859 in the Law School, 583 in the Medical School, 317 in the School of Veterinary Medicine and 363 in the School of Pharmacy. There were 2,069 professional students last fall.

Minority students total 3,776, compared to 3,748 last fall. Of that group, African Americans account for 856 (570 of them undergrads); Hispanic/Latino students, 1,002 (662 undergrads); targeted Asian Americans, 256 (185 undergrads); and American Indians, 224 (142 undergrads).

University officials believe these totals are incomplete because an all-time high of 951 students, about 2.4 percent of all enrollees, did not provide any ethnic designation on their registration materials.

Work to reroute traffic

The next phase of the water main replacement project along Babcock and Observatory drives is scheduled to begin Monday, Oct. 25, weather permitting. The project will affect traffic patterns and bus service in that area for several weeks.

On Monday, Babcock Drive between Linden and Observatory will be closed to traffic, and by mid- to late next week, work on Observatory Drive from Babcock Drive to Liz Waters should be under way. At that point, there will be no thru traffic on Observatory Drive between Charter Street and Babcock Drive until the project is completed. Access to parking lots along Observatory Drive will be allowed from one direction or the other for as much of the construction period as possible. Permit holders will be notified about alternative lots in the event they are unable to park in their assigned ones.

Buses will be rerouted along Linden Drive to Elm and Observatory drives.

ALMANAC

Almanac lists facts, figures and miscellany of campus interest. Know something or want to know? Call us: 262-3846, or e-mail: wisweek@news.wisc.edu.

Rankings: Hospital is consumers' choice

UW Hospital and Clinics has been named a 1999 Consumer Choice Award winner by the National Research Corporation, a nationally recognized health care performance measurement firm.

The designation, given to just 126 hospitals nationwide, is based on a national study of consumer assessments of their health plans, personal physicians, local hospitals and health systems as well as their own current health status. This year, more than 170,000 households representing approximately 400,000 covered lives responded to the mail survey, which concluded in June.

"Consumer choice" winners are those organizations in each market achieving the highest composite score on four measures of consumer preference: best physicians, best nurses, best reputation and best overall quality. In some markets, co-winners were chosen where findings fell within the error range for that market. UW Hospital was the only Madison hospital named and one of two in Wisconsin.

Bats in the Rath?

Just in time for Halloween, the university's Zoological Museum will be hosting the North American Symposium on Bat Research Oct. 27-30. Bat authorities will be roosting at the Memorial Union, where the latest research on bat conservation, population biology, ecology and reproduction will be presented. In addition, a special workshop is being planned to help teachers get acquainted with bats and introduce these important animals into school curricula.

New: Labor group forming

There is a nascent institution on campus dedicated to campus worker/labor education and activism called the UW-Madison Labor Center. The UW Labor Center is a project of the UW Federation of Labor, which says it wants to nurture collaboration between UW workers, students and faculty on labor issues. Information: Paul Lachelier, 256-8961; placheli@ssc.wisc.edu.

Did you know?

Pumpkins take a dive every year at the Hoofers SCUBA Club annual underwater pumpkin carving contest. This year, divers dunk their pumpkins in Lake Mendota Sunday, Oct. 31, at 10 a.m. off the pier by the boathouse behind Memorial Union Terrace. Information: Jaime Laluzerne, 250-4754.

Resources: IRS wants to help

The Internal Revenue Service is holding a special "Problem Solving Day" to help international students and employees who have problems related to federal income taxes. The Problem Solving Day will be held on Thursday, Nov. 4, from 10 a.m.-6 p.m., at the Red Gym. Appointments: (414) 297-1260.

Backward glance

From Wisconsin Week, Oct. 18, 1989: The Dolan Lama kills 8,500 at the Field House that compassion is the key to happiness ... Business Dean James Hickman will step down from his post but remain on the faculty ... University officials have prepared a report detailing how they handled each of 152 complaints of discrimination or harassment during the past year ... ASPRO, the newly organized lobbying mechanism for the Academic Staff Assembly, has attracted 314 members including Chancellor Donna Shalala.

Quotable

"Diplomatic immunity does not grant a license to kill. Immunity should not be confused with impunity."

— Juan Pablo Letelier, guest speaker (for details, see page 9)

Recent sightings by Jeff Miller: If a tree falls ...

If a tree falls in the water, and nobody is around to hear it, does it make a sound? This fallen tree, partly submerged in the creek that feeds University Bay on Lake Mendota, hasn't made any noise for quite a while. But it does cast a crooked reflection amid the falling leaves of autumn.

Autumn
2000

priate units. Cooperation and collaboration are encouraged both within and among the UW System institutions, as well as with additional partners outside of the UW System, such as the K-12 institutions and community-based professional organizations and businesses.

Within the total amount of money available is limited under each of the programs, both small and large projects are eligible for funding. For major programmatic efforts, multiple-year grants may be proposed; however, a new application for funding must be submitted to the competition each year. Additionally, those applications seeking continued funding for multiple-year programs must include a brief progress report on the previous year's experience.

For the Undergraduate Initiative, contact: Gary Alexander, 262-6181; galexander@email.uw.edu. For the Engineering and Technology Fund, contact: Bob Bjorkisch, 262-8939; bjorkisch@uwsa.edu. Budget questions? Contact Melissa Kepner, 263-4398; mikepner@email.uw.edu.

Send seven copies of your proposal to 271 Bascom Hall, Creating a Collaborative Academic Environment, Attn: Katherine Sanders by 4:30 p.m. Friday, Nov. 26, in order to be sent to UW System for consideration by the Dec. 3 final deadline.

China Study Tour

In cooperation with Cargill Inc., the School of Business will sponsor a three-credit China Study Tour from May 22-June 10. The tour will provide hands-on, practical exposure to current economic/business conditions in China, including Hong Kong. This opportunity is available to any UW-Madison graduate or undergraduate student. The all-inclusive cost will not exceed \$3,000 per student. This includes tuition, roundtrip airfare, all in-country transportation costs, entry fees to all scheduled cultural/tourist attractions, hotel accommodations and a daily meal allowance. This program is limited to a maximum of 20 students. Applications are being accepted on a first-come, first-served basis. Information: www.wisc.edu/internationalbus or stop by the Center for International Business Education and Research (CIBER), 5268 Grainger Hall. Ask for Susan Huber Miller, or e-mail: shubermiller@bus.wisc.edu.

Academic Staff Excellence Awards

The Professional Development and Recognition Committee of the Academic Staff Assembly is pleased to announce the 2000 competition for the Academic Staff Excellence Awards. Seven prestigious awards (in five categories) recognizing excellence by members of the academic staff are presented annually. Six awards carry a \$2,500 stipend. The Excellence in Teaching Award has a \$5,000 stipend. All recipients will be formally recognized at the chancellor's residence, Olin House, in the spring. The seven awards are described below.

The Chancellor's Hilldale Award for Excellence in Teaching

Academic staff members teach classes and support the instruction received by thousands of students. Those nominated shall provide and support instruction.

The Chancellor's Award for Excellence in Research

Two awards. Academic staff members serving as principal investigators or as project research personnel perform critical research functions and make possible the advancement of knowledge. Candidates will be considered in two categories: one individual function

ing as an independent investigator and one individual providing critical mission support. Those nominated shall conduct or support the university's research mission as scientists, researchers or information specialists.

The Robert Heideman Award for Excellence in Public Service

Following the "Wisconsin Idea," UW-Madison enhances the economic vitality of the state and the cultural and social life of residents by sharing knowledge, talents and skills. Other academic staff provide direct service to students and others who use university facilities each year. Those nominated shall have responsibility for the direct provision of services.

Wisconsin Alumni Association Awards for Excellence in Leadership

Two awards. Many academic staff direct facilities, manage business services, and ensure the smooth functioning of classrooms, laboratories, libraries and student service offices. Some serve college, schools or large university areas, whereas others serve specific individual units. These Leadership Awards will attempt to recognize a nominee in each category. Those nominated shall have demonstrated exceptional organizational leadership.

The Chancellor's Award

for Excellence in Service to the University

Many academic staff members go above and beyond the scope of their appointment and demonstrate outstanding sustained service and dedication to their individual units and/or the greater university community. Those nominated shall be a member of the academic staff at any level of responsibility.

Criteria and application process: Individuals may be nominated for any one of the awards. Nominees must have fixed-term, limited, and/or rolling horizon or indefinite university appointments, be employed 60 percent time or greater, and have been members of the academic staff for a minimum of 12 months. (Hospital employees are no longer eligible.) A letter of nomination may be initiated by any academic staff member, faculty member, student or member of the community. This letter should address the criteria listed above as related to the specific award.

Supporting materials should include letters of support (no more than four) from people such as other academic staff members, faculty members, students and members of the community, and a resume of applicable professional experiences that illustrates the nominee's performance. Additional supporting materials may be provided at the discretion of the nominator. For the teaching award, provide a succinct summary of teaching evaluations only (no raw data). Additional supporting materials may be requested, and individuals familiar with the nominee's work may be contacted. Contact your college dean, secretary of the academic staff, or PDRC members for information.

Seven complete copies of all nominations must be submitted to the Office of the Secretary of the Academic Staff, Bascom Hall 270, by Jan. 28, 2000.

International Research and Exchanges Board

It administers academic exchange programs for U.S. scholars traveling to Central and Eastern Europe, Eurasia and Mongolia. Applicants must be U.S. citizens or permanent residents. Grant opportunities include:

Short-Term Travel Grants: Grants for scholarly projects focusing on Central and Eastern Europe, Eurasia and limited opportunities for Mongolia. Deadlines are Feb. 1 and June 1. Information: IREX-International Research and Exchange Board, 1616 H Street, NW, Washington, D.C., 20006; phone: (202) 628-8188; or visit: <http://www.irex.org/>.

POSITION VACANCIES

Administrative

035643: Assistant Dean (L)/Assistant Dean
Med Sc/Administration (50%-100%).
Apply by November 22.

035658: Acad Program Director
Med Sc/Center For Neuroscience (100%).
Apply by December 1.

035765: Assoc Outreach Spec/Outreach Specialist
Grad/Waisman Ctr Mental Retardation & Human Dev (80%-100%).
Apply by November 10.

Clinical / Health Sciences

035176: Clinical Asst Prof
Med Sc/Medicine (60%-100%).
Apply by December 1.

035236: Assoc Clin Nurse Spec/Clin Nurse Spec
Med Sc/Anesthesiology (100%).
Apply by November 17.

035258: Clinical Asst Prof/Clinical Assoc Prof
Med Sc/Medicine (100%).
Apply by November 15.

035587: Clinical Asst Prof
Med Sc/Medicine (100%).
Apply by January 1.

035644: Clinical Asst Prof
Med Sc/OB/GYN & Gynecology (100%).
Apply by November 30.

035780: Clinical Asst Prof/Clinical Assoc Prof
Med Sc/Medicine (100%).
Apply by November 10.

035782: Clinical Asst Prof
Med Sc/Medicine (100%).
Apply by November 10.

Communications

035457: Assoc Broadcast Spec
Educ/Instructional Media Development Center (100%).
Apply by November 15.

035682: Assoc Systems Prgrmmer/Systems Programmer
Dot/Systems Engineering (100%).
Apply by December 31.

035729: Assoc Inf Proc Const
Med Sc/Pediatrics (100%).
Apply by November 11.

Computer / Information Processing

035682: Assoc Systems Prgrmmer/Systems Programmer

Dot/Systems Engineering (100%).

Apply by December 31.

035729: Assoc Inf Proc Const

Med Sc/Pediatrics (100%).

Apply by November 11.

Instruction

035379: Asst Faculty Assoc/Assoc Faculty Assoc
Eng/Engineering Professional Development (100%).
Apply by November 15.

035444: Lecturer

L&S/School of Music (80%).
Apply by November 15.

035732: Lecturer
L&S/Journalism & Mass Communication Sch (33%).
Apply by November 15.

035757: Lecturer
L&S/Zoology (33%-34%).
Apply by November 15.

035793: Lecturer
L&S/Atmospheric & Oceanic Sciences (50%).
Apply by December 10.

Research

035213: Assoc Researcher
L&S/Computer Sciences (100%).
Apply by February 8.

035708: Assoc Research Spec/Research Specialist
Med Sc/Medicine (50%-60%).
Apply by November 12.

035770: Researcher
Eng/Engineering Experiment Station (50%-100%).
Apply by November 10.

035794: Research Specialist
Ag&Lsc/Forest Ecology and Management (25%-50%).
Apply by November 10.

035639: Student Services Cord
L&S/Administration: Student Academic Affairs (100%).
Apply by November 15.

035786: Student Services Cord
U Hsg/Single Student Residence Halls (100%).
Apply by November 12.

Due to publication schedules and limited space, not all Academic Staff or Limited vacancies are listed in Wisconsin Week. Complete descriptions of all vacancies (including faculty) are available electronically through the Web at <http://wisinfo.doiwisc.edu/ohr/employment/employ.html> [click on "Position Vacancy Listings (Faculty, Academic Staff, and Limited Positions)"] or at the Academic Personnel Office, 174 Bascom Hall (263-2511). UW-Madison is an Equal Opportunity/Affirmative Action employer.

To submit a notice for For the Record

University departments are welcome to list official notices to the campus community in For the Record.

We must receive your announcement at least 10 DAYS BEFORE PUBLICATION.

Campus mail: **19 Bascom Hall**
E-mail: wisweek@macc.wisc.edu

University to review sweatshop monitoring proposals

Erik Christianson

A student-drafted proposal to end sweatshops is a "viable option" for the university to consider, Chancellor David Ward says.

The proposal from the Workers Rights Consortium, announced Oct. 18, calls for the public disclosure of factory locations, payment of living wages and the freedom for workers to organize, among other items.

"I welcome the proposal from the Worker Rights Consortium," Ward explains. "It represents a viable option for the university to consider as we continue to work to end sweatshops."

Ward emphasizes that UW-Madison's sweatshop advisory committee would carefully examine the Workers Rights Consortium and proposed monitoring standards from the Fair Labor Association. The FLA standards are expected to be released this month, and UW-Madison is one of only two universities helping draft those guidelines.

About 50 students, union activists and others rallied Oct. 20 to urge UW-

Madison to drop its FLA membership. They contend the FLA is not tough enough on the apparel industry.

Ward says the university's sweatshop committee agreed to review both proposals before making a recommendation on whether to stay in the FLA. Following the review, the committee will hold a public hearing on the proposals.

"I share the passion that students have to end sweatshop labor," the chancellor says. "But this is not just a student issue. It is not just a university issue. It is a global moral issue, one that needs to be solved."

Last month, Ward announced strict new guidelines for manufacturers of UW-Madison apparel. As of Jan. 1, licensed manufacturers must publicly disclose their factory locations and protect female workers from discrimination and harassment. The university is also implementing an international pilot monitoring project and is sponsoring a national symposium on living wage research Nov. 18-21. ■

Wage forum planned by La Follette Institute Nov. 18-21

The university, as part of a task force of several large universities, is hosting an educational symposium to study the living wage and international labor standards issues, especially as they concern the university apparel industry.

The Living Wage Symposium is scheduled Nov. 18-21 at Union South, 227 N. Randall St. The free symposium will feature speakers, panels, workshops and workgroups concerning the living wage and other issues.

The Robert M. La Follette Institute of Public Affairs, in conjunction with the Living Wage Steering Committee and the CLC Taskforce, will submit a report to the chancellor on the findings of the symposium, with recommendations for a reasonable code of conduct for companies seeking university licensing contracts.

A highlight of the many workshops will be Saturday morning's session, "Corporate Social Responsibility for Labor Conditions in Developing Economies," featuring Laura Hartman, Grainger Professor of Business Ethics at UW-Madison; Dusty Kidd, Nike, and others.

For registration or other information, visit: <http://www.lafollette.wisc.edu/livingwage/>

For more information on UW-Madison's efforts to end sweatshops, visit:

<http://www.news.wisc.edu/positions/sweatshops/>



UW joins effort to monitor labor conditions

Erik Christianson

The university plans to join with four other major colleges and universities to test-monitor workplace standards among makers of licensed university products.

UW-Madison, Boston College, Georgetown University, Duke University and the University of North Carolina-Charlotte will participate in the pilot project. A start date has not been set.

"These efforts reflect, I believe, the continuing commitment of the participating schools to remain active in trying to curb sweatshop abuses," says Casey Nagy, special assistant to Provost John Wiley.

Nagy says the pilot project is designed to work through some of the logistics and difficulties related to actual enforcement of workplace standards. The institutions are still deciding on the licensed manufacturers to be monitored and who will perform the monitoring.

"The concept is not to have any 'surprise inspections,' but to work cooperatively with the licensee(s) to find out the issues and problems leading to full compliance," Nagy says.

In its continuing effort to be a national leader in ending the use of sweatshop labor by manufacturers of university-licensed apparel and other products, the university in June joined the Fair Labor Association, which now consists of 118 colleges and universities.

Nagy was elected to the FLA University Advisory Council's Executive Committee.

Through its participation in the FLA, the university continues to work with other institutions to encourage adoption of these standards, which are more stringent than those originally proposed by the FLA and the Collegiate Licensing Company. ■

Manager says ISIS project completion in sight

Erik Christianson

Ron Niendorf, who's in charge of implementing a new campus records system, knows something about big changes.

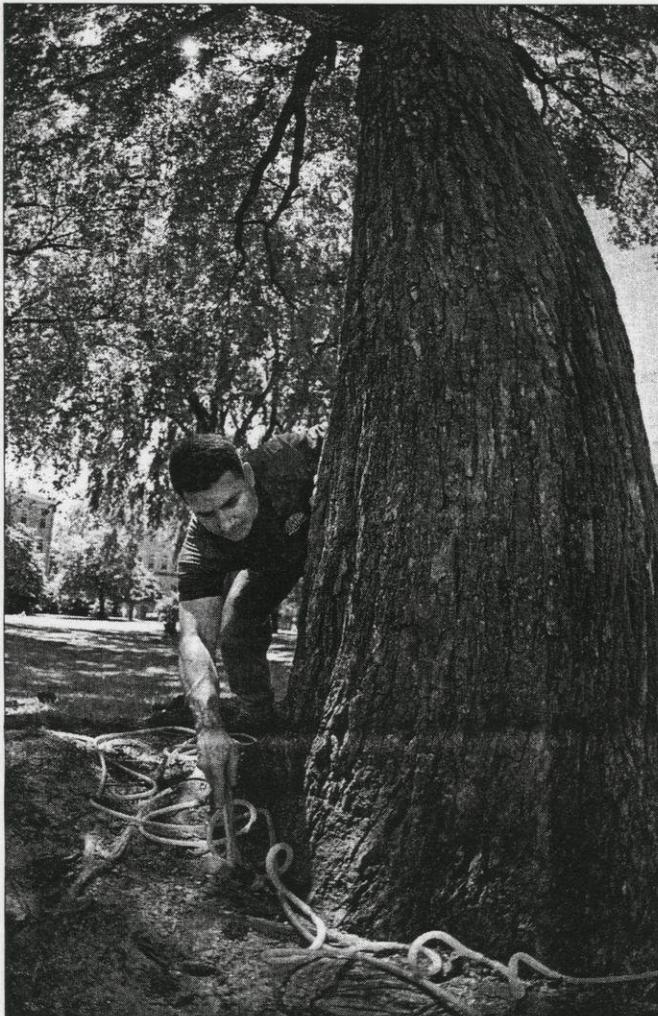


Niendorf

A decade ago, Niendorf shepherded the successful implementation of touchtone registration. That system, deployed in 1987-88, dramatically overhauled class registration, easing the process for every student on campus and generating lots of news coverage.

"That was my first experience with that kind of exposure," he says.

Now Niendorf and other top computing officials are in the spotlight again with ISIS, the computerized records system that is moving down the track as campus offi-



Mark Wever of Rainbow Treecare, Minneapolis, taps a connector that injects fungicide directly into the roots of a towering old elm on Bascom Hill. The stand of 68 American elm trees has survived the ravages of development and Dutch Elm Disease,

and received the preventive medicine this summer in hopes of keeping them in the green for at least another century. For more campus news you might have missed over the summer, see page 15.

Photo: Brian Moore

cials shift from implementing the system to further stabilizing it.

"The key to a successful project is to get good people to work on it and keep obstacles out of their way," says project manager Niendorf. "I hope I've done that."

Many people agree that he has, amid the challenges raised by ISIS — challenges considered typical when implementing a massive new computer system.

ISIS, short for Integrated Student Information System, is utilized campuswide, from academic departments to units such as Admissions, Student Financial Services and the Registrar's Office. Students use ISIS as well, when registering for classes, adding or dropping classes, or updating personal information.

Despite concerns raised by some employees about the new system, Niendorf says the project has gone well. UW-

Madison hasn't suffered the major delays and shutdowns experienced by other universities implementing the system and its PeopleSoft software.

Niendorf praises other project staff members who have worked countless nights and weekends over the past three years to bring the system online. He also praises the efforts and patience of departmental employees who are using the new system.

"If you can't admit students, produce a Timetable, register students, produce transcripts, assess fees and distribute financial aid, you can't last as an institution," Niendorf says. "Our priority was to replace those mission-critical functions, and as much of the other functionality as possible, and we couldn't afford to fail."

Niendorf took over as ISIS project manager

continued on page eight

Team advises accreditation

Evaluation praises educational successes, urges more funding

Erik Christianson

The university has substantially enhanced undergraduate education in the past decade, but a lack of state funding is jeopardizing the institution's long-term future, according to an independent review of the university.

