The University of Wisconsin-Milwaukee: a historical profile, 1885-1992. 1992

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The University of Wisconsin-Milwaukee
A Historical Profile, 1885-1992

by

Frank A. Cassell, J. Martin Klotsche, and Frederick I. Olson

with the assistance of

Donald R. Shea and Bea Bourgeois

THE UWM FOUNDATION, INC.

MILWAUKEE, 1992

This history is gratefully dedicated to the faculty, staff, administrators, and students who merged two Milwaukee institutions into one to create UWM in 1956 and to those who have sustained it ever since.

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Contents

Introduction

As it approaches its fortieth anniversary in 1996, the University of Wisconsin-Milwaukee can boast of a proud tradition of serving the people of the Milwaukee metropolitan area. Located on the upper east side of Milwaukee on a modest ninety acre site, UWM is composed of eleven schools and colleges which enroll over 25,000 students, served by two thousand faculty and staff employed at the institution. UWM scholars are known throughout the world for the importance of their research, and the millions of dollars they bring to Milwaukee each year not only enhance the quality of academic life but also enrich the local economy.

UWM today is home to many programs of distinction. The American Geographical Society collections, brought to Milwaukee from New York City over fifteen years ago, attract scholars from many countries eager to study the maps, globes, rare atlases, and photographs that compose one of the finest geographical collections anywhere. The AGS collection is located in the Golda Meir library, itself a major resource for the people of Milwaukee and Wisconsin. UWM's art galleries display important works of painting and sculpture, while its nationally recognized School of Fine Arts is a center of the performing and creative arts. The Fine Arts Quartet has carried UWM's name to many nations, while the superb Professional Theatre Training Program thrills theater audiences.

UWM's