The review, from the North Central Association of Colleges and Schools, says the university's improvements in undergraduate education, particularly in advising and the development of residential learning communities, are "among the university's major achievements of the past decade."

The evaluation team recommends that NCA extend UW-Madison's accreditation to 2008. The formal reaccreditation is expected later this year. The team's visit is a requirement for reaccreditation, which occurs every 10 years. UW-Madison has been continuously accredited since 1913.

The NCA evaluation team, which visited the campus in April as part of UW-Madison's reaccreditation process, expressed praise — and surprise — in its 31-page report that a state such as Wisconsin has been able to support one of the nation's and world's best public research universities.

"It is rather remarkable — and a bit of a puzzle, actually — that a state of such modest size and wealth has managed to build and to maintain for so long such a truly world class institution," the report says. "As one of the team members observed, 'This is a state and a university that delivers far beyond its resources.'"

continued on page twelve

In pursuit

Physics lab is totally cool

5

Chipstone off the ol' block

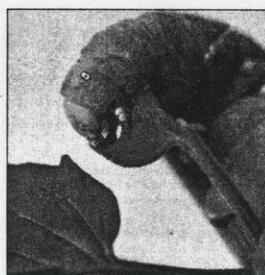
9

Elvehjem opens exhibit

New faculty welcomed

Promotions also listed

13-14



Caught on the Web

6

Community

Transportation Services sets aside parking for arts events

To better balance competing demands for parking between sports fans and arts patrons, Transportation Services has designated several areas for theater and arts parking on campus.

With the opening of the Kohl Center a year ago, Transportation Services began receiving complaints that it was very difficult to find parking for theater and arts events taking place at the same time as Kohl Center events.

"We continue striving to ensure that parking accommodations are available for every group on campus, not just athletics," says Director of Transportation Services Lori Kay. "We have a strong commitment to meeting the needs of campus arts customers. Arts events are an important part of the university, and they should be able to co-exist with the Kohl Center."

Kay says the underground parking ramp at Grainger Hall (Lot 7) has been designated as the primary theater and arts parking area on nights when multiple events are taking place in the lower campus area. There are 300 parking stalls available there at a cost of \$2. Parkers may be asked to show their theater tickets in order to gain admission to the lot.

In addition, a total of nearly 300 stalls are available for theater and arts parking on multiple-event nights in Lot 47 at University Square and Lot 6, the parking ramp at the Helen C. White College Library on N. Park Street.

Lot 20, just west of the Medical Sciences Center on University Avenue, has been designated as a parking area for those attending

events at Lathrop Hall.

Theater and arts logos (shown below) have been placed at the entrances to the lots designated for theater and arts patrons. In addition, parking information will be provided to people when they purchase performance tickets at campus box offices.



"We would encourage theater and arts patrons to ask where the designated parking area for their event is when they purchase their tickets," says Patti Lux-Weber, special events parking coordinator for the campus.

"And due to the number of events the campus is hosting, both academic and athletic, they should plan to arrive early so they can locate parking and get to their event in a timely manner," Lux-Weber recommends.

Kay assures those who may still be concerned that "parking is more available than many people might think. Just follow the signs." ■

Participants sought for syndromes study

The Waisman Center is seeking help from families of adolescents with Down syndrome or Fragile X syndrome for a new research project on communication difficulties.

The project, led by UW-Madison educational psychologist Leonard Abbeduto, will look into the factors that cause communication problems in adolescents who have Down or Fragile X syndrome. It will also look at how those communication problems affect families.

Eligible for the program are people between the ages of 11 and 22 who have Down or Fragile X syndromes and their parents. Adolescents will be asked to complete several games and tasks, while parents will complete questionnaires about their adolescents' development. To find out more, contact Abbeduto at 263-1737, or e-mail: abbeduto@waisman.wisc.edu. ■

Campus bus routes change Monday, Feb. 8; ride free Feb. 7-13

Campus transportation officials and Madison Metro are gearing up for changes to the weekday campus bus routes that begin next month.

Madison Metro's L (UW Campus) Line will be revamped into the Red, Blue and Green campus bus routes starting Monday, Feb. 8. The Red route will provide 20-minute circulator service between Memorial Union, Union South and the Southeast dorms via Bascom Hill, Dayton Street and Lake Street from 7 a.m. to 6:30 p.m.

The Blue route will provide direct service between Eagle Heights and Memorial Union via Union South at 10-minute intervals. The Green route will provide direct service between the Clinical Science Center and Memorial Union via Union South at 20-minute intervals. The 50-cent fare will not change for any of the new routes.

To promote and celebrate the campus bus route restructuring, Transportation Services is sponsoring Free Campus Bus Week Feb. 7-13.

UW-Madison students, faculty and staff can ride the buses for free that week by showing their university ID cards to bus drivers.

New bus schedules will be available Monday, Feb. 1, and can be picked up on campus buses; at Transportation Services, 124 WARF Office Building, 610 Walnut St., and at the Visitor Information Place in the Memorial Union. Weekend and evening campus bus routes will not change and will be referred to on new bus schedules as the Combined Route.

Fliers advertising the route changes will be posted on buses and at various campus locations, and Madison Metro ads announcing the route restructuring will be published in the UW-Madison student newspapers during the weeks of Feb. 1 and Feb. 8.

Information about the changes can be accessed by visiting: wiscinfo.door.wisc.edu/trans/, or Madison Metro's web site at: www.ci.madison.wi.us/metro/. ■

UW names Thomas Towell interim licensing director

A retired Madison advertising executive has been named interim director of trademark licensing at the university. Thomas Towell replaces Pamela Holt, who resigned Jan. 15 for personal reasons and moved back to Arizona. Towell started his new position Monday, Jan. 18.

Towell, who ran Towell Promotional Services for 40 years and has extensive experience in trademark licensing, had been volunteering as a marketing adviser with the Department of Intercollegiate Athletics three days a week. His work included assisting Holt on some marketing projects. When Holt resigned, Vice Chancellor for Legal and Executive Affairs Melany Newby asked Towell to fill the job until a replacement is hired later this year.

UW-Madison ranks 10th in sales in the Collegiate Licensing Company, the organization that oversees trademark licensing for more than 170 universities. Royalties from licensing totaled almost \$1.2 million in 1997-98, continuing a trend of more than \$1 million in annual trademark income since 1993-94, when the Badgers won the Rose Bowl.

The royalty income is divided between financial aid for students, called Bucky Badger Grants, and the athletic department. The university has licensing agreements with 445 companies to market Bucky Badger, the motion "W" and the UW-Madison name on apparel and other merchandise. ■

Speech code debate to continue

The Faculty Senate will resume its discussion of a proposed speech code at its meeting Monday, Feb. 1, which begins at 3:30 p.m. in 272 Bascom Hall.

To foster communication at the meeting, the University Committee has developed the following format for the Committee of the Whole discussion.

Law Professor Carin Clauss will begin by presenting an overview of state and federal discrimination statutes. Clauss is an expert on discrimination law and a member of the majority group of the Ad Hoc Committee to Review Prohibited Harassment Legislation. Her presentation is being coordinated with the committee's minority group.

After Clauss' presentation, senators and others at the meeting will have two minutes each to speak. After every third speaker, three-member panels of the majority and minority groups will be able to respond to questions and comments, each for two minutes.

The University Committee recommends that no motions or amendments be made at the meeting, as the formal debate and vote on the measure is scheduled for the Faculty Senate's meeting Monday, March 1.

Copies of Clauss' overheads will be available at the meeting, and senators can obtain copies of state and federal discrimination statutes by calling the Office of the Secretary of the Faculty at 262-3956. ■

Butterflies help reveal the source of life's little novelties

How the elephant got its trunk, the deer its antlers and the rattlesnake its rattles may seem like disparate questions of developmental biology, but the origins of these novelties, according to the genes of butterflies, may have much in common.

Writing in the Jan. 22 issue of the journal *Science*, scientists from the Howard Hughes Medical Institute at UW-Madison describe a genetic trick that helps explain the staggering diversity of patterning and color exhibited on butterfly wings. The same trick, the scientists suggest, is widely used among animals and may be one of the underlying mechanisms that helps explain how new morphological characteristics — from teeth and tortoise shells to fur and feathers — arise through the course of evolution.

"The origin of new morphological characters is a long-standing problem in evolutionary biology," write molecular biologists David N. Keys, David L. Lewis and Sean B. Carroll in a paper that may help explain how unique bits of body architecture are added long after an animal's basic body has evolved.

The new insight into how animals acquire "novelties" was derived from comparisons of the wing-making genes of fruit flies and two very different species of butterflies, one from North America and one from East Africa. By tracing the genetic circuits that govern the development of wing shape and coloration, the Wisconsin scientists discovered that butterflies, instead of inventing new genes for color, simply reuse a part of the wing-building genetic circuit to turn on enzymes that produce the pigments responsible for wing decoration.

"One of the amazing things about butterflies is that these genetic programs result in a tremendous variety of color patterns, not structures," Lewis says.

"Few would have guessed," says Keys, "that those beautiful color patterns evolved from the same genetic processes which all insects use to shape their wings."

Co-authors of the paper include Jane E. Selegue and Bret J. Pearson, also of UW-Madison, along with researchers at Stanford University Medical Center and the University of Utah. ■

MILESTONES

Appointed

John Peterson, formerly an assistant dean in the Law School, is the new director of production services in the Division of Information and Technology.

Honored

Charles Bentley, professor emeritus of geology and geophysics, was formally made an honorary member of the American Polar Society and received the Richard Goldwater medal for Antarctic achievement from the Byrd Polar Center of Ohio State University. The International Congress on Schizophrenia Research gave the Young Investigator Award to **Diane Gooding**, assistant professor of psychology.

Christopher Kleinhenz, professor of French and Italian, has been elected to a three-year term as president of the American Association of Teachers of Italian.

William Ney, outreach coordinator in the Center for Latin American and Iberian Studies, received one of Wisconsin's 1999 MLK Heritage Awards for his service to the Latin American community of Dane County.

Steve Only, a member of the Department of Family Medicine, was one of 10 individuals nationwide to receive the Community Health Leadership Award from the Robert Wood Johnson Foundation. He received a \$95,000 program grant and a \$5,000 personal award.

Noting his contributions to the understanding and prevention of work-related musculoskeletal disorders, the American Institute for Medical and Biological Engineering has elected as a fellow **Robert Radwin**, professor and chair of the Biomedical Engineering Program.

The **marketing department of the Wisconsin Union** won four awards at the recent Association of College Unions International Region 8 meeting. **Keri Robbins**, marketing adviser, won the Gary E. Bartlett New Professional Award for her volunteer and leadership experience in the region and with students, staff and community organizations. The Union also won in three categories of graphics competition: first place for 3-D promotions with the 1998 design for the Terrace T-shirt; honorable mention for single-color design of the Morgridge Center for Public Service logo; and honorable mention for brochure or events calendar for the summer music/film calendar.

Education Professor **Thomas A. Romberg** recently was elected to the National Academy of Education. Membership is limited to 125 people whose accomplishments in education are judged to be outstanding.

Douglas Rosenberg, assistant dance professor, has received the Wisconsin Arts Board Fellowship in Performance and the Project on Death in America Fellowship in the Arts and Humanities.

To report faculty and staff news

Faculty and staff members are encouraged to report honors, awards and other professional achievements for publication. We must receive your announcement **AT LEAST 10 DAYS BEFORE PUBLICATION**.

Campus mail: 19 Bascom Hall
E-mail: wisweek@macc.wisc.edu

FOR IMMEDIATE RELEASE 1/25/99
CONTACT: Thomas Towell, (608) 262-0195

ASAP-
Licensing

UW NAMES THOMAS TOWELL AS INTERIM LICENSING DIRECTOR

MADISON -- A retired Madison advertising executive has been named interim director of trademark licensing at the University of Wisconsin-Madison.

Thomas Towell replaces Pamela Holt, who resigned Jan. 15 for personal reasons and moved back to Arizona. Towell started his new position Jan. 18.

Towell, who ran Towell Promotional Services for 40 years and has extensive experience in trademark licensing, had been volunteering as a marketing adviser with the Department of Intercollegiate Athletics three days a week. His work included assisting Holt on some marketing projects. When she resigned, Vice Chancellor for Legal and Executive Affairs Melany Newby asked Towell to fill the job until a replacement is hired later this year.

"This was an easy transition to make, because I was already here," Towell says.

In addition to his experience as a marketing adviser with the athletic department, Towell has lectured on advertising and marketing for the past 10 years in UW-Madison's Schools of Business, Human Ecology, and Journalism and Mass Communication.

UW-Madison ranks 10th in sales in the Collegiate Licensing Company, the organization that oversees trademark licensing for more than 170 universities. Royalties from licensing totaled almost \$1.2 million in 1997-98, continuing a trend of more than \$1 million in annual trademark income since 1993-94, when the Badgers won the Rose Bowl.

The royalty income is divided between financial aid for students, called Bucky Badger Grants, and the athletic department. Last year, 107 Bucky Badger Grants ranging from \$700 to \$10,000 were awarded, mostly to Wisconsin residents, based on need.

The university has licensing agreements with 445 companies to market Bucky Badger, the motion "W" and the UW-Madison name on apparel and other merchandise. Permission to use the university's trademarks must be obtained through the Office of Trademark Licensing. The trademarks are property of the UW System Board of Regents.

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- Erik Christianson, (608) 262-0930; echristi@facstaff.wisc.edu



NEWS

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8/23/99

CONTACT: Casey Nagy, (608) 262-1304

UNIVERSITY JOINS EFFORT TO MONITOR WORKPLACE STANDARDS

MADISON -- The University of Wisconsin-Madison plans to join with four other major colleges and universities to test-monitor workplace standards among manufacturers of licensed university products.

UW-Madison, Boston College, Georgetown University, Duke University and the University of North Carolina-Charlotte will participate in the pilot project. A start date has not been set.

"These efforts reflect, I believe, the continuing commitment of the participating schools to remain active in trying to curb sweatshop abuses," says Casey Nagy, special assistant to Provost John Wiley.

Nagy says the pilot project is designed to work through some of the logistics and difficulties related to actual enforcement of workplace standards. The institutions are still deciding on the licensed manufacturers to be monitored and who will perform the monitoring.

"The concept is not to have any 'surprise inspections', but to work cooperatively with the licensee(s) to find out the issues and problems leading to full compliance," Nagy says.

In its continuing effort to be a national leader in ending the use of sweatshop labor by manufacturers of university-licensed apparel and other products, UW-Madison joined the Fair Labor Association in June. FLA membership now totals 118 colleges and universities, along with a number of other public and private institutions. In late June, Nagy was elected to the

--more--

FLA University Advisory Council's Executive Committee.

In February, Chancellor David Ward and concerned students reached an agreement calling for the inclusion of several items in a code of conduct to be applied to licensed manufacturers of university products.

Those items include full public disclosure of manufacturers and the inclusion of language that safeguards the rights of women workers. The agreement also calls for UW-Madison to convene a symposium regarding the concept of a living wage for workers, which Nagy says will be held later this fall.

Through its participation in the FLA, the university continues to work with other institutions to encourage adoption of these standards, which are more stringent than those originally proposed by the FLA and the Collegiate Licensing Company.

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-- Erik Christianson, (608) 262-0930

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Lic

TO: Editors, news directors
FROM: UW-Madison Office of News and Public Affairs

UNIVERSITY DAYBOOK FOR AUG. 28- SEPT. 4

This daybook, a weekly service of the Office of News and Public Affairs, provides a quick summary of some of the events and activities that may be worth covering in the coming week at the University of Wisconsin-Madison. Contact numbers are listed for most items. If you need more help, call the Office of News and Public Affairs, (608) 262-3571.

EXTRA! Features and interview ideas for beat reporters

LABOR BEAT: The university plans to join with four other major colleges and universities to test-monitor workplace standards among manufacturers of licensed university products in a move to curb sweatshop abuses.

CONTACT: Casey Nagy, assistant to the provost, (608) 262-1304.

FAMILY BEAT: The university will use a new \$247,200 federal grant to provide campus-based infant and toddler care, covering a critical need of low-income student parents. "Low-income student parents consistently cite the lack of child care access as a barrier in completing their education," says Lynn Edlefson, director of the Office of Campus Child Care.

CONTACT: Lynn Edlefson, (608) 262-9715.

EDUCATION BEAT: In Walter Goodman's laboratory, a tobacco hornworm caterpillar lives under the steady, unblinking eye of a video camera. The caterpillar will become the star of biology class for elementary school students nationwide as they tune in through the World Wide Web to the life and times of *Manduca sexta*: <http://manduca.entomology.wisc.edu/>

CONTACT: Walter Goodman, (608) 262-6919. Also, teacher Joan Field at Black Hawk Middle School in Madison is involved in the project and willing to be interviewed: (608) 246-5006.

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Infant care center to expand on-campus child care options

Erik Christianson

As director of the UW-Madison Office of Campus Child Care, Lynn Edlefson receives about three calls daily from employees and students inquiring about infant care on campus.

Edlefson directs her callers to off-campus providers, since the university does not offer care for children less than 2 years old. But that will soon change, as part of a child

care expansion on campus.

A new infant care center is scheduled to open in April at the former Sea Grant Institute, 1800 University Ave., with capacity for eight children ages six weeks to 30 months. This fall, the University Preschool Laboratory Program Site 2, at Bethany Methodist Church, 3910 Mineral Point Road, will offer care for up to 12 babies.

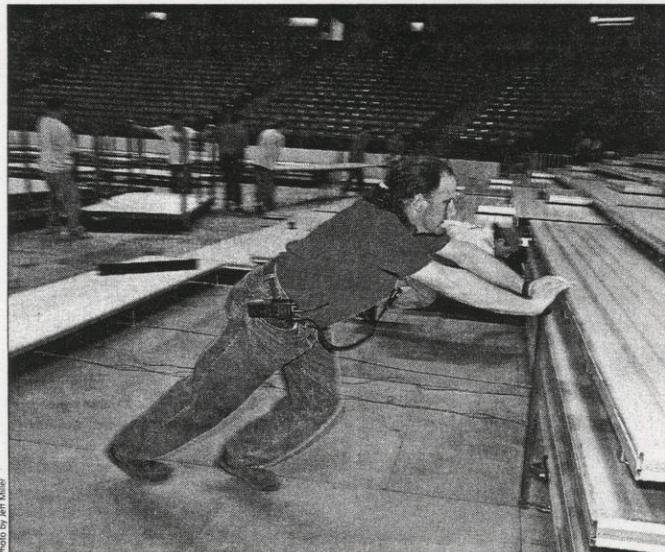
"Our expansion in infant care is just a chip off the iceberg in terms of need," Edlefson says.

Other expansion plans could nearly double the number of total child care slots on campus, from the current 335 to a projected 644. A sick child care center planned to open this fall at UW Hospital and Clinics will host up to 10 children, and the Waisman Center addition on the west end of campus will create 53 slots in 2000.

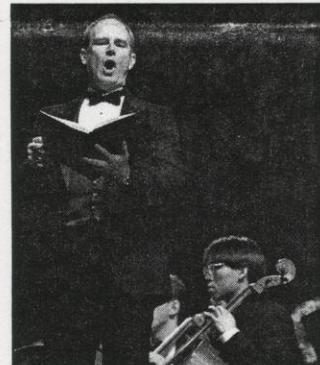
In addition, construction of the Healthstar facilities could bring another 52 slots by 2003, and the preschool laboratories hope to add 54 new slots through

continued on page eleven

The Office of Campus Child Care is hosting a "baby shower" Friday, Feb. 12, from 3-5 p.m. at 1800 University Ave. Faculty, staff and students are invited to preview the facility and meet with child care officials. Employees from Satellite Family Child Care Inc. will be on hand. Parking is available in Lot 41. To RSVP or for more information, call 262-9715. The child care office is seeking contributed items for the center. For information, contact Lynn Edlefson, 262-9715, or by e-mail: leedlefson@facstaff.wisc.edu. The enrollment date for the new center will be in April.



Kohl Center crew chief Gregg Knudson puts some muscle into moving bleachers as he and his crew work against the clock to transform the Kohl Center from basketball arena to ice rink Saturday, Jan. 30. The crew poured onto the parquet floor minutes after the final buzzer of the basketball game armed with tool wagons, chair carts, forklifts — and a color-coded script. They've gotten pretty good at their jobs since the center opened a year ago; the fastest floor-switch for basketball-to-hockey has been three hours, 15 minutes. For more photos and a story about the crew, see page 12.



Student and faculty musicians performed Sunday at the Sesquicentennial Anniversary Concert, one of the largest events ever staged by the School of Music.

Photos by Jeff Miller

UW wants full public disclosure in code

Erik Christianson

The university is pushing for full public disclosure of manufacturing sites and the inclusion of a "living wage" provision in a proposed code of conduct for companies that produce university-licensed products.

"There is currently no code on the table for signing by me or anyone else," Chancellor David Ward said in a statement released Monday. "What we have is a draft code that has just been the subject of 60 days of public comment. The next step is for us to return to the bargaining table to compare notes on the public comments with other institutions and to re-draft the code based on our collective judgment."

Ward has instructed the university's negotiator, Casey Nagy, to inform the task force that developed the code that the

administration, students and community members favor immediate full public disclosure. Ward wants that provision included in the code that will be offered for signing to all 180 institutions that contract with The Collegiate Licensing Company.

UW-Madison will withdraw from the agreement and seek alternative routes to licensing its products if the code doesn't include full disclosure requirements for companies within a year of adoption.

"In order to achieve our objective of full public disclosure, we must continue to be a participant in a national task force and maintain a strong voice," Ward says. "The advantages of continuing to work collaboratively on this issue are essential."

Ward issued his statement Monday after-

noon. Later, following a rally, a group of about 50 people occupied Bascom Hall overnight in a demonstration advocating stronger measures in the code, particularly for a provision requiring companies to pay a "living wage." Ward met with that group Tuesday and outlined his position.

"There is a commitment to the further study of a 'living wage' contained in the current draft of the code of conduct, and it represents my commitment as well," Ward says. "I am opposed to any workplace condition that, through coercion and abuse, represents a higher regard for production than it does for human values." Ward says he has already talked to key faculty to look at a way to research this issue.

A copy of the code can be accessed at <http://www.news.wisc.edu/misc/code.html> ■

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Life's a blur for Pawan Sinha

Page 4

University to take tough stance on sweatshop labor

The university will push for a tougher code of conduct for companies that produce university-licensed products as a result of an agreement between the chancellor and students.

The agreement, meant to prevent UW apparel from being produced in sweatshops, ended four days and four nights of protest by students and others who slept outside the chancellor's office during a "sit-in" in Bascom Hall.

UW-Madison plans to endorse a proposed code of conduct drafted by a task force of universities that contract with Collegiate Licensing Co. The code would make demands on subcontractors about the conditions of their factories and treatment of their workers.

Much of the controversy surrounding the code's draft language concerned the lack of specific detail related to harassment, discrimination, wages and other provisions. According to Casey Nagy, the university's negotiator with the CLC, the task force planned to develop an appendix to further explain these terms after first hearing from the various campuses.

"In this sense, the protest activity helped to heighten awareness of details that the UW-Madison community feels strongly about and will help focus the next round of discussion for the task force," Nagy says.

Specifically, UW-Madison will:

- Insist on full public disclosure of company names, owners and other information for all facilities that produce licensed articles.
- Convene a symposium and sponsor institutionally funded research to determine "living wage" requirements. The amount of research funding will be determined by the specific proposals, which will be reviewed by the Graduate School Research Committee.
- Submit the findings for inclusion in the code, unless the results are widely disputed by the university community. If other universities don't agree to alter the code to require payment of living wages as determined by these findings within three months of their submission, UW-Madison will withdraw from the code.
- Include specific provisions about women's rights in the university's negotiating stance. The administration has agreed that if those provisions and others are not added to the College Licensing Co. code, the UW will withdraw its support.
- Sponsor annual community meetings on the code and establish a CLC Task Force Advisory Committee of students, faculty and staff. ■

1999-2000 Sabbaticals

At the December Board of Regents meeting, 1999-2000 sabbaticals were approved for the following UW-Madison faculty:

Sandra Adell, Afro-American Studies; Ramon Aldag, Business; Emily Auerbach, Liberal Studies & Arts/English; Anatole Beck, Mathematics; Mark Beissinger, Political Science; Norman Berven, Rehabilitation Psychology & Special Education; Alda Blanco, Spanish & Portuguese; David Bordwell, Communication Arts; Patricia Boyette, Theatre & Drama; Susan Brantly, Scandinavian Studies; Paul Bredeson, Educational Administration; Rachel Brenner, Hebrew & Semitic Studies; Mark Browne, Business; David Burgett, English; Martin Cadwallader, Geography; James Callen, Engineering Physics; Salvatore Calomino, German; Claudia Card, Philosophy; Noel Carroll, Philosophy; Francesco Cerrina, Electrical & Computer Engineering; Tsai Cheng, East Asian Languages & Literature; Hardin Coleman, Counseling Psychology; John Coleman, Political Science; Jane Collins, Sociology/Women's Studies; Harold Cook, History of Medicine/ History of Science; Mark Courtney, Social Work; Jack Damer, Art; James Dannemiller, Psychology; Martine Debaisieux, French & Italian; Werner DeBondt, Business; Dennis DeMets, Geology & Geophysics; Raymond Deneckere, Economics; Sharon Derry, Educational Psychology; James Dillard, Communication Arts; Randall Dunham, Business; Charles Dyer, Computer Sciences; Elmer Feltskog, English;

Lewis Friedland, Journalism & Mass Communication; Rajit Gadh, Mechanical Engineering; Samuel Gellman, Chemistry; Harold Hill Goldsmith, Psychology; Linda Graham, Botany; Sabine Gross, German; Robin Harris, Soil Science; Robert Hawkins, Journalism & Mass Communication; Jan Heide, Business; Michele Hilmes, Communication Arts; Karen Holden, Consumer Science/LaFollette Institute; Yu Hen Hu, Electrical & Computer Engineering; Linda Hunter, African Languages & Literature; John Kennan, Economics; Jonathan Mark Kenoyer, Anthropology; Laura Kiessling, Chemistry; David Knipe, Languages & Cultures of Asia; James Knox, Geography; John Kutzbach, Atmospheric & Oceanic Studies; Gloria Ladson-Billings, Curriculum & Instruction; Jo-Anne Lazarus, Kinesiology; Richard Lehrer, Educational Psychology; Geoffrey Letchworth, Animal Health & Biomedical Sciences; Yafei Li, Linguistics; Yu-Sheng Lin, History; Mark Linzer, Medicine; Vladimir Lumelsky, Mechanical Engineering; Judith Maloni, Nursing; Rodolfo Manuelli, Economics; Gerald Marwell, Sociology; Herbert Maschner, Anthropology; Laura McClure, Classics; M. Lorrie Moore, English; Frances Myers, Art; Gilbert Nathanson, Chemistry; Michael Newton, Biostatistics/ Statistics; John Nitti, Spanish & Portuguese; Garrett O'Keefe, Agricultural Journalism; James Pawley, Zoology; Robin Pemantle, Mathematics; Suzanne Pingree, Agricultural Journalism/ Consumer Sciences; Carol Pylant, Art; Raghu Ramakrishnan, Computer Sciences; Mark Ready, Business; Andrew Reschovsky, Agricultural & Applied Economics/LaFollette Institute; Joel Robbin, Mathematics; Stephen Robinson, Computer Sciences/Industrial Engineering; Gary Rosenfield, Slavic Languages; Boyd Rossing, Continuing & Vocational Education; Eric Rothstein, English; Patrick Rumble, French & Italian; Jackie Rutledge, Animal Science; Karen Ryker, Theatre & Drama; Prospero Saiz, Comparative Literature/Chicana/Chicano Studies; Uli Schamiloglu, Slavic Languages; John Scharer, Electrical & Computer Engineering; Leona Schauble, Educational Psychology; Elaine Scheer, Art; John Scholz, Economics; Michael Shank, History of Science; Lawrence Shapiro, Philosophy; James Shilling, Business; Robert Smith Jr., Civil & Environmental Engineering; Paul Sondel, Pediatric Hematology & Oncology; David Sorkin, History; William Tate, Curriculum & Instruction; Robert Turner, Mathematics; John Valley, Geology & Geophysics; William Van Deburg, Afro-American Studies; Paul Voss, Rural Sociology; Jerry Weygandt, Business; Marvin Wickens, Biochemistry; Terry Wiley, Communicative Disorders; Franklin Wilson, Sociology; Thongchai Winichakul, History; Arun Yethiraj, Chemistry; Virginia Young, Business; Dieter Zeppenfeld, Physics; and Sarah Zimmerman, English. ■

UW research

continued from page one

companies, which are technology-based business ventures started by faculty, staff, students or alumni.

Virginia Hinshaw, dean of the UW-Madison Graduate School, notes that the companies are rooted in some of the university's most innovative research, in areas such as new materials development, biotechnology, biopharmaceuticals, medical imaging, power electronics and software development.

"This partnership between research at UW-Madison and Wisconsin business is an exciting growth area that benefits both partners," says Hinshaw. "It is also becoming a source for higher-wage, highly skilled jobs that will keep our graduates in Wisconsin."

Over the last five years, the study showed that an average of 12.4 new companies were started each year. That's nearly a 50 percent increase in the growth rate found in the previous five years, from 1989-1993.

Why the recent surge? Sobociński attributes it to a number of factors. There has been an increase in technological innovations at UW-Madison that have strong commercial potential. There is also more availability of federal "seed" capital through

programs such as the Small Business Innovation Research (SBIR) program.

The three arms of UW-Madison technology transfer — UIR, the Wisconsin Alumni Research Foundation and University Research Park — have more joint ventures today to encourage and assist new business creation, he adds.

Other key findings from the study:

- More than 92 percent of the firms identified as created over the past several decades are still in business.
- The vast majority of these high-tech firms stay in Wisconsin. Less than 2 percent of non-acquired firms chose to relocate outside of the state.
- These are truly small-business ventures, with the majority of them (66 percent) having fewer than 10 employees. Only 8 percent employ more than 100 people. Most (71 percent) have estimated revenues of less than \$1 million annually.
- From fiscal 1983-1997, Wisconsin firms received \$58 million in SBIR and Small Business Technology Transfer (STTR) grants from the federal government. Of that total, 67 percent, or \$38 million, went to UW-Madison spinoffs and startups.
- The companies are distributed in 13 Wisconsin counties, but the vast majority are located in Dane County. ■

Some high-tech firms with UW-Madison ties

From promising new treatments in gene therapy to nanometer-scale instruments, many laboratory advances from UW-Madison are the foundation of recent business ventures. Here are a few examples of companies developed in the past five years:

■ **The Mirus Corporation.** This company was founded in 1995 by a research team led by Jon Wolff, a pediatrics professor, and the PanVera Corporation. In his research, Wolff developed chemical reagents that are essential ingredients in gene therapy work. They are compounds that help genes penetrate cells. They also manufacture chemicals that help scientists track the transferred genes. Mirus Corp. is making these compounds available to other university-based laboratories and companies that do gene therapy work. It is also on the trail of a "universal" gene transfer reagent that could work on all applications.

■ **Piezomax Technologies, Inc.** Founded in 1997, this company is developing the research of materials science Professor Max Lagally and researcher James MacKay in nano-scale devices. A nanometer is one billionth of a meter. The company is developing new precision-motion devices that use piezoelectric materials, which expand and shrink when voltage is applied. Precise motion at the nanometer scale is important for applications such as lithography, optical communications and microscopy.

■ **Bioassay, Inc.** This 1997 company, founded by zoology Professor Stanley Dodson, is developing a simple test that can determine whether new and existing chemicals may cause endocrine disruptions. Christine Merritt, a former postdoctoral researcher in zoology, is the company's president. The technology has an interesting connection to UW-Madison history. In the late 1800s, zoology professor and lake studies pioneer Edward Birge surveyed plankton in Lake Mendota, including a species called daphnia. Referencing Birge's data, Dodson and others recently discovered a significant decline in the percentage of male daphnia, indicating the species may be sensitive to the increased amount of chemicals in the lake. The test uses daphnia as a test organism to predict whether a chemical can have endocrine-changing effects.

■ **ProCertus BioPharm, Inc.** This company is based on the research of William Fahl, an oncology professor and researcher with UW-Madison's McArdle Laboratory for Cancer Research. ProCertus is developing products that can help alleviate some of the painful side effects of chemotherapy, such as hair loss, bone marrow suppression and weakened immune systems. It is also developing probiotic strains of bacteria that can protect newborn livestock from some lethal infections.

Statement by UW-Madison Chancellor David Ward
Draft Code of Conduct/Collegiate Licensing Company
February 4, 1999

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Because we license collegiate clothing, this university is committed to seeking changes in the apparel industry. These must include an end to the degrading use of "sweatshop" labor, and progress toward meaningful, verifiable improvements.

I am unalterably opposed to any workplace condition that, through coercion and abuse, represents a higher regard for production than on it does for human values.

This fall, I committed resources of the UW-Madison to participate in a task force of university and college representatives that has completed a draft code of conduct for apparel companies. We have held two well-attended and productive public hearings that reenforced our belief that the university should use its influence to improve apparel industry practices. Task force members from around the country will reconvene within the next couple of weeks to review public input from each institution and evaluate suggested changes.

The Collegiate Licensing Company (CLC) Code of Conduct, or any similar effort, will succeed only if it is enforceable through international monitoring. To that end, I believe that public knowledge regarding the locations of all manufacturing and assembly sites is crucial to the most effective monitoring program possible.

My intention is to endorse the current draft of the CLC Code of Conduct, but I recognize that it contains provisions that require further work. UW-Madison will continue working with the CLC and other members of the task force to:

- * integrate a full public disclosure provision into the CLC Code of Conduct, and to ensure that such a provision remains viable under any collateral agreement reached regarding monitoring and enforcement.
- * develop an effective international monitoring and enforcement program including on-going discussions with representatives of the Fair Labor Association, government officials, and other colleges and universities not aligned with the CLC.

The UW-Madison expects progress to continue toward inclusion of a full disclosure provision in the CLC Code. If such progress does not occur, or if a full disclosure policy is not included in the code within one year of its formal adoption and application to UW-Madison licensees, the UW-Madison will withdraw its participation in the code.

In the event that the UW-Madison withdraws, the university will work with other institutions, the CLC and other interested organizations to devise an alternative approach to enforcing humane work place standards.

We must ensure that whatever action we take has the maximum, lasting effect to reduce abuses common to this industry and contains the greatest potential for continued positive change. Our participation and our expectations for continued progress puts us closer to this goal.

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Community

Transportation Services sets aside parking for arts events

To better balance competing demands for parking between sports fans and arts patrons, Transportation Services has designated several areas for theater and arts parking on campus.

With the opening of the Kohl Center a year ago, Transportation Services began receiving complaints that it was very difficult to find parking for theater and arts events taking place at the same time as Kohl Center events.

"We continue striving to ensure that parking accommodations are available for every group on campus, not just athletics," says Director of Transportation Services Lori Kay. "We have a strong commitment to meeting the needs of campus arts customers. Arts events are an important part of the university, and they should be able to co-exist with the Kohl Center."

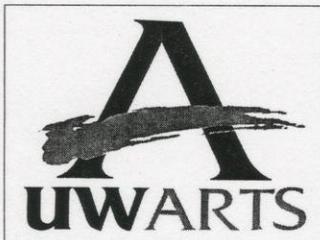
Kay says the underground parking ramp at Grainger Hall (Lot 7) has been designated as the primary theater and arts parking area on nights when multiple events are taking place in the lower campus area. There are 300 parking stalls available there at a cost of \$2. Parkers may be asked to show their theater tickets in order to gain admission to the lot.

In addition, a total of nearly 300 stalls are available for theater and arts parking on multiple event nights in Lot 47 at University Square and Lot 6, the parking ramp at the Helen C. White College Library on N. Park Street.

Lot 20, just west of the Medical Sciences Center on University Avenue, has been designated as a parking area for those attending

events at Lathrop Hall.

Theater and arts logos (shown below) have been placed at the entrances to the lots designated for theater and arts patrons. In addition, parking information will be provided to people when they purchase performance tickets at campus box offices.



"We would encourage theater and arts patrons to ask where the designated parking area for their event is when they purchase their tickets," says Patti Lux-Weber, special events parking coordinator for the campus.

"And due to the number of events the campus is hosting, both academic and athletic, they should plan to arrive early so they can locate parking and get to their event in a timely manner," Lux-Weber recommends.

Kay assures those who may still be concerned that parking is more available than many people might think. Just follow the signs. ■

Participants sought for syndromes study

The Waisman Center is seeking help from families of adolescents with Down syndrome or Fragile X syndrome for a new research project on communication difficulties.

The project, led by UW-Madison educational psychologist Leonard Abbeduto, will look into the factors that cause communication problems in adolescents who have Down or Fragile X syndrome. It will also look at how those communication problems affect families.

Eligible for the program are people between the ages of 11 and 22 who have Down or Fragile X syndromes and their parents. Adolescents will be asked to complete several games and tasks, while parents will complete questionnaires about their adolescents' development. To find out more, contact Abbeduto at 263-1737, or e-mail: abbeduto@waisman.wisc.edu. ■

Campus bus routes change Monday, Feb. 8; ride free Feb. 7-13

Campus transportation officials and Madison Metro are gearing up for changes to the weekday campus bus routes that begin next month.

Madison Metro's L (UW Campus) Line will be revamped into the Red, Blue and Green campus bus routes starting Monday, Feb. 8. The Red route will provide 20-minute circulator service between Memorial Union, Union South and the Southeast dorms via Bascom Hill, Dayton Street and Lake Street from 7 a.m. to 6:30 p.m.

The Blue route will provide direct service between Eagle Heights and Memorial Union via Union South at 10-minute intervals. The Green route will provide direct service between the Clinical Science Center and Memorial Union via Union South at 20-minute intervals. The 50-cent fare will not change for any of the new routes.

To promote and celebrate the campus bus route restructuring, Transportation Services is sponsoring Free Campus Bus Week Feb. 7-13.

UW-Madison students, faculty and staff can ride the buses for free that week by showing their university ID cards to bus drivers.

New bus schedules will be available Monday, Feb. 1, and can be picked up on campus buses at Transportation Services, 124 WARF Office Building, 610 Walnut St., and at the Visitor Information Place in the Memorial Union. Weekend and evening campus bus routes will not change and will be referred to on new bus schedules as the Combined Route.

Fliers advertising the route changes will be posted on buses and at various campus locations, and Madison Metro ads announcing the route restructuring will be published in the UW-Madison student newspapers during the weeks of Feb. 1 and Feb. 8.

Information about the changes can be accessed by visiting: wiscinfo.doit.wisc.edu/trans/, or Madison Metro's web site at: www.ci.madison.wi.us/metro/. ■

UW names Thomas Towell interim licensing director

A retired Madison advertising executive has been named interim director of trademark licensing at the university. Thomas Towell replaces Pamela Holt, who resigned Jan. 15 for personal reasons and moved back to Arizona. Towell started his new position Monday, Jan. 18.

Towell, who ran Towell Promotional Services for 40 years and has extensive experience in trademark licensing, had been volunteering as a marketing adviser with the Department of Intercollegiate Athletics three days a week. His work included assisting Holt on some marketing projects. When Holt resigned, Vice Chancellor for Legal and Executive Affairs Melany Newby asked Towell to fill the job until a replacement is hired later this year.

UW-Madison ranks 10th in sales in the Collegiate Licensing Company, the organization that oversees trademark licensing for more than 170 universities. Royalties from licensing totaled almost \$1.2 million in 1997-98, continuing a trend of more than \$1 million in annual trademark income since 1993-94, when the Badgers won the Rose Bowl.

The royalty income is divided between financial aid for students, called Bucky Badger Grants, and the athletic department. The university has licensing agreements with 445 companies to market Bucky Badger, the motion "W" and the UW-Madison name on apparel and other merchandise. ■

Speech code debate to continue

The Faculty Senate will resume its discussion of a proposed speech code at its meeting Monday, Feb. 1, which begins at 3:30 p.m. in 272 Bascom Hall.

To foster communication at the meeting, the University Committee has developed the following format for the Committee of the Whole discussion.

Law Professor Carin Clauss will begin by presenting an overview of state and federal discrimination statutes. Clauss is an expert on discrimination law and a member of the majority group of the Ad Hoc Committee to Review Prohibited Harassment Legislation. Her presentation is being coordinated with the committee's minority group.

After Clauss' presentation, senators and others at the meeting will have two minutes each to speak. After every third speaker, three-member panels of the majority and minority groups will be able to respond to questions and comments, each for two minutes.

The University Committee recommends that no motions or amendments be made at the meeting, as the formal debate and vote on the measure is scheduled for the Faculty Senate's meeting Monday, March 1.

Copies of Clauss' overheads will be available at the meeting, and senators can obtain copies of state and federal discrimination statutes by calling the Office of the Secretary of the Faculty at 262-3956. ■

Butterflies help reveal the source of life's little novelties

How the elephant got its trunk, the deer its antlers and the rattlesnake its rattle may seem like disparate questions of developmental biology, but the origins of these novelties, according to the genes of butterflies, may have much in common.

Writing in the Jan. 22 issue of the journal *Science*, scientists from the Howard Hughes Medical Institute at UW-Madison describe a genetic trick that helps explain the staggering diversity of patterning and color exhibited on butterfly wings. The same trick, the scientists suggest, is widely used among animals and may be one of the underlying mechanisms that helps explain how new morphological characteristics — from teeth and tortoise shells to fur and feathers — arise through the course of evolution.

"The origin of new morphological characters is a long-standing problem in evolutionary biology," write molecular biologists David N. Keys, David L. Lewis and Sean B. Carroll in a paper that may help explain how unique bits of body architecture are added long after an animal's basic body has evolved.

The new insight into how animals acquire "novelties" was derived from comparisons of the wing-making genes of fruit flies and two very different species of butterflies, one from North America and one from East Africa. By tracing the genetic circuits that govern the development of wing shape and coloration, the Wisconsin scientists discovered that butterflies, instead of inventing new genes for color, simply reuse a part of the wing-building genetic circuit to turn on enzymes that produce the pigments responsible for wing decoration.

"One of the amazing things about butterflies is that these genetic programs result in a tremendous variety of color patterns, not structures," Lewis says.

"Few would have guessed," says Keys, "that those beautiful color patterns evolved from the same genetic processes which all insects use to shape their wings."

Co-authors of the paper include Jane E. Selegue and Bret J. Pearson, also of UW-Madison, along with researchers at Stanford University Medical Center and the University of Utah. ■

MILESTONES

Appointed

John Peterson, formerly an assistant dean in the Law School, is the new director of production services in the Division of Information and Technology.

Honored

Charles Bentley, professor emeritus of geology and geophysics, was formally made an honorary member of the American Polar Society and received the Richard Goldwaite medal for Antarctic achievement from the Byrd Polar Center of Ohio State University. The International Congress on Schizophrenia Research gave the Young Investigator Award to **Diane Gooding**, assistant professor of psychology.

Christopher Kleinhennz, professor of French and Italian, has been elected to a three-year term as president of the American Association of Teachers of Italian.

William Ney, outreach coordinator in the Center for Latin American and Iberian Studies, received one of Wisconsin's 1999 MLK Heritage Awards for his service to the Latin American community of Dane County.

Steve Ohly, a member of the Department of Family Medicine, was one of 10 individuals nationwide to receive the Community Health Leadership Award from the Robert Wood Johnson Foundation. He received a \$95,000 program grant and a \$5,000 personal award.

Noting his contributions to the understanding and prevention of work-related musculoskeletal disorders, the American Institute for Medical and Biological Engineering has elected as a fellow **Robert Radwin**, professor and chair of the Biomedical Engineering Program.

The **marketing department of the Wisconsin Union** won four awards at the recent Association of College Unions International Region 8 meeting.

Keri Robbins, marketing adviser, won the Gary E. Bartlett New Professional Award for her volunteer and leadership experience in the region and with students, staff and community organizations. The Union also won in three categories of graphics competition: first place for 3-D promotions with the 1998 design for the Terrace T-shirt; honorable mention for single-color design of the Morgridge Center for Public Service logo; and honorable mention for brochure or events calendar for the summer music/film calendar.

Education Professor **Thomas A. Romberg** recently was elected to the National Academy of Education. Membership is limited to 125 people whose accomplishments in education are judged to be outstanding.

Douglas Rosenberg, assistant dance professor, has received the Wisconsin Arts Board Fellowship in Performance and the Project on Death in America Fellowship in the Arts and Humanities.

To report faculty and staff news

Faculty and staff members are encouraged to report honors, awards and other professional achievements for publication. We must receive your announcement **AT LEAST 10 DAYS BEFORE PUBLICATION**.

Campus mail: 19 Bascom Hall
E-mail: wisweek@macc.wisc.edu

Ath-Lic

FOR IMMEDIATE RELEASE 1/25/99
CONTACT: Thomas Towell, (608) 262-0195

UW NAMES THOMAS TOWELL AS INTERIM LICENSING DIRECTOR

MADISON -- A retired Madison advertising executive has been named interim director of trademark licensing at the University of Wisconsin-Madison.

Thomas Towell replaces Pamela Holt, who resigned Jan. 15 for personal reasons and moved back to Arizona. Towell started his new position Jan. 18.

Towell, who ran Towell Promotional Services for 40 years and has extensive experience in trademark licensing, had been volunteering as a marketing adviser with the Department of Intercollegiate Athletics three days a week. His work included assisting Holt on some marketing projects. When she resigned, Vice Chancellor for Legal and Executive Affairs Melany Newby asked Towell to fill the job until a replacement is hired later this year.

"This was an easy transition to make, because I was already here," Towell says.

In addition to his experience as a marketing adviser with the athletic department, Towell has lectured on advertising and marketing for the past 10 years in UW-Madison's Schools of Business, Human Ecology, and Journalism and Mass Communication.

UW-Madison ranks 10th in sales in the Collegiate Licensing Company, the organization that oversees trademark licensing for more than 170 universities. Royalties from licensing totaled almost \$1.2 million in 1997-98, continuing a trend of more than \$1 million in annual trademark income since 1993-94, when the Badgers won the Rose Bowl.

The royalty income is divided between financial aid for students, called Bucky Badger Grants, and the athletic department. Last year, 107 Bucky Badger Grants ranging from \$700 to \$10,000 were awarded, mostly to Wisconsin residents, based on need.

The university has licensing agreements with 445 companies to market Bucky Badger, the motion "W" and the UW-Madison name on apparel and other merchandise. Permission to use the university's trademarks must be obtained through the Office of Trademark Licensing. The trademarks are property of the UW System Board of Regents.

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- Erik Christianson, (608) 262-0930; echristi@facstaff.wisc.edu

Rth -
LIC

Statement by UW-Madison Chancellor David Ward
Draft Code of Conduct/Collegiate Licensing Company

February 8, 1999

IMMEDIATE FULL DISCLOSURE AND "LIVING WAGE" STATEMENT

We are fully aware of the "demand" for immediate full public disclosure of manufacturing and assembly sites and the inclusion of stronger "living wage" provisions in the anti-sweatshop Collegiate Licensing Company (CLC) draft code of conduct prepared by a task force of colleges and universities

Let me clarify, once again, where we stand on these issues.

There is currently no code "on the table" for "signing" by me or anyone else. What we have is a draft code that has just been the subject of 60 days of public comment. The next step is for us to return to the bargaining table to compare notes on the public comments with other institutions and to re-draft the code based on our collective judgment.

I have instructed our negotiator, Casey Nagy, to inform the team that the administration and the public at the UW-Madison favor immediate full public disclosure in the version of the code that will be offered for signing to all 180 CLC institutions.

What I said in my February 4 announcement was that, if we do not get immediate full public disclosure, I would only be willing to sign the draft on a provisional basis for one year. If full disclosure is not a part of the code at that time, we will withdraw support and seek alternative routes.

In order to achieve our objective of full public disclosure, we must continue to be a participant in a national task force and maintain a strong voice. The advantages of continuing to work collaboratively on this issue are essential.

I also want to reiterate my position on the "living wage" provision in the draft CLC code. I am opposed to any workplace condition that, through coercion and abuse, represents a higher regard for production than it does for human values.

There is a commitment to the further study of a "living wage" contained in the current draft of the code of conduct and it represents my commitment as well.

How to apply the term "living wage" to all countries of the world needs further examination. Should a way to define or apply the term be found in the next year, we will work to add it to the code. We are also exploring ways of looking at this issue with our own faculty, staff and students.

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SWEATSHOPS: WHAT I BELIEVE
FEBRUARY 10, 1999
BY CHANCELLOR DAVID WARD

As I have said previously, I am unalterably opposed to any workplace condition that, through coercion and abuse, represents a higher regard for production than it does for human values.

Let me highlight again my position on the draft code of conduct produced by the task force of university and college representatives. This position, reflected below, puts UW-Madison at the forefront of the effort to curb sweatshop abuses.

DISCLOSURE

- * The code calls for limited public disclosure of manufacturing locations.
- * I am insisting on full public disclosure. If not included within one year, I will withdraw my support.

WAGES AND BASIC HUMAN NEEDS

- * The code calls for a minimum wage, but it also requires further study of the relationship between wages and basic human needs.
- * I have begun discussing this topic with leading faculty, and I will sponsor a symposium where a variety of experts can present findings on this issue.
- * I will use these findings to push to strengthen the code's current wage guarantee.

WORKERS' RIGHTS

- * The code prohibits forced labor, harassment of any kind, discrimination of any kind, and requires a safe and healthy working requirement.
- * The code also stiffens restrictions on child labor, requires payment for overtime but restricts how much overtime can be mandated.
- * I will argue for further elaboration on these guarantees, including specific attention to the needs and rights of women.

CAMPUS INVOLVEMENT

- * I will sponsor annual community meetings on the code.
- * I will also sponsor meetings during the first year of the code's existence so that students, staff, faculty and others can have input on the issues listed above and any others that are of importance.
- * I invite Associated Students of Madison to work with me to make sure these meetings are as productive as they can be.

In the end, if we are unable to successfully negotiate the inclusion of what we feel must be in the code, I will seek alternative means to ensure that UW-Madison products are not manufactured in sweatshops. For now, I remain committed to forging a strong coalition of institutions so that together we have the force of numbers to bring change to the collegiate licensing industry. If we cannot, we will seek a different path.

It is time to work together. Over the next year, we have the opportunity to push for standards that we all endorse. We have no disagreement on this score. We must, therefore, move ahead to implement change or risk continued debate over the best way to do it.

FOR IMMEDIATE RELEASE 1/11/99

UW-MADISON NEWS BRIEFS FOR THE WEEK OF JAN. 11:

- o Open house planned for safety department project
- o Code of conduct forum set for Jan. 26
- o UW-Madison scientist to receive Golden Plate award
- o Student loan refinancing available

For more information on any of these items, please contact the Office of News and Public Affairs, (608) 262-3571.

OPEN HOUSE PLANNED FOR SAFETY DEPARTMENT PROJECT

MADISON -- The University of Wisconsin-Madison Safety Department will hold an open house from 4-7 p.m. Thursday, Jan. 21 to inform the Madison community on construction plans at the Environmental Management Center (EMC).

The open house, at 30 N. Murray St., will be followed by a question-and-answer session. Safety department staff will be available to answer any questions from the public about the proposed new construction at EMC, which would provide the campus with new chemical waste storage and handling facilities.

On Feb. 1, the Madison Plan Commission will hold a public hearing on the university's request for a conditional use permit to construct the new facility within the present Stores Building.

David Drummond, director of safety, said the new facility would provide a safe and modern approach to chemical and radioactive waste management on campus. It will also consolidate current operations at two different sites on campus with the department offices. The safety department provides environmental protection, laboratory safety, radiation safety and other services for the university. For more information about the open house, contact the safety office at (608) 262-8769.

CODE OF CONDUCT FORUM SET FOR JAN. 26

MADISON -- UW-Madison will hold its second public forum Jan. 26 on a proposed code of conduct for manufacturers of university apparel and other merchandise.

The forum is scheduled at 7 p.m. in the Roundtable Room on the third floor of the Memorial Union, 800 Langdon St. Members of the university community and the general public are encouraged to attend. The moderator will be Casey Nagy, executive assistant to Provost John Wiley.

Copies of the code will be available at the forum. The code also can be reviewed on the Internet at: <http://www.news.wisc.edu/misc/code.html>.

The first public forum Dec. 10, drew about 40 people, mostly students.

The code of conduct proposes standards for working conditions, employment, compliance, disclosure and corrective action. It was developed by a task force of 14 concerned universities, including UW-Madison, that contract with The Collegiate Licensing

Company. The CLC oversees the use of trademarks on clothing and other items for more than 170 universities.

Nagy, a task force participant, says the task force's goal was to create a code that could be supported by CLC-member institutions and ultimately by colleges and universities nationwide.

CLC institutions have until Feb. 1 to comment on or endorse the code. The task force will reconvene after Feb. 1 to review suggested changes. For more information, contact Nagy by e-mail: cnagy@mail.bascom.wisc.edu.

UW-MADISON SCIENTIST TO RECEIVE GOLDEN PLATE AWARD

MADISON -Scientist James Thomson has earned an American Academy of Achievement 1999 Golden Plate Award for his pioneering work in embryonic stem cell derivation and culture.

Thomson will join 25 new award recipients selected from diverse fields including leaders in business, politics, sports, arts, and science who have earned this prestigious achievement award since 1961. Past recipients include Neil Armstrong, Bob Hope, Helen Keller, Mickey Mantle, Audrey Hepburn, Jimmy Carter, Colin Powell, Bill Gates, Steven Spielberg and Michael Jordan.

Numerous Nobel Laureates, such as Jonas Salk and Linus Pauling, have also garnered the Golden Plate award. Among last year's recipients were Nobel Prize-winning chemist and UW-Madison graduate Paul D. Boyer.

Thomson's recent breakthrough in culturing human embryonic stem (ES) cells outside the body brings researchers closer to the possibility of genetically engineering these early cells, capable of becoming any tissue in the body, for transplanting into diseased human tissues. Thomson's work first made headlines in 1995, after he had successfully maintained rhesus monkey ES cells in culture at the Wisconsin Regional Primate Research Center.

The Academy is a Salute to Excellence program that annually brings together adult leaders from the great walks of life to share their wisdom and experience with 450 honor students from across the nation. The program culminates with the Banquet of the Golden Plate, where new inductees such as Thompson receive the Academy's Golden Plate Award. This year's banquet is scheduled for June 19 in Washington, D.C.

STUDENT LOAN REFINANCING AVAILABLE

MADISON -- Congress' recent reauthorization of higher education spending includes an opportunity for student loan refinancing at a special low rate. But this window of opportunity closes at the end of January.

"Prior borrowers need to be proactive," says Steven Van Ess, UW-Madison's director of student financial services. "If this is something you are interested in pursuing, now is the time to do it."

The Higher Education Amendments of 1998, which reauthorize the 1965 Higher Education Act, allow student loan borrowers to apply for a consolidation loan from the U.S. Department of Education's direct loan program.

The interest rate on the consolidation loan is 7.46 percent, significantly lower than most existing student loan rates. While the interest rate would be adjusted each year, it would be based on a lower interest rate formula for the life of the loan.

According to the Department of Education, most people who consolidate their student loans under this program would save about \$500 per every \$10,000 of debt on an average 10-year loan.

To qualify, former students with loans must have at least one federal direct loan or one loan from the Federal Family Education Loan Program, which includes Stafford Loans and the former Guaranteed Student Loans. There is no charge for the loan consolidation or a minimum balance, and one or more loans can be refinanced.

Current students are eligible only if they hold direct loans. Those with other types of student loans, such as institutional loans, do not qualify.

Van Ess recommends that people contact their lending institution for more details on this refinancing opportunity. They can also obtain more information and an application by contacting the Department of Education's Direct Loan origination center at (800) 557-7392 or on the web at <http://www.ed.gov/DirectLoan>. The deadline to apply is Jan. 31.

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BRIEFS

AMERICAN FAMILY ENDOWS

BUSINESS SCHOOL SCHOLARSHIPS
American Family Insurance has created an endowed scholarship fund for students majoring in insurance-related disciplines at the School of Business.

American Family is contributing \$84,000 to create a fund in honor of two of the company's chief executive officers, both UW graduates: Herman Wittwer, who founded the company in 1927 in Madison, and John O. "Pete" Miller, who served as chairman and CEO from 1977 until 1982. Both are now deceased.

The American Family Insurance Scholarships in Risk Management and Insurance Fund will support annual scholarships of \$2,000 or more for undergraduate or graduate students.

"We are pleased American Family has created this fund because it assures that we will be able to offer the scholarships to students far into the future," says Business School Dean Andrew Pollicino. Administered through the UW Foundation, the American Family Insurance scholarships will be available for the 1999-2000 school year.

UW HOSPITAL REHAB SERVICES RE-ACCREDITED BY COMMISSION

Adult rehabilitation services at UW Hospital and Clinics have been re-accredited by the Rehabilitation Accreditation Commission (CARF), the nation's authority in accreditation for medical rehabilitation, behavioral health and employment, and community support services.

The hospital was accredited in comprehensive inpatient rehabilitation services and in occupational rehabilitation for outpatients. The accreditation marks the sixth time the three-year accreditation has been awarded to the hospital by CARF.

APPRECIATION AND RECOGNITION

An open house for longtime UW-Madison employee Virginia Zwickey, who retired Dec. 31, is scheduled Thursday, Jan. 21, from 2-3:30 p.m. at the UW Student Job Center, 432 North Murray St. A reception follows at the Red Gym, "On Wisconsin" Rooms B & C, 4-5:30 p.m. For information, call Dick Corbett, 263-8653.

Milestones

Mike Dorl, campus computer network guru, retires after 32 years

In the span of a generation, Mike Dorl helped move campus computing from the age of electronic dinosaurs through the advent of the Internet to today's desktop computing environment.

After 32 years of working at UW-Madison's various computing entities, Dorl retired Dec. 30.

Campus leaders say Dorl had a major impact on the transformation of data processing on campus. He started back when bulky mainframes ran only batch jobs, moved to creating the time-sharing environments of the Sperry 1100 and DEC Vax VMS computers, and brought the first Internet connections to campus users through inter-building networks.

As head of the Department of Information Technology's Network Engineering Group since 1993, Dorl has overseen a budget of more than \$1.5 million and coordinated initiatives to provide more technology to students.

Dorl coined the name "WiscWorld" for a suite of programs that provide access to electronic mail and the Internet for all UW-

Madison students and staff. And he was instrumental in devising a dial-up system to allow students and staff access to campus computers from their homes or other remote locations. Today, the system boasts more than 1,300 access lines, many allowing top-speed 56K modem service.

With fellow campus computing leader Tad Pinkerton, Dorl organized a statewide effort to extend the Internet to other educational institutions in Wisconsin. The resulting network and non-profit organization is called WiscNet.

Since the early 1980s, the quality of UW-Madison's data network services has put the institution in the top tier of universities. While timely additional investments have made these developments possible, Dorl made the technical judgments and other decisions necessary to make the network successful.

To ensure a smooth transition, Dorl's replacement already has been named. Perry Brunelli formerly headed network services for the Medical College of Milwaukee. ■

UW faculty to study abroad under Fulbright fellowships

Three UW-Madison faculty members will study abroad this semester under fellowships from the Fulbright Foundation:

■ B. Dean Bowles, professor of educational administration, will travel to Vidzemes University College in Valmiera, Latvia. He will teach public administration and American government, mentor new faculty, advise on issues of program and curriculum development, and advise on college management and planning.

■ Edgar L. Feige, professor emeritus of economics and a specialist in the underground economy, will work this semester in Croatia.

■ Michael J. Haye, associate professor of horticulture, will collaborate with scientists at the University of Warsaw, Poland, in introducing foreign DNA into plants in an effort to reintroduce the wild cucumber.

In addition to the three UW-Madison faculty, visiting scholar Milan L. Hauner also received a Fulbright Fellowship. He had been based in the Department of History and will spend this semester in Germany. ■

Ryff named Aging Institute head

Psychologist Carol Ryff has been named director of UW-Madison's Institute on Aging, a 25-year-old center devoted to medical and social research on adult life.

Ryff, who served as interim director of the institute since 1995, has been on the UW-Madison psychology faculty since 1985. In announcing the appointment, Graduate School Dean Virginia Hinshaw said Ryff has the skills and enthusiasm necessary to build on the institute's interdisciplinary mission.

"I'm really delighted that Carol has accepted this position," Hinshaw said. "I certainly anticipate that the institute will play an increasingly important role in research and education as our society 'ages' into the next century."

Ryff said the demographics of aging will make the institute's research programs more relevant than ever. In 1900, only one in 25 Americans was age 65 and older. By the year 2000, Ryff said the number will jump to nearly one in every five Americans. ■

DeLuca named medical school's dean for research and graduate studies

Paul DeLuca, Department of Medical Physics chairman, has been named associate dean for research and graduate studies at the Medical School.

"We chose Paul for this important leadership position because he has a deep understanding of the Medical School's research mission, its current priorities and the needs of our faculty," says Philip Farrell, dean of the school. "He has demonstrated a strong commitment to enhancing the basic, clinical and translational research programs we support."

In his new role, DeLuca will focus on strengthening "infrastructure" functions that support the research enterprise, such as improved grant notification systems, computational services and animal care facilities, and better access to expensive equipment. He also plans to develop streamlined start-up procedures to make it easier and more attractive for faculty who may not be familiar with the details of conducting research.

"UW is a tremendously strong research institution," DeLuca says. "I want to help make sure we enhance that excellence."

In the area of graduate education, he plans to develop a more coordinated, school-wide process for recruiting graduate students. And additional stable sources of vital funding for graduate students will be a top priority.

For 12 years, DeLuca has been head of medical physics, which features a long tradition of interdisciplinary research and has produced graduates who have assumed top leadership positions in the field. His federally funded research deals with the use of high-energy particle beams for radiation therapy. He's studied the radiation effects of fast neutrons and ultra-low-energy photons on cellular systems, and he invented and refined new technology to measure radiation. He earned a bachelor of science in physics from LeMoyne College and a doctoral degree in nuclear physics from the University of Notre Dame.

On Campus

Three diversity plan hearings scheduled on campus

UW-Madison's proposed plan to increase diversity over the next decade will be the subject of three upcoming public hearings.

The first hearing for the Plan 2008 draft report is Jan. 26 from 4:30-6:30 p.m. at Memorial Union. Two other hearings are scheduled for Feb. 2 from 2:30-4:30 p.m. in Bascom Hall and Feb. 3 from 2:30-4:30 p.m. in Union South.

Plan 2008 is the UW System Board of Regents' initiative to increase faculty, staff and student diversity on all UW campuses in the next 10 years. Each UW campus is assembling a response to the UW System proposal.

The UW-Madison Plan 2008 draft report will be posted on the Internet at: www.news.wisc.edu/misc/plan2008/

The Faculty Senate will review the diversity plan at its Feb. 1 and March 1 meetings. The Academic Staff Assembly and Associated Students of Madison, the UW-Madison student government, will also review the plan early in the spring semester.

The UW campuses must present their plans to the UW System administration by April 15, with a Board of Regents review scheduled for June. ■

Search to begin for secretary of the academic staff

A search and screen committee has been established to select a new secretary of the academic staff. A new secretary is expected to begin working on or around July 1 and will succeed Steve Myrah.

The Academic Staff Executive Committee appointed the search and screen committee last month. Members are Emuye Asfaw, Jane Bannerman, Eden Inoway-Ronnie, Cathy Middlecamp, Barry Robinson, Mary Ruedinger, Don Schutt, Char Tortorice and Ann Wallace. Chairing the committee is Bill Steffenhagen. For more information, contact the Office of the Secretary of the Academic Staff at 263-2985. ■

Code of conduct forum set for Jan. 26

UW-Madison will hold its second public forum Jan. 26 on a proposed code of conduct for manufacturers of university apparel and other merchandise.

The forum will start at 7 p.m. in the Roundtable Room on the third floor of the Memorial Union, 800 Langdon St. Members of the university community and the general public are encouraged to attend. Casey Nagy, executive assistant to Provost John Wiley, will moderate.

Copies of the code will be available at the forum. The code also can be reviewed on the Internet at: <http://www.news.wisc.edu/misc/code.html>

The first public forum, held on campus Dec. 10, drew about 40 people, mostly students.

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Nagy, a task force participant, says the task force's goal was to create a code that could be supported by CLC-member institutions and ultimately by colleges and universities nationwide.

CLC institutions have until Feb. 1 to comment on or endorse the code. The task force will reconvene after Feb. 1 to review suggested changes. For more information, contact Nagy by e-mail: cnagy@mail.bascom.wisc.edu. ■

BRIEFS

STUDY SEEKS SMOKERS

The Medical School is launching two large studies aimed particularly at those who have tried — and perhaps tried again — to quit smoking.

The studies will assess two different medications, both of which are being tested for the first time for their effectiveness in helping people quit smoking. "These studies are open to any smokers between the ages of 18 and 65, provided they are not ruled out due to certain medical conditions," says Michael Flore, head of the Center for Tobacco Research and Intervention at Medical School. "But they may be of particular interest to people who have made earlier, unsuccessful attempts to quit. Both of these medications are new approaches to smoking cessation and we are most interested to see if they can be added to the tools available for those seeking to quit."

All participants will receive free counseling as an integral part of the research. The studies begin in early January and will last up to one year. However, potential participants need to register by Friday, Dec. 11. For information call 265-2430.

AIDS PARTNERSHIP FORMED

The Medical School and the AIDS Resource Center of Wisconsin have formed a partnership to administer the Midwest AIDS Training and Education Center (MATEC).

James Sosman, assistant professor of medicine, will be MATEC's principal investigator and director of medical education for the state of Wisconsin. Sosman is also associate director of the HIV Care Program at UW Hospital and Clinics.

The goal of MATEC is to enhance the level of care for people with HIV and AIDS by providing state-of-the-art training for physicians, nurses and other health care workers. MATEC hosts medical conferences, provides hands-on clinical training, and develops education programs.

WISCONSIN WEEK ON BREAK

Wisconsin Week's next issue will be Jan. 13. For the latest campus news in the interim, visit: www.news.wisc.edu/thisweek/.

Wisconsin Week

Vol. XIII, No. 17, December 9, 1998
Wisconsin Week, the official newspaper of record for the University of Wisconsin-Madison, carries legally required notices for faculty and staff.

Wisconsin Week (ISSN 890-9652; USPS 810-020) is published by University Periodicals, Office of News and Public Affairs, biweekly when classes are in session (18 issues a year). Send information to 19 Bascom Hall, 500 Lincoln Drive, Madison, WI 53706; phone: (608) 263-3846. E-mail: wisweek@wisc.wisc.edu. Second-class postage is paid at Madison, WI 53706; Postmaster: Send address changes to Wisconsin Week, 19 Bascom Hall, 500 Lincoln Drive, Madison, WI 53706. Subscriptions for U.S. mail delivery are \$18 a year or \$9 for six months. Send checks, payable to Wisconsin Week, to the above address.

Address changes
The Wisconsin Week labels are printed from the files of the UW-Madison Employee Compensation and Benefits Office. Send a Person File Information Form to revise employee addresses. Other addresses may be changed by correcting the label and mailing it to Wisconsin Week.

Editor: Tim Kelley
Designer: Jeffrey Jereb
Program assistant: Debby Sunwalt
Publications assistant: Eileen Gilligan
Director of Periodicals: Cindy Foss
Editorial adviser: Amy Toburen
Contributing writers: Office of News and Public Affairs
Photographers: Jeff Miller, Hannah Swacker,
Ryan O'Han Thiesen
Distribution: UW-Madison Truck Service
Publication dates: Jan. 13, Jan. 27, Feb. 10, Feb. 24

To receive Wisconsin Week news via e-mail, visit <http://news1.news.wisc.edu/cgi-bin/wireads> on the World Wide Web and subscribe to the Wisconsin Week Wire. Wisconsin Week is also available on UW-Madison's gopher server in the folder called News Releases, Newsletters and Newspapers.

Milestones

New director named for Water Resources Center

Anders W. Andren, director of the Sea Grant Institute, has been selected to also serve as director of the UW-Madison Water Resources Center.

Andren, a professor of water chemistry replaced Professor Gordon Chesters, who retired July 1 after more than 35 years of university service. Chesters had served as director of the Water Resources Center since 1972.

Graduate School Dean Virginia Hinshaw says this shared administrative arrangement makes sense for two programs with highly complementary missions. "Andren's experience as director of Sea Grant, coupled with his research expertise in water chemistry, makes him ideal for this position," Hinshaw says.

To facilitate the change, Hinshaw also says the Sea Grant Institute, currently located at 1800 University Ave., will move early next year to Goodnight Hall, 1975 Willow Drive, where the Water Resources Center is located.

In accepting the appointment, Andren says that "the joining of Sea Grant and the Water Resources Center presents an excellent opportunity to coordinate scientific research and outreach on all of Wisconsin's water resources

— our lakes, rivers and groundwater, as well as Wisconsin waters of lakes Michigan and Superior."

Andren will appoint James Hurley as assistant director of the Water Resources Center. Hurley currently works halftime as a researcher for the Wisconsin Department of Natural Resources.

Established as a federal-state partnership in 1964, the Water Resources Center coordinates a statewide research program aimed at solving present and emerging water resource problems, currently emphasizing groundwater issues. The center supports a broad program of research, outreach and education, including support for 30 to 40 graduate and undergraduate students statewide.

The UW Sea Grant Institute was established in 1968 as a statewide program of research, outreach and education dedicated to the sustainable use of Great Lakes' resources. With an average budget of more than \$3.5 million annually, it currently supports projects involving 79 faculty and academic staff and 61 graduate and undergraduate students at seven UW System campuses. ■

Education, sociology professors named to national academy

Two Madison faculty, Thomas Romberg in curriculum and instruction and Robert Hauser in sociology, have been elected to the National Academy of Education (NAE).

Membership in NAE is limited to 125 people whose accomplishments in education are judged outstanding.

Romberg is director of the National Center for Improving Student Learning and Achievement in Math and Science, part of the Wisconsin Center for Education Research. He also serves as Sears Roebuck Foundation-Bascom Professor of Curriculum and Instruction in the School of Education.

Romberg has been a national leader in reforming mathematics instruction in American schools. He has helped move mathematics education from what he calls "19th-century shopkeepers' arithmetic" to real-life contexts. He was instrumental in the development in 1989 of national standards for teaching math, which replace problems like runaway trains hurtling toward each other at different speeds with everyday situations to be solved by student teams.

Hauser is Vilas Research Professor of Sociology and Samuel A. Stouffer Professor of Sociology. He also directed the university's Institute for Research on Poverty from 1991 to 1994.

As a researcher and author, Hauser has focused on the effects of social stratification in the schools as well as welfare reform and other poverty-related topics. Recently he has chaired a study for the National Academy of Sciences of the possible consequences of President Clinton's proposal for voluntary national achievement tests in fourth-grade reading and eighth-grade mathematics. For many years, he has directed a longitudinal study of careers and health among 10,000 high school graduates of 1957.

Other NAE members with current or previous ties to the UW-Madison faculty are Andrew Porter, director of WCER; Elizabeth Fennema, professor emeritus in curriculum and instruction and women's studies; Jurgen Herbst, professor emeritus of educational policy studies and history; Donna Shalala, U.S. secretary of health and human services and former UW-Madison chancellor; Carl Kaestle of the University of Chicago faculty; and Marshall Smith, U.S. undersecretary of education. ■

Notable

UW to review proposed code of conduct for licensees Thursday

UW-Madison will hold a public forum Thursday, Dec. 10, on a proposed code of conduct designed to address the working conditions under which university apparel and merchandise is produced.

The forum will run from 8-10 p.m. in Tripp Commons at Memorial Union, 800 Langdon St. Copies of the code will be available at the forum. The code also can be reviewed on the Internet at: <http://www.news.wisc.edu/misc/code.html>.

A second public forum will be held early in the spring semester, but a date has not been set.

"We are very interested in receiving feedback from the campus community and the public about the proposed code," says Casey Nagy, executive assistant to Provost John Wiley. Some students have expressed concern about the level of student participation in drafting the proposed code, and Nagy specifically encourages them to attend the forum.

The code of conduct proposes standards for working conditions, employment, compliance, disclosure and corrective action. Released last week, the code was developed by a task force of 14 concerned universities, including UW-Madison, that contract with The Collegiate Licensing Company. The CLC oversees the use of trademarks on clothing and other items for more than 170 universities.

Nagy, a task force participant, says the task force's goal was to create a code that could be supported by CLC-member institutions and ultimately by colleges and universities nationwide.

CLC institutions have until Feb. 1, 1999, to comment on or endorse the code. The task force will reconvene after Feb. 1 to review suggested changes. For more information, contact Nagy at cnagy@mail.bascom.wisc.edu. ■

Community

Retired safety director dies at 92

From repairing locomotives to designing the precursors to space suits, Earl V. Rupp brought much versatile experience to UW-Madison as its first safety director.

After a heart attack, the retired administrator died at 92 in a Madison hospital Nov. 30.

Selling shoes in his hometown to pay for college, Rupp earned a mechanical engineering degree from Purdue University in 1929. Repairing railroad locomotives during school breaks, he earned a doctorate in law from the University of Michigan in 1935. As a World War II lieutenant colonel, he helped develop pressure suits, the predecessor to space suits.

In 1964, Rupp joined the faculty at UW-Madison, where he set up the safety system for all UW campuses, covering everything from lakefront regulations to the disposal of dangerous viruses from research laboratories. He retired in 1977.

He is survived by his wife, Helen, a former assistant managing editor of the *Wisconsin State Journal*, and one sister. Funeral services and burial were Dec. 3 at St. Charles Catholic Church in his hometown of Peru, Ind. ■

Speakers bureau formed to dispatch UW expertise across the state

A full-service speakers bureau is being formed to enhance partnerships between the university and citizens throughout Wisconsin.

Coordinating the Speakers Bureau will be Susan Stein, who recently joined the chancellor's office staff. With the help of a steering team and advisory council, she will develop a database of potential speakers who can deliver presentations around the state.

In the next few months, Stein also will support the university's "On the Road" program, a series of appearances in Wisconsin communities designed to highlight the impact UW-Madison has on Wisconsin.

"We want to be a one-stop shop in providing speakers for service clubs and other organizations in Wisconsin," says Stein. "They can come to us with their requests, and we'll do everything needed to send them qualified, articulate representatives of the university. We also will take the initiative by reaching out to various groups in the state with our services."

The Speakers Bureau is part of a bigger effort to show citizens that the university is a resource to the state. "The citizens of Wisconsin recognize that UW-Madison is a great place to receive an education," says Charles Hoslet, special assistant to the chancellor for state relations. "But they are not as familiar with the research, outreach and economic development that the university stimulates."

"The Speakers Bureau is an opportunity to both highlight how the university impacts Wisconsin and provide a valuable resource to citizens by coordinating the delivery of presentations on topics of interest."

Stein earned her bachelor's degree in Spanish and zoology at UW-Madison in 1990 and a master's in natural resource management at UW-Stevens Point this year. Before joining the UW-Madison staff, she was co-executive director of the Midwest Renewable Energy Association in Amherst for three years.

For more information about the Speakers Bureau, call Stein at 262-3880, or e-mail: sstein@mail.bascom.wisc.edu. ■

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FOR IMMEDIATE RELEASE 12/3/98
CONTACT: Casey Nagy, (608) 262-1304

UW TO REVIEW PROPOSED COMPANY CODE OF CONDUCT

MADISON - The University of Wisconsin-Madison has more than 400 licensing agreements with companies that produce sweatshirts, jackets and other items bearing the UW name and logos.

A proposed code of conduct drafted by several universities and released this week is designed to address the working conditions under which such merchandise is manufactured.

"The proposed code attempts to ensure that products that carry Bucky Badger and the other UW trademarks are produced in environments that are safe, healthy and fair for workers," says Casey Nagy, executive assistant to Provost John Wiley. "It is a good first step, and now we will take it to the community for response."

Two public forums on the proposed code of conduct will be held on campus within the next several weeks, Nagy says. The dates, times and locations will be announced. Students - some of whom have expressed concern about the level of student participation in preparing the draft code - are especially encouraged to attend to share their views, Nagy says.

The code was developed by a task force of 14 concerned universities, including UW-Madison, that contract with The Collegiate Licensing Company. The CLC oversees the use of trademarks on apparel and other merchandise for more than 170 universities. Most of UW-Madison's trademark royalties are earned through its relationship with the CLC.

After Duke University and a few other institutions adopted codes of conduct, the CLC task force was formed to develop a more expansive code that could be supported by and implemented at CLC-member institutions and ultimately at colleges and universities nationwide, says Nagy, a task force participant.

The task force researched existing codes and received extensive input from a variety of sources, including companies and students. And it created alliances with the U.S. Department of Labor and the Apparel Industry Partnership, established two years ago by the White House to stop domestic and international labor abuses. Students also were invited to work with task force members at individual universities.

The result is a draft code that seeks to establish standards for employment, working conditions, compliance, disclosure and corrective action.

The proposed employment standards stress the need for safe and healthy working conditions and call for employees to be paid the local minimum wage or the local prevailing industry wage, whichever is higher. There is also a commitment to further study of the adequacy of prevailing wages in the industry, Nagy says.

Additionally, the proposed standards recommend that workers be provided benefits and set limits on work hours and child labor. They stipulate that workers must be granted at least one day off every seven days.

The proposed standards specify that there shall be no forced labor, discrimination, or harassment and abuse of workers. Employees will also have the freedom of association and collective bargaining. Where licensed manufacturers do business in countries that inhibit compliance with the standards, the draft code obligates the licensees to work with human rights groups, member institutions and other organizations to improve local conditions.

Under the proposed terms for disclosure, companies must provide the names and locations of facilities that produce licensed merchandise to the CLC. Most information will be kept confidential, except for the name of the licensed manufacturer and the city and country in which it is located. This approach addresses legal issues and concerns by companies that proprietary business information would be made public, Nagy says.

The CLC will inform institutions of problems at manufacturing sites. If problems continue at a particular site, institutions can request that the CLC provide the actual site location so appropriate action can be taken.

"This is, in effect, full disclosure, but in a way that helps to avoid the proprietary interest argument," Nagy says. "By choosing this route, we have a better chance of broad institutional consensus and establishing an operational code without getting bogged down in legal problems."

Independent monitoring guidelines are being developed as well. All CLC institutions will have until Feb. 1, 1999, to endorse or comment on the proposed code. After Feb. 1, the task force will reconvene to evaluate suggested changes to the draft.

Institutions represented on the CLC task force are the University of Arizona; University of Cincinnati; Cornell University; Duke University; Florida State University; Georgetown University; University of Illinois; Kansas State University; University of Michigan; New York University; University of North Carolina; Penn State University; Villanova University; and UW-Madison.

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-- Erik Christianson, (608) 262-0930; echristi@facstaff.wisc.edu.

FOR IMMEDIATE RELEASE 12/15/98
Contact: Pamela Holt, (608) 262-0195.

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ROSE BOWL EXPECTED TO BOOST BUCKY SALES

MADISON-There's nothing like a Rose Bowl invitation to increase the popularity of the already popular Bucky Badger.

Bucky, one of America's favorite college mascots, will be on center stage Jan. 1 when the Badgers play UCLA in the Rose Bowl. The University of Wisconsin-Madison's second Rose Bowl appearance in five years has boosted sales of Bucky Badger merchandise - and could lead to an increase in counterfeit merchandise, says Pamela Holt, director of the university's Office of Trademark Licensing.

"The popularity of Bucky is one of the major aspects of our trademark licensing program, from sweatshirts to hats to all kinds of items," Holt says. "And with the Rose Bowl, sales are really picking up."

UW-Madison ranks 10th in sales in the Collegiate Licensing Company, the organization that oversees trademark licensing for more than 170 universities. Royalties from licensing totaled almost \$1.2 million in 1997-98, continuing a trend of more than \$1 million in annual trademark income since 1993-94, when the Badgers won the Rose Bowl.

The royalty income is divided between financial aid for students, called Bucky Badger Grants, and the UW athletic department. This year, 107 Bucky Badger Grants ranging from \$700 to \$10,000 were awarded, mostly to Wisconsin residents, based on need.

The university has licensing agreements with 445 companies to market Bucky Badger, the motion "W" and the UW-Madison name on apparel and other merchandise. Permission to use the university's trademarks must be obtained through the Office of Trademark Licensing. The trademarks are property of the UW System Board of Regents.

Holt anticipates an increase in counterfeit UW merchandise at the Rose Bowl. More than 1,500 counterfeit T-shirts, sweatshirts and hats were turned over at the 1994 Rose Bowl through a civil enforcement action.

Holt, CLC representatives and a private company hired by the Pasadena Tournament of Roses will enforce the trademarks at the Rose Bowl.

"It's important for people to remember that they can't use the UW's trademarks, UCLA's trademarks and the Rose Bowl's trademarks just because they want to use them," Holt says.

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- Erik Christianson, (608) 262-0930; echristi@facstaff.wisc.edu

*AAh-
Licensing*

Mime-Version: 1.0
Date: Mon, 16 Nov 1998 09:17:00 -0600
To: Recipient.List.Suppressesd;@students.wisc.edu
From: Renee Celley <racelley@facstaff.wisc.edu>
Subject: Fwd: Permission to use UW Trademarks and Logos
Date: Fri, 13 Nov 98 16:01:01 -0600
From: "Yvonne BETTS" <yvonne.betts@ccmail.adp.wisc.edu>

MEMORANDUM

TO: University Academic and Administrative
Heads and Department Contacts

FROM: Pamela Willingham Holt
Director of Trademark Licensing

DATE: November 13, 1998

RE: Permission to use UW Logos

The UW-Madison trademark licensing program continues to grow, with royalty revenues again at an all-time high. In order to improve upon that success, and with the prospect of going to a "Bowl" in 1999, we need your continued support.

When you or members of your staff purchase goods bearing any of our University's trademarks, whether they be for internal consumption or for sale, those goods must be purchased from a UW- Madison licensee. You may call our office to check to see if a vendor is licensed.

Please note our address is: 1440 Monroe Street, Madison, Wisconsin 53711. If you have any questions, please don't hesitate to contact me at 262-0195 or my assistant, Yvonne Betts, at 262-5583. On behalf of those of us involved in the trademark licensing program at UW-Madison, thanks once again for your cooperation and support.

(Please share this memo with others in your department.)

UW will license symbols to control use

WI. Week 5/18/88

by Susan Trebach

UW-Madison is beginning a licensing program with International Collegiate Enterprises Inc. covering the use of insignias such as the university's logo and Bucky Badger.

The university took the action to control use of its recognized symbols, to ensure the quality of the products on which the symbols appear, and to raise funds for academic and athletic programs, said Michael A. Liethen, the university's legal counsel.

UW-Madison joins 92 other universities—including five Big Ten schools, Cornell, Duke and Yale University—with similar licensing programs.

It is expected that a major benefit of the licensing agreement will be the ability, for the first time, to limit the sale of obscene T-shirts that feature Bucky Badger, Liethen said.

"For years the university has been embarrassed by the sale of obscene T-shirts near Camp Randall Stadium and on the State Street mall," he said. "With the

establishment of this program, International Collegiate Enterprises will seek to stop the sale of these materials."

ArthaJean Towell, president of the national Wisconsin Alumni Association and a member of the UW-Madison Athletic Board, said "we receive very critical comments from alumni who are offended by these materials." She said that through the licensing program "the university will control the use of its name and symbols, and that will enable us to avoid having the university's symbols used with obscene material or objects."

Liethen said he expects some "understandable concern" about the licensing program because it is new and because it may mean increased costs to purchasers. But he noted that "many people who have been buying the items under discussion already presume, incorrectly, that they are contributing to the university with their purchases."

Under the licensing agreement, a royalty fee will be charged based on the sale price of products on which a UW-Madison symbol appears. The fee is typi-



cally about 6 percent of the retail price. Liethen said consumers should not necessarily assume they will have to pay more for goods bearing the Wisconsin logo because these goods all are sold in a competitive market.

Liethen said materials displaying UW

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insignias tend to be "discretionary purchases" such as tote bags, stadium blankets, buttons, calendars, caps, T-shirts, glassware, mugs and many other novelty items.

Chancellor Donna E. Shalala said the five-year contract which she signed in mid-March, "will provide us an opportunity to assess the costs and benefits of this relationship and to determine whether we want to have a long-term arrangement of this type."

The Athletic Department will, for the first test year, receive any resulting revenues because it is running a deficit. After that, Shalala said, she intends to assign a significant portion of the revenue to student financial aid. She noted that the UW-Madison athletic program receives very little state tax support. Most of its funding comes from gate receipts and private fund-raising.

UW-Madison has had a more modest licensing program involving a few UW symbols for at least several years, Liethen said. "The university is, in effect, expanding on that effort," he said. ■

athletic fund

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

5/16/88

CONTACT: Michael A. Liethen (608) 263-7400

UW-MADISON LICENSES ITS SYMBOLS

MADISON--The University of Wisconsin-Madison is beginning a licensing program with International Collegiate Enterprises, Inc. covering the use of insignias such as the university's logo and Bucky Badger.

The university took the action to control use of its recognized symbols, to ensure the quality of the products on which the symbols appear, and to raise funds for academic and athletic programs, Michael A. Liethen, the university's legal counsel, said Monday (May 16).

UW-Madison joins 92 other universities -- including five Big Ten schools, Cornell, Duke and Yale University -- with similar licensing programs.

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Under the licensing agreement, a royalty fee will be charged based on the sale price of products on which a UW-Madison symbol appears. The fee is typically about 6 percent of the retail price. Liethen said consumers should not necessarily assume they will have to pay more for goods bearing the Wisconsin logo because these goods all are sold in a competitive market.

Liethen said materials displaying UW insignias tend to be "discretionary purchases" such as tote bags, stadium blankets, buttons, calendars, caps, T-shirts, glassware, mugs and many other novelty items.

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###

-- Susan Trebach (608) 262-9406

After Licensing

FOR IMMEDIATE RELEASE 7/24/98
CONTACT: Pamela Holt, (608) 262-5583; Melany Newby, (608) 263-7400

UW HIRES NEW TRADEMARK LICENSING DIRECTOR

MADISON - From sweatshirts and jackets to mugs and license plates, the University of Wisconsin-Madison's name and logos can be found on thousands of items.

Pamela Holt's job is to ensure that the images of Bucky Badger, the motion "W" and the UW's other trademarks are used appropriately.

Holt is the university's new director of trademark licensing. She takes over for Vince Sweeney, who coordinated the university's licensing agreements while also working as an associate athletic director.

As demand for UW trademarks has grown since the Badgers' Rose Bowl victory in 1994, so have Sweeney's duties with the Athletic Department. This prompted the creation of a new position strictly devoted to trademark licensing, says Melany Newby, vice chancellor for legal and executive affairs.

"Pam's experience, energy and vision for the position made her the right person for the job," says Newby. "Her approach will be to strengthen the institutional focus of licensing."

A native of Bloomfield, Iowa, Holt comes to the university after working as a consultant for The Dial Corporation. She administered the company's national amateur sports program for 10 years.

"To me, this was the culmination of everything I've ever done," says Holt, whose first day was Monday. "This job has become a major position at universities. Licensing is not just athletics, although that is a large part of it. It covers the entire university, and protects the integrity of the university."

Before starting her own consulting company, Holt worked as director of public relations and promotions for women's intercollegiate athletics at The University of Minnesota. Prior to that, she held several positions at East Carolina University, including assistant athletic director for special events, and she also worked as marketing coordinator for eight Burger King restaurants in Columbia, S.C.

Holt will report to Newby, although her office is in the Athletic Department. Her annual salary is \$47,800.

"I'm pleased that we have hired someone with Pam's expertise," says Sweeney. "I'm confident she will help the trademark licensing program grow."

The program has already experienced phenomenal growth. In 1992-93, the university netted \$256,313 in royalties from trademark licensing. The following year, building on Wisconsin's 1994 Rose Bowl victory, royalties rose to \$1 million and have stayed above that level every year since.

The university has licensing agreements with about 400 companies, and most of its royalties are earned through its relationship with the Collegiate Licensing Company. The Atlanta-based CLC oversees the use of trademarks on apparel and other merchandise for approximately 150 universities.

UW-Madison ranks 10th among CLC clients in royalties generated - which for 1997-98 are again expected to top \$1 million. Figures have not been finalized for the entire fiscal year, but total earnings after three quarters were \$865,390, based on \$21.6 million in retail sales of UW merchandise. The university earns an 8 percent royalty on each item sold.

Half of all royalty revenue goes to the Athletic Department, while the other half goes to financial aid for needy UW students, called Bucky Grants. Since 1994-95, when the program began, 898 students have received Bucky Grants worth a total of \$1.9 million. Last year, 290 students received Bucky Grants totaling \$475,965. The average Bucky Grant last year was \$1,641.

"Not a lot of people realize that half of all royalty revenue goes toward grants for students," Holt says. "I want to raise awareness of this element of the trademark licensing program."

Holt also hopes to produce a guide on how to appropriately use the university's images, or licensed marks, as they are called, for the UW community. In addition, she wants to strengthen ties with student and faculty groups, local vendors and promote public service opportunities for the university's trademarks.

"I want to reach out to people on campus and in the community," she says. "I'm working in their best interest."

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- Erik Christianson, (608) 262-0930; echristi@facstaff.wisc.edu.

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Reebok**UW-MADISON NEWS BRIEFS**

- o Professor's book wins biennial prize
- o Herbicide applications to begin
- o New award honors engineering professor
- o 1998 Polygon teaching award winners announced
- o Open meeting set
- o Pope and Konrad selected librarians of the year
- o Engineering undergraduate writing prize winners announced

PROFESSOR'S BOOK WINS BIENNIAL PRIZE

A book by Brenda Gayle Plummer, professor of history and Afro-American studies at the UW-Madison, has won the Myrna F. Bernath Prize from the Society of Historians of American Foreign Relations.

The association awards this prize every two years for the best book written by a woman on American foreign relations, transnational history, international history, peace studies, cultural interchange, or defense or strategic studies. Plummer's award-winner is *Rising Wind: Black Americans and U.S. Foreign Affairs, 1935-1960* (Chapel Hill: University of North Carolina Press, 1996). It analyzes how collective African-American definitions of ethnic identity and race, and experiences with racism in this country affected their views on foreign affairs.

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HERBICIDE APPLICATIONS TO BEGIN

To control garlic mustard and invasive woody plants in the campus natural areas, chemical herbicides Roundup and Garlon 4 will be applied to areas in the western end of campus, including the Lakeshore Path and natural areas around Picnic Point starting May 6.

The chemical applications will last until June 30. For more information, check the special notices on the Safety Department's Web page at <http://www.wisc.edu/safety/pest98.html> or call 262-9735.

NEW AWARD HONORS ENGINEERING PROFESSOR

The Society of Automotive Engineers (SAE) has created a new educational award honoring Phillip S. Myers, an emeritus UW-Madison professor of mechanical engineering.

Called the Myers Award for Outstanding Student Paper, the national award recognizes the best paper submitted to SAE by a student. Papers can be done on any topic and by students anywhere in the world.

The award recognizes Myers and his wife, Jean, for their lifelong devotion to students and education. Myers is an expert on internal combustion engines, and the Myers have been longtime advocates of student involvement in SAE.

The very first award, presented in February, went to Michael Koenig and Matthew Hall of the University of Texas at Austin. Hall served as Koenig's faculty assistant in the paper. Koenig received \$2,500.

For more information about the award, contact Lori Pail with SAE International, (724) 772-8534; or email lorile@sae.org.

1998 POLYGON TEACHING AWARD WINNERS ANNOUNCED

Polygon Engineering Council, the engineering college council of student organizations, announced their annual teaching excellence award winners April 26. Undergraduates vote to determine the awards. The recipients and their departments or programs are:

Faculty and instructors: Lewis Wedgewood, visiting assistant professor, chemical engineering; Henry Guckel, professor, electrical and computer engineering; Jay Samuel, instructor, materials science and engineering; James P. Blanchard, professor, engineering physics; Steven Cramer, professor, civil and environmental engineering; Michael Smith, professor, industrial engineering; Jaafar Al-Abdulla, instructor, engineering mechanics; David Bohnhoff, associate professor, agricultural engineering; Frank Fronczak, associate professor, mechanical engineering; James L. Davis, associate professor, engineering professional development.

Teaching assistants: Thomas D. Culp, chemical engineering; Eric R. Benedict, electrical and computer engineering; Oscar Marcelo Suarez, materials science and engineering; David C. Perry, civil and environmental engineering; Charlene Yauch, industrial engineering; Charles Daniel, mechanical engineering.

OPEN MEETING SET

The Ad Hoc Committee to Review Athletic Board Relationships was appointed to examine the procedures followed by the Athletic Board in its discussions of recent controversial decisions, including the elimination and addition of sports to meet monetary and gender equity goals, the adoption of the Reebok contract and the recent nonrenewals of head coaches.

The committee has scheduled an open meeting May 6, 4-6 p.m., 165 Bascom Hall, to solicit perspectives, opinions and suggestions from all members of the community.

For more information, contact Paula Gray, Office of the Secretary of the Faculty, 262-3958 or pjgray@mail.bascom.wisc.edu, or Norman Fost, committee chair, 263-8562 or normfost@macc.wisc.edu.

POPE AND KONRAD SELECTED LIBRARIANS OF THE YEAR

Nolan Pope and Lee Konrad have been named the 1998 Librarians of the Year by their peers in the UW-Madison Librarians' Assembly.

The annual awards, created in 1989, recognize outstanding contributions to campus library services by two unclassified staff members of the General Library System. The first is awarded to an individual who has worked for the system more than 10 years; the second recognizes service of less than 10 years.

Pope was cited for "providing vision and guidance to establish the UW-Madison library system as a leader in library automation among academic institutions."

The associate director of the General Library System for Automation, Pope joined the GLS staff in 1985. He has overseen the development of MadCat (formerly NLS), the networking of PCs and CD-ROM resources, the use of a Web-based front end to library resources, the integration of CIC resources, and the new Virtual Electronic Library (WebZ).

Pope began his professional library career with the University of Florida library system in the late 1970s, where he worked in circulation and reference. He soon became the head of systems and computer-based operations there.

At UW-Madison, Pope has immersed himself in a wide range of responsibilities within the library, the campus, UW System, the Committee on Institutional Cooperation (CIC) and national arenas. He served as special assistant for library automation under the Office of Academic Affairs for UW System in 1991-92. He has also been on the National Information Standards Organization board of directors since 1992 and has chaired the Standards Development Committee during that time.

He has served as the Standards Committee chair for the American Society for Information Science; as chair of the CIC Library Automation Directors Group; and serves on the CIC Virtual Electronic Library (VEL) Steering Committee.

The Chinese University Development Project invited Pope to lecture and consult in a management seminar on library automation. He was a Mortenson Foundation Fellow, traveling to Moscow to consult on automation with the Library for Foreign Literature. He also spent time planning and consulting in Kiev, Ukraine.

Lee Konrad, director of the College Library Computer and Media Center, joined the GLS staff in 1993. Konrad earned a bachelor's degree in history and a master's in library science from the UW-Madison. Before going to College Library, he held positions at Steenbock and Law libraries.

Konrad was instrumental, along with Library User Education Coordinator Abigail Loomis, in developing CLUE (the computer-assisted library user education program) that introduces undergraduates to the UW library system. He was among the first library staff to teach users about using the Internet.

He has published several articles in library journals since 1992, one of which was selected among the "top 20 [library] instruction articles" for 1996 by the American Library Association.

Konrad was commended for "always being on the forefront in understanding and applying technology to librarianship and instruction."

ENGINEERING UNDERGRADUATE WRITING PRIZE WINNERS ANNOUNCED

Winners of the College of Engineering's 1998 Steuber Writing Prize have been announced. Endowed by UW-Madison alumnus William Steuber, the contest for engineering undergraduates is now in its seventh year. The winners are:

First place: Gregory B. Ingersoll, "Baroque, Boole, Binary, Beams, and Bach;" second place: Laura Clavette, "Pie is Squared;" fourth place: Mark Grubis, "The Life of an Engineering Student;" honorable mention: Sarah Diny, "Comparison of Four Procedures Commonly Used in Refractive Eye Surgery."

The winning papers can be read at: <http://www.engr.wisc.edu/epd/steuber/>
###

Athletics - Licensing



WISCONSIN WEEK

December 13, 1995

For Faculty & Staff

University of Wisconsin-Madison

NATIONAL CHAMPIONS



Something to celebrate: Junior Josh Provan (at left, with trophy), sophomore Mike Malen (front) and junior Jon Belskis are met by a jubilant crowd at Dane County Regional Airport Monday after the men's soccer team won the NCAA championship over the weekend in Richmond, Va. Wisconsin beat Duke, 2-0, in the final match Sunday to wrap up the team's first championship.

Inside

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Assessing assessment
The Faculty Senate seeks
feedback on new ways to get
student feedback.

5

A portrait of the muralist
Leo Tanguma puts a lifetime of
pride and pain onto Memorial
Union's walls.

6

Healthy for the holidays
Health specialists offer tips
for sensible revelling.

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Hospital authority plan heads to Regents

Lisa Brunette
Center for Health Sciences Public Affairs

ity Health Care; Paul Schubring, president of Local 171 of the Wisconsin State Employees Union.

Pelisek was elected as chair, Orr as vice chair and Farrell as secretary of both boards.

The agreements approved by the boards were carefully developed by working groups appointed by the chancellor. They spell out how the authority and the university will work together to pursue their missions. Among other provisions, the agreement calls for:

- The authority's responsibility for funding medical education for resident physicians and its continued role in the education of UW students, interns and trainees. The Regents retain responsibility for administration, accreditation and curriculum of these programs.

- The authority's continued support of the hospital's program of charity care for indigent patients.

- Creation of a Joint Personnel Committee to oversee personnel planning and policy issues.

- UW-Madison's continued responsibility for financial management and administration of research grants and contracts. The authority will cooperate in the clinical and basic research activities of the faculties of the medical, nursing and pharmacy schools.

The boards also recommended that the length of the affiliation and lease agreements be jointly decided

by the authority and UW-Madison, rather than be limited to five years — which will require a legislative change. The hospital will sell bonds to finance capital construction and primary care network development, and its ability to compete successfully in the bond market could be jeopardized by a five-year limit on the agreements.

While the state will continue to own the Clinical Science Center (CSC) where the hospital is located, the lease agreement calls for the authority to lease the hospital space from the university for one

dollar per year. The authority will also pay the annual debt service on the hospital portion of the CSC. The state will own any additional construction or improvements to the building, while the authority will be responsible for funding these additions and for maintenance and repair of the leased space.

After Regents approval, the agreements move to the Joint Finance Committee and the governor by Jan. 15. The governor has until March 1 and Joint Finance until June 1 to approve. The authority would be established June 29, 1996.

Chancellor's report highlights public service

UW-Madison's commitment to revitalizing and redefining partnerships with Wisconsin and its citizens is featured in a special report published this fall.

The purpose of the report, Chancellor David Ward said, is to provide examples of the university's efforts to share knowledge, and to collaborate with the people of Wisconsin — an update of "The Wisconsin Idea," a philosophical framework for such partnerships first described by President Charles Van Hise in 1904.

Titled "The University in Partnership with Wisconsin," the report features programs and activities organized within the categories of technology transfer, economic development, providing expertise, partnerships with schools, and out-


'In Partnership'
Chancellor's report
available on-line.
see page 3 for details



WISCONSIN WEEK

May 15, 1996
For Faculty & Staff
University of Wisconsin-Madison

Senate: UW needs to shed alcohol image

Bill Arnold

In the wake of the alcohol-fueled melee that turned the May 4 "Mifflin Street Block Party" into a near riot, some faculty members are asking sobering questions about students' drinking habits.

Law enforcement officials have said that few — if any — people identified so far as directly responsible for the evening's violence and vandalism are UW-Madison students. Yet, a question in the Faculty Senate on May 6 spurred discussion of the chances of lessening the negative and destructive role that alcohol can play in the daily lives of students.

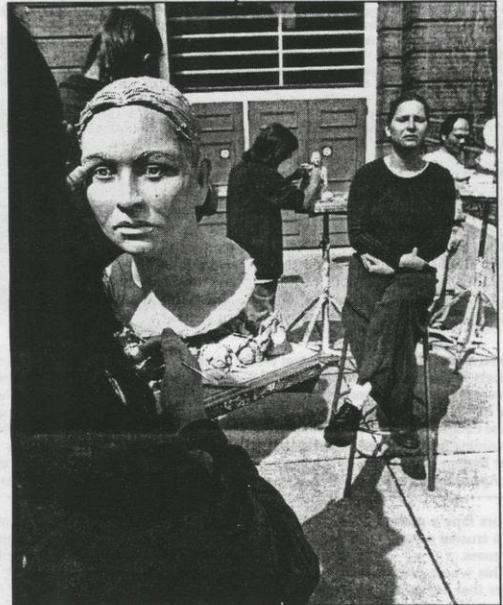
"We have an alcohol culture here that's destructive, both of student health and academic performance," said senator Richard Knowles, professor of English.

Also, there was a clear presumption by some faculty that many students don't attend classes on Thursdays and Fridays because those days are reserved for heavy drinking.

Jack Ladinsky, professor of sociology and chair of the university Committee on Academic and Social Issues in the Student Environment, said there is a "subculture of drink-

see SENATE, page 3

Students Using your head



Marc Kermisch

Final exams and projects haven't kept everyone from enjoying the patches of spring. Students in Carol Pylant's Figure Modeling class took advantage of a warm day outside the Education Building to sculpt a bust of a live model.

Inside

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Getting a leg up

Hilldale grant winner will research inner cities — and get a head start on grad school.

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May everybody win

AIDS researcher hopes the race for a cure that he helped start yields a victory for all.

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Blast from the past

Don't throw those old Day-Glo office chairs away. Someone wants them.

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Next issue: August 28

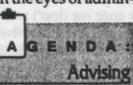
During the summer, Wisconsin Week will continue to update its on-line calendar (see page 2 for details). We'll return on paper in the fall.

How do we know how we're doing?

Advisors tackle tough riddle at conference

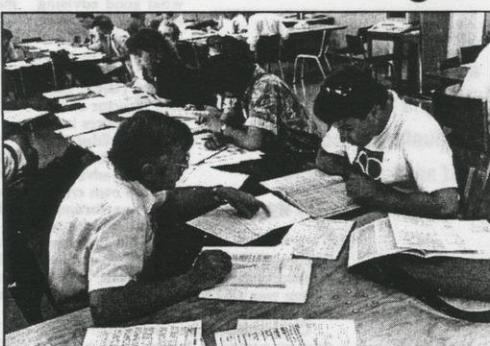
Brian Mattmiller

Academic advising at UW-Madison has undergone a renaissance in recent years, fueled by greater status in the eyes of administrators, more staff to do the job, and a new council steering the effort in bold directions.



So, how are things working?

At a conference this month, about 100 advisors laid the groundwork for answering that question, both on a campus and an individual scale. The all-day conference looked at developing mission statements, setting goals for advising offices, measuring success, improving advisor training and using colleagues as resources.



For many of the participants, assessment — or gathering proof of whether goals are being reached — is still one of the missing ingredients in the recipe for improved advising.

"We discovered that very little was being done in the way of reviewing the effectiveness of programs," said Janet Vandevender, associate dean in the College of

Advisors at Summer Orientation, Advising and Registration (SOAR) this year will need command of new core courses in the general education curriculum (see sidebar, page 14).

Letters and Science. "The only way some advisors know how they're doing is with the occasional graduate who comes back and says,

see ADVISING, page 14

A final blueprint

Regents accept study's 50-plus proposals

Bill Arnold

The UW System Board of Regents has adopted the final report of its "Study of the UW System in the 21st Century," a blueprint for how the UW System should be serving students and the state into the next century.

The exhaustive 10-month study — sculpted from a steady flow of input from students, faculty, staff and administrators at UW-Madison and other UW institutions — focuses on policies and practices that need to be changed or fine-tuned to improve UW System's perfor-

mance during the next century.

The final document includes 50-plus recommendations in four topic areas that have been the focus of discussions during the study process and in a series of public hearings (see page 14).

Before voting on the final report May 9, Regent Brigit Brown, a UW-La Crosse student, spoke against a controversial recommendation that would charge undergraduates for extra credits. The proposal will allow students to take 15 percent more credits than their programs require at regular tuition rates; stu-

see REGENTS, page 14

Bucky, Reebok near closure

A minimum of \$450,000 for general university scholarships and the opportunity to raise much more scholarship funding through increased licensing revenues are among the key university-wide benefits of the proposed \$7.9 million five-year supply/license contract with Reebok International, Inc., Associate Athletic Director Vince Sweeney said Tuesday as Athletic Board members began to review the draft contract.

The Reebok agreement, under which the shoe, clothing and

sports equipment manufacturer would aggressively market its UW products, is likely to greatly boost the licensing revenues the university receives, he said. "It is strongly in Reebok's interests to sell licensed goods, thereby sharply increasing revenues available to both general scholarships and the Athletic Department," Sweeney said. Currently, 50 percent of all UW licensing revenue profits are dedicated to general scholarships, and \$1 million has been raised to date for that

see REGENTS, page 14

REEBOK

from page 1

purpose, he said.

The ability to enhance and consolidate institutional control of athletic coaches' compensation from outside vendors is another important reason for developing the agreement with Reebok to provide shoes, equipment, apparel and other items to UW-Madison intercollegiate athletic teams, Sweeney said. (Since 1994, Big Ten Conference rules require Universities to become parties to such outside agreements.)

Major elements of the contract include:

- UW-Madison would receive, at a minimum, shoes, apparel and equipment from Reebok, with an estimated retail value of nearly \$3.4 million, to outfit its 22 intercollegiate athletic teams.

- UW-Madison would receive nearly \$2.1 million in cash, to be used for general university scholarships, athletic scholarships, payments to individual coaches (some of whom have never benefited from shoe, apparel and equipment contracts), and other athletic department uses.

- UW-Madison would receive \$62,500 for funding of two paid student internships per year in marketing and other disciplines.

- UW-Madison's Recreational Sports Programs receive \$50,000 in equipment and \$25,000 in workshops to train instructors.

- Reebok would provide an estimated \$125,000 in computers and supplies for use in an academic sports center for UW athletes.

- Reebok would contribute up to \$25,000 to refurbish a Madison-area basketball playground, and fund scholarships for disadvantaged children to attend UW sports camps.

- Reebok would fund \$12,500 in Student Humanitarian awards recognizing community service activities by university students.

The Athletic Board's Business and Finance Committee will review the proposal today, followed by full board review. The Board's action is advisory to Chancellor David Ward, who would then make a recommendation to the UW System and its Board of Regents.

ADVISING

from page 1

"Thanks for helping me find my way." We need to go beyond that."

The keynote address was given by one of the nation's leading experts on assessment. Wesley Habley, director of assessment programs for American College Testing (ACT), said UW-Madison is not alone in its search for a way to evaluate advising's strengths and weaknesses. Only about half of all U.S. universities reported in a 1992 ACT survey said that they regularly evaluate advising.

But it's more important than ever, Habley said, as universities put more responsibility and value into advising. As proof of that shift, he cited a 1960s description of advising from a prominent college handbook: "The task of advising is concentrated in the opening days of registration ... and consists of aiding students in the selection of courses."

That description is laughably incomplete today, as advisors are asked to help students reach their "maximum educational potential" on decisions from majors to careers.

Char Tortorice, associate director of testing and evaluation for the School of Education, led a session on developing mission statements. Fewer than half of the participants in her session said their programs currently have one, but Tortorice said it ought to be the starting point for evaluation.

A good mission statement can help advisors focus their work where it will make the most difference. Most mission statements are broadly written and only a few sentences long, but they help inform everything from staffing decisions to performance evaluations, she said.

REGENTS

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dents who take credits above the 15 percent threshold, however, would be charged at a higher rate.

"Most of us are leaving college with debt," Brown said, emphasizing that the "surcharge" would be a financial burden for students who want to get through college quickly, but who are behind because of changing or delaying choice of a major or lack of advising.

"The answer to having students get out in four years or an appropriate time isn't changing them extra," Brown said.

The "surcharge" proposal was not altered. In the only amendment to the final report, the Regents struck wording that said annual tuition increases would be "no more than 10 percent." Instead, the board kept general wording stating that tuition increases would be "moderate and predictable."

Steve Van Ess, director of student financial services at UW-Madison and a member of the Future Funding and Revenue Structures working group, says the report provides a number of excellent examples "where calls for increased productivity are answered" with requests for more flexibility. "Discretion in areas like the spending of auxiliary services revenue and classified personnel may very well lead to a better use of limited resources," Van Ess said.

Regent President Michael Grebe said the board was appreciative of public comment during the course of the study. For example, 154 people testified in person during public hearings, 63 people sent e-mail comments, and 1,058 people provided written testimony. "The high degree of public involvement in the study reflects the value of the UW System to people of the state," Grebe said.

In issuing its unanimous approval of the finalized version of the study, the board also instructed UW System President Katherine Lyall and system chancellors to report back with an implementation plan in fall 1996.

In other business, the board approved a design report and granted authority for UW-

They also help communicate a clear message to students and the public, many of whom misunderstand what advisors mean to the modern educational environment, she said. Some still believe that advisors simply dispense data about degree requirements, and a student's only role is to follow the dotted lines toward a degree. She said a mission statement should reflect that advising is a two-way process that gives students responsibility as well.

"We need to sell how important our work is to students and the public," she said. "We know we do a good job, and we know

what good advising is, but we need to be able to prove it and measure it in some way."

Jeff Hamm, assistant director of academic services in the School of Education, led a workshop encouraging advisors to set their own criteria for performance evaluations. "A real strong feeling emerged

that people want more concrete, constructive feedback on how they do their jobs," he said. "There was also some anxiety about how evaluations are currently done."

One participant said she felt her evaluations amounted to "benign neglect," since they offered little feedback to help her improve her work. Another participant said she was once criticized based on a comment from a single student that she was "not accessible."

"I spend a lot of time trying to make myself accessible," she told the group, "so this criticism really cut to the heart of me."

Hamm said advisors can help supervisors get better information about their performance by defining their job priorities and developing ways to measure them. He said colleagues can also help with their professional development, recommending that

The 21st Century plan

The key final recommendations of the four topic areas are:

Preserving and enhancing access to quality

- Tuition recommendations sent to the governor and Legislature will reflect incentives and disincentives for reducing credits to graduation.
- At least one UW System institution should pilot a four-year graduation contract by fall 1997.
- The UW System will forward a request for new instructional technology and distance education technology funding as part of its 1997-99 biennial budget request.
- The UW will work with state high schools to encourage concurrent attendance at UW Centers, provide more college credit opportunities for capable high school students, and enable qualified high school seniors to enroll as freshmen at UW System institutions.

Keeping college affordable

- Tuition increases should be moderate and predictable. State-funded financial aid should increase at a rate no less than tuition and also reflect increases in the number of aid-eligible students.
- UW institutions should actively seek private sources for student financial aid and other purposes, and should be rewarded for resulting successes.
- UW System Administration will create materials in both electronic and print formats encouraging early saving for college, projecting the cost of attendance and informing families about aid programs.

Creating new knowledge and fostering career and professional development

- Each UW institution should pursue partnerships with other UW institutions, K-12 school districts, Wisconsin Technical College districts, governmental agencies and the state's private sector.
- Invest in helping faculty and staff to develop and utilize new technology-based instruction both in the traditional classroom, as well as at sites reached through distance education technology. The report recommends that the UW System create a non-stock, non-profit organization to support technology-based instructional and distance education innovation, and will seek \$25 million to fund these initiatives from internal and external sources — including state government — in the next biennial budget.
- To meet student demand — especially for professional post-baccalaureate programs — the board will seek a statutory change to permit expenditure of program revenues and creation of full-time equivalent positions for credit outreach programs.

Restructuring and improving the efficiency of the UW System

- Four policies provide flexibility in the use of auxiliary revenue and development of alternate sources.
- Chancellors will provide the board with a report on existing and planned efficiency measures by Oct. 1.
- Two flexibility measures are proposed for setting tuition: 1) UW institutions would be allowed to propose differential tuition rates among themselves and by program within an institution, and 2) UW institutions would be allowed flexibility in proposing non-resident tuition rates for students from neighboring states — provided tuition at least covers marginal costs.
- To better serve students, Regents will seek several management flexibility changes from the Legislature.
- The Regents recommend that the concept and measurement of "productivity" be expanded to include the effectiveness of all instruction and instruction-related functions in the UW System, thereby recognizing the full array of services provided to UW students.

Madison to carry out major renovation work at Robert M. Bock Laboratories. The \$7.92 million project includes renovating, upgrading or replacing much of the building's mechanical equipment and distribution systems. The building houses the departments of Molecular Biology and Molecular Virology.

- Approved phasing out the five-year

bachelor of pharmacy degree at UW-Madison and replacing it with a restructured doctor of pharmacy (Pharm.D.) as the entry-level degree in the School of Pharmacy. The program will be a six-year program with the final year including the summer. The change will make UW-Madison's program more consistent with those offered nationally.

good about what they're doing at the end of the day. And if our feedback is just occasional and anecdotal, it will not last long."

Vandevender said advising offices may want to develop surveys of their student clients, to be able to fine-tune their services based on student feedback. They could be smaller-scale versions of the annual "survey of student satisfaction," conducted by sociologist James Sweet, which already provides useful feedback on advising.

The conference was meant as a starting point to get the advising community thinking about assessment strategies, Vandevender said. "This will take resources to do properly — not just money, but a way of building this into the already busy schedules of advisors."

SOAR readies for new curriculum rules

Advisors for Summer Orientation, Advising and Registration this summer will shoot for a smooth transition into the new general education requirements, which kick in for all freshmen this fall.

"People have been working hard to make sure we don't make many mistakes when we implement these," says Emily Comstock, assistant dean of academic services for the School of Education.

That will be a challenge especially at SOAR, where about half of the roughly 5,000 new students will be signing up for the new core courses in communication and quantitative reasoning. Those are the two most significant changes to the present curriculum, designed to beef up skills in critical writing, speaking and mathematics.

In addition, students will be required to take a set of 10 courses designed to ensure proficiency in social studies, the humanities and the natural sciences. Students will take at least 21 and as many as 30 credits in the six core areas.

Aside from the logistical challenges at SOAR, advisors will need to become

comfortable with the content of these new courses to help answer student questions, Comstock said.

A training session is planned June 14 to familiarize all SOAR advisors with the new requirements, followed by year-round training with all campus advisors.

Before then, Comstock said she would like advisors to post questions or concerns on general education in advance on the university's Advisor-Link list server. Advisor-Link was created last fall to give UW-Madison's 400-plus advisors a forum for updates, curriculum changes and advice.

For those wishing to subscribe, follow these steps:

- Send an electronic mail address to listserv@relay.doi.wisc.edu
- Leave the subject line blank.
- The first line of your message should read:
- ```
subscribe advisor-link YourFirstName
YourLastName
```
- For more information, contact Comstock at 262-1173.



# WISCONSIN WEEK

September 11, 1996

For Faculty & Staff

University of Wisconsin-Madison

Preliminary enrollment down slightly

Final total expected to be near 40,000

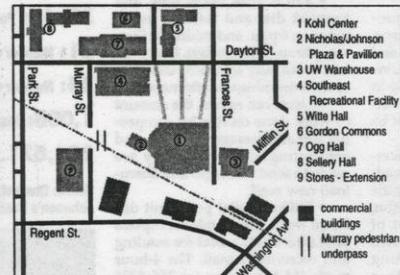
Bill Arnold

As of the beginning of classes on Sept. 3, preliminary figures show that 37,517 students are enrolled at the UW-Madison for the fall 1996 semester, according to Associate Registrar Thomas L.W. Johnson.

On the first day of classes one year ago, 37,967 students had enrolled. Last fall's final enrollment was 40,005. The final enrollment for fall 1996 is expected to be about 39,800, Johnson says.

The freshman class totaled 5,728 as of the end of last week; at the same time last fall, freshman numbered 5,513.

Students are eligible to register through the second week of classes. Final enrollment figures are due later this month, after the fourth week of classes.



As the giant hole on Dayton Street springs some skeletal roots of the Kohl Center (left), plans for the area around the Kohl Center are beginning to take shape. The design calls for a pedestrian tunnel under the railroad at Murray Street to allow visitors to get to the Kohl Center from the south (see map, above).

## KOHL MINING

Only three semesters until they play ball in the big hole

*Donors and dignitaries were on hand last Saturday at an official celebration marking construction of the Kohl Center, the university's 450,000-square-foot arena named for U.S. Sen. Herbert Kohl, who provided an anchor gift of \$25 million for the project. As completion of the facility — which will provide a seating capacity of 16,500 — moves closer, Wisconsin Week takes a peek at what to expect.*

Bill Arnold

It'll be about 16 months before Badger fans stream into the Kohl Center for the Big Ten season, but it's never too early to visualize what the new multi-purpose sports arena will be like come January 1998.

Picture this:

Fans approaching the structure's main entrance from Dayton Street traverse a tree-lined promenade to doorways beneath a massive granite-like structure which contrasts with a clear glass-curtain wall. From the

outside, the Kohl Center glows like a lantern. Through the glass, you can see excited fans making their way to their seats. Doors where fans enter and exit are also located on the building's west side — near the Southeast Recreational Facility — and at the southeast corner.

Once inside the main vestibule, the first thing you may notice is the building's massive architectural size and scale. The structure contains more than 40,000 cubic yards of cast-in-place concrete — enough to build a sidewalk stretching from Madison to Chicago — and more than 1,200 tons of structural roof steel that will enclose the main arena. With a main concourse ceiling that soars to 23 feet, there's an immediate impression of openness.

Straight ahead you'll see a reception room capable of hosting some 200 people at events before, during and after the games.

And to your right, you'll see a grand staircase leading to the second concourse. (In

sports arenas, these concourses are the expressways along which fans travel.) The Kohl Center's two wide concourses are lined with public artwork, permanent displays of UW sports memorabilia, interactive video displays, 28 concession stands and 24 accessible restrooms (compared to two at the Field House). The arena has two elevators, as well as staircases in all four corners.

Fans on the ground-level first concourse can see into the huge, main arena through the aisle portals, which provide access to the 7,500 red seats in the lower bowl. That's right — when at the UW Field House, fans enter at ground level and ascend to their seats. Now, via the Kohl Center's first concourse, fans enter above the shiny maple arena floor. By the way, the distance from the basketball floor to the rafters is about 90 feet.

Teams enter and exit the floor at the main arena/service area floor level via portals in the corners of the lower bowl. Spectators are not

see KOHL, page 4

## Inside

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Surf's slow

A new network and new modems will help, but Internet traffic will still be heavy this fall.

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Out of the woods?

Researchers find a weak spot in a deep-woods fungus that causes a confounding disease.

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## Ruling reminds: Formal meetings must be open

Bill Arnold

A recent ruling by Wisconsin's chief law officer sends a clear message to the hundreds of committees meeting regularly on campus: It's time for a refresher course on the state's open-meetings law.

On Aug. 20, Wisconsin Attorney General James Doyle issued a ruling stating the UW Athletic Board likely violated the state's open-meetings law in May in approving a contract with Reebok. Under the

contract, Reebok provides UW athletic teams with footwear and apparel, as well as funding for scholarships and other initiatives.

Doyle said in his ruling that the board's decision to use phone calls and e-mail to approve changes to the wording of a contract amend-

ment — instead of doing so during a formal meeting — was improper. "I recognize that the procedure likely was used to expedite matters, with no intent to circumvent the requirements of the open-meetings law,"

Doyle said in the ruling. "The re-

sult, however, was to deny the public notice of and access to the Athletic Board's decision-making process, which is a violation of the law, regardless of intent."

The Reebok ruling deserves a place on the agendas of all upcoming campus committee meetings, says John Dowling, university legal counsel. "When people think of the open-meetings law, they probably envision the meetings of state and local governmental agencies,

see MEETINGS, page 5



## New network, modems may only help keep pace

For the last year, the Division of Information Technology has been seeking to upgrade the campus link to the Internet. Existing links are now saturated at peak times, but added capacity is expected to be in place by late September.

Internet access has been provided through CICNet, a consortium of the Big Ten universities and the University of Chicago. UW-Madison has been participating in the complete redesign of this network, but the network will not be operational this fall.

In the meanwhile, the university has contracted Nap.Net, headquartered in Milwaukee, to handle network traffic from UW-Madison, UW-Milwaukee and the rest of WisNet. Traffic will feed into two high-speed circuits connecting Madison and Milwaukee to a Nap.Net hub in Chicago.

Nevertheless, DoIT officials warn, traffic on the Internet is likely to be slow this fall.

All over the country, links to sites are congested, and many servers providing Web pages and other files are swamped by demands from a constantly increasing number of subscribers, says Tad Pinkerton, associate director of DoIT.

Pinkerton notes that if UW-Madison simply added more capacity to its existing link in Chicago, it is doubtful that more traffic could be accepted at the other end for some months. While it's not a panacea, the Nap.Net connection will provide an immediately faster on-ramp to the Internet.

DoIT officials say they will also continue to participate in efforts to improve CICNet.

### WisWorld adds software, modems to keep pace

A new version of WisWorld for the Macintosh is available that will make using the Internet more convenient for students and staff on campus, according to DoIT.

WisWorld v.2.6 includes Eudora v.3.0, the newest version of the commercial electronic mail software. In addition, the new program suite includes Netscape v.2.02 and an updated Web-based tutorial tailored for Macintosh users.

The WisWorld modem pool is also getting a boost this fall with the addition of 192 modems, bringing the total to 1,008 modems. Even so,

DoIT officials say usage is heavy, and they will continue to contact people who dial in for excessive amounts of time so that campus users will have access.

A few other tips from DoIT:

- Fall is peak usage time, and heaviest dial and Internet use is between 6 p.m. and midnight Sundays through Thursdays. Users can best avoid busy signals by using the system mornings or afternoons.
- Users can reduce the amount of work done on-line by composing e-mail messages off-line, and connecting only when they are ready to send messages and download new mail.

Different dial pools suit different work. The 10-minute express pool (265-4322) is best for sending and receiving e-mail. The 4-hour pools (14.4 modems for 265-4321 and 28.8 modems for 265-4328) are for Web and gopher work.

For more information about WisWorld, visit the Web site at <http://www.wisc.edu/wisworld>.

### Survey shows spending on personal computers up

Students estimate they will spend \$23 million on personal computing in 1996-97 — a 27 percent jump over last year's \$18 million.

The university's faculty and staff report they will spend about \$20 million on personal computing, bringing the total projected investment to \$43 million.

Those findings come from a recent campus survey conducted by DoIT. Surveyed were about 400 students and 350 faculty and staff, all randomly chosen. This was the fourth year DoIT has surveyed students and the first year faculty and staff have been included.

The survey also found that:

- Eighty percent of students use the Internet, compared to 61 percent last year and 30 percent in 1994.

- Thirty-eight percent of all students surveyed dial in to the campus network at least once a week; 33 percent dialed in weekly last year and 10 percent in 1994.

- Students, faculty and staff together rated campus computing resources an average of 3.9 on a 5.0 scale, with "good" as 4.0 and "very good" as 5.0.

For a copy of the complete report, contact Brenda Phetus at 265-8642 or [bphebus@facstaff.wisc.edu](mailto:bphebus@facstaff.wisc.edu).

### Surfing by numbers

A look at some significant numbers pertaining to spring WisWorld usage:

**135,630:** Number of unique e-mail messages sent on the busiest e-mail day of spring 1996.

**30-40:** Percent of dial-in users that received a busy signal in spring 1996, down from 71-86 percent in fall 1995.

**21:** Number of users for each dial-pool modem, based on 17,275 users during May, when there were 820 active modems.

**34:** Number of users per modem in September 1995, when the pool maintained 480 modems.

**1,008:** Number of modems the pool now maintains.

**221,621.6:** Number of hours users spent connected to the dial pool in April.

Below: Students Carrie Johnson (from left), Alisha White and Heather Hazelwood take turns checking their e-mail in Johnson's Bradley Hall room.



Jeff Miller

### New PC line available

DoIT is offering a new line of Dell PCs specifically designed for academic use. The computers will be available for purchase by anyone with a UW ID.

Dell's top-of-the-line PCs, the Optiplex models, are available from DoIT for less than factory prices. All systems are available at academic discount prices for individuals and departments, and come installed with DoIT-recommended software. The computers are in stock and ready for delivery.

Three desktop and two laptop systems will be offered, ranging in

price from \$2,165 to \$4,283, as well as a selection of Hewlett-Packard printers.

For more information about these systems, go to <http://showroom.doit.wisc.edu>, visit the DoIT Showroom at 1210 W. Dayton St., call 265-SHOW, or send e-mail to [showroom@doit.wisc.edu](mailto:showroom@doit.wisc.edu).

### Biology media center opens

DoIT and the Biotechnology Center have opened the Biology New Media Center in the Genetics Biotechnology Center building to help integrate multimedia techniques into biology teaching and

research. The center also increases access to new media on the west end of campus.

The BNMC will provide four services: assisting users in the use of information technologies, tools and resources; enabling users to find, adapt and create instructional materials; assisting in the analysis and presentation of research data; and helping evaluate the effectiveness of new technologies.

Hours are Monday-Friday, 11:30 a.m.-2 p.m. A classroom will be available in January.

For more information, call up the BNMC Web site at <http://bnmc.doit.wisc.edu/bnmc.html>.

## MEETINGS

but it also applies to Wisconsin's public universities," he says.

Dowling says if a university committee is formally constituted — meaning that it is a governmental body created by formal action of the Board of Regents, the Faculty Senate, the Academic Staff Assembly, departmental executive committees and the like — it is bound by the state's open-meetings law

and must conduct its decision-making in publicly announced and accessible meetings, not in closed meetings or via telephone, facsimile (FAX) machine or e-mail.

Specifically, the state's open-meetings statute provides that every meeting of a "governmental body" must be preceded by public notice (including time and location of the meeting) and must be held in "open session," unless a closed session is authorized by the statute for the consideration of certain sensitive matters (such as personnel issues or contract negotiations). In addition, no ballot or vote at such a public meeting may be taken in secret.

Not all get-togethers and staff meetings are to be considered as meetings for the purpose of the open-meetings law, Dowling says. Under Wisconsin law, a "meeting" is defined as "the convening of members of a governmental body for the purpose of exercising the responsibilities, authority, power or duties delegated to or vested in the body."

The law further states: "If one-half or more of the members of a governmental body are present, the meeting is rebuttably presumed to be for the purpose of exercising the responsibilities, authority, power or duties delegated to or vested in the body. The term does not include any social or chance gathering..." Evelyn Howell, professor of landscape architecture and environmental studies and the chair of the University Committee, says is-

sues of openness and accountability are at the core of the emphasis to educate university committees about the law.

"As members of a public institution, it is important that we faculty members conduct most of our business in the open," she says. "The University Committee is currently exploring ways to help committee members, especially committee chairs, understand the state's open-meetings policies, and the implications that they have for committee operations."

Adds Dowling, "On a regular

**Q:** What is a "governmental body?"

Committees formally created by the Board of Regents, the faculty, the Faculty Senate, departments or the Academic Staff Assembly are governmental bodies, including departmental faculty or executive committees, divisional executive committees or the committees listed in Chapter 6 of *Faculty Policies and Procedures*.

Formal academic staff committees include the Academic Staff Executive Committee and standing committees created by the Academic Staff Assembly.

Ad hoc or standing committees created by deans, directors or department chairs to advise on administrative matters are not governmental bodies.

basis, campus committees really should take the opportunity to step back and look at how they conduct their business."

Faculty and staff with questions about the open-meetings law can call Administrative Legal Services at 263-7400.

**Q:** Does the law apply to departmental personnel committees or tenure review committees?

If the tenure review committee is established under departmental rules, then it is a formally constituted subunit of the executive committee and is subject to the requirements of the law. However, these bodies may move into closed session to discuss sensitive matters.



## WISCONSIN ATHLETICS

University of Wisconsin-Madison  
Division of Intercollegiate Athletics  
1419 Monroe Street, Madison, Wisconsin 53711  
Fax: (608) 265-2881

*Athletics*  
*-Licensing*

Vince Sweeney  
Associate Athletic Director  
(608) 262-5583

October 31, 1996

**TO:** Editors, news directors, sports editors  
**FROM:** Vince Sweeney, (608) 262-5583  
**RE:** Business Ethics awards

*1/16/*

We thought you might be interested in the following information we learned of today. Recognized for human rights initiatives combating child labor in Pakistan, Reebok International has been selected as a recipient of the 8th Annual Business Ethics Awards for Corporate Responsibility and Ethics.

The university continues to applaud Reebok's commitment to human rights and this award certainly supports their efforts in that area.

You can access the attached article from the World Wide Web at  
<http://www.startribune.com/cgi-bin/list/listEval.cgi>.



Published Wednesday, October 30, 1996

## Business Ethics Names 1996 Ethics Awards Winners

PRNewswire

Star Tribune Online  
Business

MINNEAPOLIS, Oct. 30 /PRNewswire/ -- With ethics a key issue in this year's presidential election, Business Ethics today announced three companies who are some of America's best. The winners of the 8th Annual Business Ethics Awards for Corporate Social Responsibility and Ethics include BankAmerica Corporation (NYSE: BAC), General Motors (NYSE: GM) and Reebok (NYSE: RBK). The national ethics awards competition is sponsored by Sears, Roebuck and Co. (NYSE: S) -- a national leader in corporate ethics and social responsibility.

Winning companies exhibit overall excellence in the following categories: San Francisco-based BankAmerica Corporation -- for general excellence in ethics, environment and community banking; Detroit-based General Motors -- for environmental excellence in production processes, and Stoughton, Mass.-based Reebok -- for human rights initiatives in combating child labor in Pakistan.

"The Business Ethics Awards honor organizations for outstanding practices in business ethics and social responsibility," said Marjorie Kelly, publisher of Business Ethics. "Business and social values are changing rapidly, with companies having more pressure to reinvent themselves everyday and adapt to a changing marketplace. That's why more than ever before we're proud to celebrate the efforts of organizations striving to do better. These companies are leaders, out ahead of their peers -- laying a path we hope others will follow."

The Business Ethics staff conducted a nationwide search for nominations, with eight finalists chosen and evaluated by a group of independent judges. This year's winning organizations were selected based on their outstanding practices in business ethics and social responsibility, and on meeting many, though not necessarily all, of the following criteria:

-- Demonstrate leadership in their field, out ahead of the pack, showing the way ethically.

-- Support programs or initiatives in responsibility that show sincerity and ongoing vibrancy, and reach deep into the company.

-- Maintain significant presence on the national scene, so ethical behavior sends a loud signal.

-- Stand out in at least one area, though recipients need not be perfect in all areas.

-- Have faced a challenging situation in recent years, and shown it can be overcome with integrity.

Sears, Roebuck and Co. is the ethics award sponsor for the second year. "Sears is proud to sponsor the 1996 Business Ethics Awards to honor companies demonstrating leadership in ethics and social responsibility," said Bill Giffin, vice president of ethics and business policy for Sears. "We believe organizations that exemplify an outstanding commitment to achieving the highest standards of ethical business conduct have the opportunity to positively transform an organization's culture -- and its success into the future. The Business Ethics Awards program recognizes these leaders and provides an opportunity to learn from their practices."

The award winning companies will be profiled in the November/December issue of *Business Ethics*. In addition to the three company awards, the National Labor Committee, a nonprofit organization based in New York, is recognized with a "Catalyst Award for Human Rights." Sample issues and subscriptions can be obtained by calling 800-601-9010. SOURCE *Business Ethics*



Business



Star Tribune Online

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UNIVERSITY OF WISCONSIN  
Men's Sports Information Office  
1440 Monroe Street  
Madison, WI 53711

*B* Athletics - Licensing

Steve Malchow, Sports Information Director  
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Julie Kluge, Assistant Director  
Office: 608.262.1811  
Facsimile: 608.262.8184  
UW Web Site: <http://www.wisc.edu/ath/>

For immediate release

May 14, 1996

## ATHLETIC BOARD TO REVIEW REEBOK CONTRACT

MADISON, Wis. — A minimum of \$450,000 for general university scholarships and the opportunity to raise much more scholarship funding through increased licensing revenues are among the key University-wide benefits of the proposed \$7.9 million five-year supply/license contract with Reebok International, Inc., Associate Athletic Director Vince Sweeney said Tuesday as Athletic Board members began to review the draft contract.

The Reebok agreement, under which the shoe, clothing and sports equipment manufacturer would aggressively market its UW products, is likely to greatly boost the licensing revenues the University receives, he said. "It is strongly in Reebok's interests to sell licensed goods, thereby sharply increasing revenues available to both general scholarships and the Athletic Department," Sweeney said. Currently, 50 percent of all UW licensing revenue profits are dedicated to general scholarships, and \$1 million has been raised to date for that purpose, Sweeney said.

The ability to enhance and consolidate institutional control of athletic coaches' compensation from outside vendors is another important reason for developing the agreement with Reebok to provide shoes, equipment, apparel and other items to University of Wisconsin-Madison intercollegiate athletic teams, Sweeney said. (Since 1994, Big Ten Conference rules require Universities to become parties to such outside agreements.)

"In recent years, many Division 1 coaches, including UW-Madison coaches, have entered into consulting/endorsement contracts with a variety of shoe, clothing and equipment vendors," Sweeney said. "Under our plan, local contracts would not be renewed by individual coaches, and would be replaced, over a two-year phase-in period, by the Reebok agreement. The agreement provides cash payments, to be used in part for coaches' compensation, at the discretion of the Athletic Director."

Some of the major elements of the contract include:

- UW-Madison would receive, at a minimum, shoes, apparel and equipment from Reebok, with an estimated retail value of nearly \$3.4 million, to outfit its 22 intercollegiate athletic teams.
- UW-Madison would receive nearly \$2.1 million in cash, to be used for general university scholarships, athletic scholarships, payments to individual coaches (some of whom have never benefited from shoe, apparel and equipment contracts), and other athletic department uses.
- UW-Madison would receive \$62,500 for funding of two paid student internships per year in marketing and other business-related disciplines .
- UW-Madison's Recreational Sports Programs receive \$50,000 in Reebok sports equipment and \$25,000 in recreational sports workshops to train instructors.
- Reebok would sponsor a series of events and programs, including the Crazy Legs Run, a Women's Sports Challenge (for high school athletes around the State), Sports Combines and international tours.
- Reebok would provide an estimated \$125,000 in computers and supplies for use in an academic sports center for UW athletes.
- Reebok would contribute up to \$25,000 to refurbish the playing surface of a Madison area basketball playground, and will annually fund scholarships for 15 disadvantaged children to attend UW summer sports camps.
- \$12,500 in Student Humanitarian awards would be funded by Reebok in recognition of community service activities by University students.

In return for these and other considerations, Reebok would be designated the exclusive UW-Madison Intercollegiate Athletics supplier for all of the apparel, shoes and equipment that the company manufactures. In addition, the contract provides to Reebok specified tickets, parking passes, advertising opportunities and support for special events.

The UW Athletic Board's Business and Finance Committee and the full board are scheduled to review the proposed contract Wednesday. The Board's action is advisory to UW-Madison Chancellor David Ward, who would then make a recommendation to the UW System and its Board of Regents.

Athletics  
- Licensing

**SUMMER 1996**

# Detours, new shoes,

## Regent moves and other news from summer

— Bill Arnold

**AH, THE PRICE OF PROGRESS.** Construction crews, heavy equipment and street detours characterized much of the summer of 1996 as a variety of building projects. On a quieter note, summer activities included Board of Regents decisions, preparations for the state's 1997-99 biennial budget, a new footwear-and-apparel contract for Badgers teams, and an across-the-campus gearing up for fall semester. Here's the skinny on the summer.

### Under construction

- Construction crews made steady progress on the largest UW-Madison project in years — the Kohl Center. Crews first converged on the 601 West Dayton St. site to begin digging for the foundation of the 450,000-square-foot multi-sport arena. Nearly all excavation and foundation work has been completed, and the facility should be enclosed by March 1997. Al Fish, administrative officer for Intercollegiate Athletics, says work will continue at an aggressive pace to ensure the hosting of home basketball games starting in January 1998.

- Reconstruction of West Dayton Street is nearing completion. Repaving and installing curb and gutter from Randall Avenue to Broom Street is nearly complete. Brick work will close the Park-Broom section of West Dayton closed until next week and the Randall-Park section indefinitely.

- A \$16-million project has entirely transformed the home of the Law School. All of the building's classrooms are either new or have been modernized to take advantage of the latest in instructional technology.

- Biochemistry. Work continues on this major addition along University Avenue at Babcock Drive. The research greenhouse phase — at Babcock and Linden Drive — has been completed. The addition should be completed in April 1998.

- Plaza deck replacement work near the Steenbock Memorial Library and Gordon Commons should be completed later this year.

- New outdoor basketball and volleyball courts being built adjacent to the Southeast Recreation Facility should be ready for action by mid September. Five lighted half basketball courts and a tennis bounding wall will be located directly behind — or to the south — of the SERF building, and two sandlot volleyball courts will be located just to the west along Murray Street.

### Annual budget brings tuition increase

While the UW System Board of Regents just last week weighed in on the state's 1997-99 biennial budget (see related story, page 1), in June the board approved the allocation of the \$2.48 billion UW System annual operating budget to the cam-

puses for the 1996-97 academic term beginning July 1. In doing so, the board approved a 4 percent tuition increase for resident undergraduates at UW-Madison.

The funds for the annual budget were appropriated by the Legislature and approved by Gov. Tommy Thompson last year in the state's 1995-97 biennial budget. Under the 1996-97 budget, the UW System will operate with a GPR reduction of \$19.8 million (2.3 percent) from 1995-96. Gov. Thompson and the Legislature permitted a \$5.4 million offset through a tuition adjustment, for a net reduction of \$14.4 million.

Another significant feature of the budget includes an additional reduction of 156 full-time equivalent positions, bringing the total personnel cuts to 527 FTEs for the biennium. Two-thirds of the posi-

tion cuts come from administrative, support-service and other non-instructional functions. The student share of instructional costs rises from 33.4% to 34.5% as tuition partially offsets GPR cuts.

### Lacing up with Reebok

Footwear and apparel shipments started arriving in locker rooms shortly after Chancellor David Ward signed the five-year, \$9.5 million contract with Reebok on July 15.

Under the terms of the contract, Reebok is supplying athletic clothing, footwear and equipment to 22 men's and women's intercollegiate athletic teams. The university also is receiving nearly \$2.1 million in cash for general university scholarships, athletic scholarships and other athletic department uses. Nearly \$500,000 will be used for the

Chancellor's Scholarship Fund, which benefits the general student population.

Sweeney says a 1994 Big Ten Conference rule encouraging the regulation of university relationships with outside vendors was an important factor in entering into the agreement with Reebok. The rule requires that universities become parties to such agreements in order to fine-tune institutional control of athletic coaches' compensation from vendors.

### What a plan

Work on the Campus Master Plan — that comprehensive blueprint for long-range campus development and construction — is approaching completion. During the summer, the project's lead consultants, Johnson Johnson & Roy, concentrated on documenting the

nearly two-year planning process, including preparing or revising reports. The process will be completed this fall when final presentations are made to groups such as the Board of Regents.

### Uninterrupted discovery

Campus may seem quieter during summer, but its laboratories and libraries ring with the din of research in progress. With fewer classes to teach and take, students and faculty typically make great research headway during the summer. This year, the story was no different. Here's a sample:

One of the most fruitful research breakthroughs announced this summer was also the most fruit-fly-ful. In July, UW-Madison biologists discovered a single gene in the common fruit fly responsible for growing wings. In their experiments, they were able to direct the gene to grow wing tissue from eye sockets, legs, antennae and virtually any other body appendage.

The discovery promises key insight into how genes in animals, including humans, direct limb formation. While the finding has no immediate application, it may lead to prevention of the genetic miscommunication that causes birth defects.

At the same time, researchers in the Medical School were helping pave the way for a safe, easy and effective treatment for male impotence. As part of a national study involving 58 research centers, UW researchers discovered that a yet-to-be-approved therapy, which would allow men to administer treatment themselves in the privacy of their homes, enabled nearly two-thirds of men affected by erectile

see SUMMER, page 5

### SUMMER 1996: In the news

## Research park wins recognition for business growth

By Brian Mattmiller

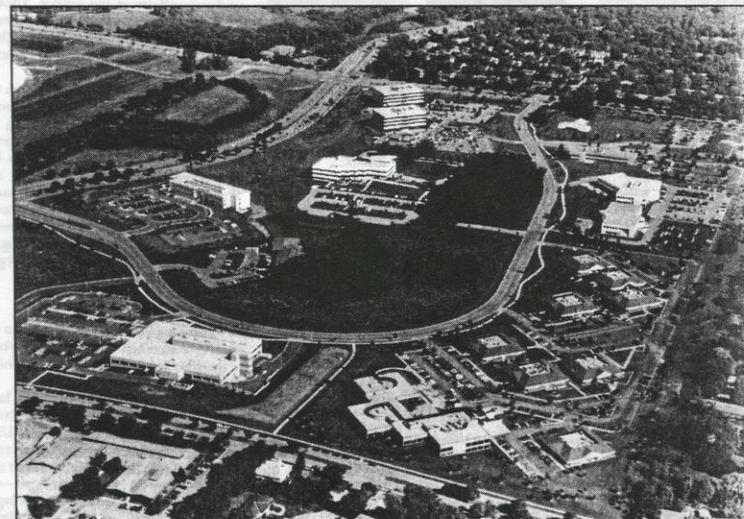
The University Research Park's steady, managed growth into an innovation-rich business center has earned national acclaim.

The Association of University-Related Research Parks awarded the first "Outstanding Research Park Achievement Award" to the park, which began in 1984 in west Madison on old agriculture research property. Roughly 140 research parks in the United States have a university affiliation.

Park Director Wayne McGown attributes the park's success in part to its ability to develop home-grown start-up companies that commercialize UW-Madison innovations, and to the growing number of faculty who volunteer time as informal consultants.

Starting with a single company in 1985, the park has grown to 63 companies employing more than 1,800 people. In 1995, the park paid \$1.1 million in property taxes to local governments, on land that was tax exempt only a decade before.

Two-thirds of the park's companies have connections to research or high technology, and many of them use WARP licenses or patents.



Located on 250 acres off Mineral Point Road and Whitney Way, about 40 percent of the University Research Park is now occupied. Last year, the park began a second phase of expansion into an unoccupied block of land west of Whitney Way.

# The new math

A program designed in part by UW-Madison researcher puts reality first

Jeff Iseminger

The difference between traditional mathematics education and a new math curriculum for middle schools developed at UW-Madison is the difference between frozen and fluid, between isolation and collaboration, between math as lock-step rules and math as a dynamic way of thinking.

The curriculum's name, "Mathematics in Context" (MIC), is apt. It pulls mathematics from its backwater mooring in rote, work-at-your-desk exercises and moves it into the mainstream context of modern life. Some examples:

- Students explore geometric concepts involving angle through calculating how far a hang glider will fly from various heights at various angles of descent.

- To learn algebraic concepts, they devise a formula to help a movie set designer calculate how many metal rods are needed for different-length beams.

- In statistics, students construct systems of classifying pottery unearthed by an archaeologist.

During these exercises, students often answer questions together, sharing their problem-solving strategies instead of hunching over their desks and working alone.

MIC, being published by Encyclopaedia Britannica, was produced by researchers at the University's Wisconsin Center for Education Research (WCER) and curriculum designers at the Freudenthal Institute in the Netherlands.

Coordinating the project was Thomas Romberg, director of WCER's School Mathematics and Science Achievement Center, who is considered the preeminent leader of a widespread reform movement aimed at changing the way mathematics is taught in the United States.

Why the Dutch connection? "The Dutch have been doing 'realistic' math education for years," says Romberg, "so we invited them to work with us."

Going Dutch made sense to Romberg. "In international comparisons of student mathematics achievement," he says, "the Dutch students generally rank first or second in the world and are significantly better than American students."

## SUMMER

from page 12

dysfunction to achieve sexual intercourse.

In the College of Agricultural and Life Sciences, a team of entomologists and plant specialists made progress on a three-year-old study to grow trees that genetically fight off bugs. The team has worked to genetically engineer poplar trees to produce a natural insecticidal protein to keep away destructive gypsy moths and caterpillars. They announced this summer that their three-year-old trees are continuing to produce the toxin after a year in the field.

CALS researchers hope to use the genetically altered trees as fast-growing crops that could be cut and burned as an alternate source of energy in Wisconsin. Because they would not require pesticides, the trees would be inexpensive to grow, researchers say.

### New faces

- The Board of Regents has three new members: Patrick Boyle, former UW Extension Chancellor and UW-Madison professor of continuing and vocational education (succeeding La Crosse businessman Daniel Gelatt); JoAnne Brandes, vice president of corporate communications for S.C. Johnson and Son in Racine (succeeding Lee S. Dreyfus); and Bradley DeBraska, a Milwaukee police detective and president of the Milwaukee Police Association (succeeding John Budzinski).

- Robert Skloot, an internationally known theatre and drama specialist, and Katherine Kalil, an award-winning re-

**"If students have an opportunity to reinvent a mathematical idea together, they're more likely to remember it."**

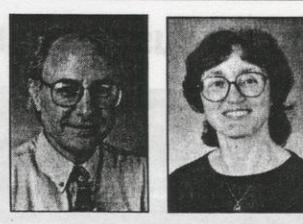
Above: a sample exercise from MIC.

likely to remember it because they discovered on their own why it was needed."

The designers also made the curriculum depart from the traditional by building on and pushing beyond the fundamental skills learned in early levels. "In the past, middle

school mathematics has been basically a review and extension of arithmetic," says Romberg. "But MIC incorporates such material as using the ideas underlying statistics and probability, drawing inferences from graphs and spreadsheets, and exploring transformational geometry [turning an object to view it from different angles]," he says. To introduce algebraic concepts, MIC challenges students with problems involving variables.

Overall, says Romberg, the curriculum's strength is the way it recognizes the interconnectedness of mathematical ideas and weaves those ideas into real-life situations.



Skloot

Kalil

searcher who specializes in the study of neural development, were named associate vice chancellors for academic affairs effective Aug. 1. Both positions are half-time and are part of the provost's office.

Skloot, a professor of theatre and drama and Jewish studies, succeeds Gary Sandefur, professor of sociology, who has returned to teaching and research activities. Kalil, a professor of anatomy, fills an opening created when Virginia Hinshaw was appointed dean of the Graduate School.

- Cleveland James brings nearly a decade of experience in recruiting and retaining Wisconsin minority students to his new post as associate director of admissions. James, formerly the assistant director of admissions at UW-Whitewater, started in July as the university's new coordinator of undergraduate minority recruitment programs. He replaces Esrold Nurse, who left UW-Madison last summer to take an administrative post at the University of Michigan.

- Kenneth B. Davis, who has taught

classes in business organizations, corporate finance and contracts, and securities regulation at the UW Law School since 1978, replaces Gerald Thain as the associate dean for academic affairs at the school. Thain, who will return to teaching full time after a one-year sabbatical, helped guide the Law School's major additional and remodelling project.

An advising professional from Cornell University, Greg Medina, has been named to lead the Cross-College Advising Service (CCAS), an academic support lifeline for students who have not declared majors. Medina, formerly the associate director for counseling and advising at Cornell in Ithaca, N.Y., for nine years, replaces the program's first permanent director, Carlotta Calmese, who last spring accepted a new advising and administrative position with the College of Letters and Science.

### Ready to govern

The new year brings change to the governing leadership of the academic staff, while a familiar face retains the leadership role in the Faculty Senate.

Evelyn Howell, professor of landscape architecture and environmental studies, has been designated as chair of the University Committee for the 1996-97 academic year. Howell served as the lead co-chair of the six-member University Committee — the top faculty governance body — during the second semester of the 1995-96 academic year. Richard Ralston, professor of Afro-American Studies, will serve as president of the Public Representation Organization of the Faculty

Senate, Inc.

The committee, the Senate's executive panel, includes Mary Anderson, professor of geology and geophysics and environmental studies, and Brent McCown, professor of horticulture and environmental studies. John Hearn, professor of physiology, and William Courtenay, professor of history, were elected to the committee earlier this year, succeeding Michael Bleicher, professor of mathematics, and former lead co-chair Ann DeVane, professor of curriculum and instruction.

The Faculty Senate holds its first meeting Oct. 7 at 3:30 p.m. in 272 Bascom.

Bill Steffenhagen, researcher in the animal health and biomedical sciences, is chairing the Academic Staff Executive Committee, the administrative and executive arm of the Academic Staff Assembly, succeeding Cathy Middlecamp, director of the Chemistry Learning Center. The new ASEC vice chair is Kathy Zweifel, senior administrative program specialist in the genetics laboratory.

Other members of ASEC are: Wilt Sanders, senior scientist, Space Science and Engineering Center/Physics; Robert Dye, assistant dean, College of Engineering; Barry Robinson, business manager, University Theatre; Carole McGuire, administrative and finance officer for academic services, and finance and operations officer, Outreach Development; Mary Ruedinger, administrator, Physiology; Pat Fessenden, assistant dean, Division of Continuing Studies; and Esther Olson, assistant director, Synchrotron Radiation Center and Physical Sciences Laboratory.

The assembly holds its first meeting Sept. 9 at 3:30 p.m. in 272 Bascom.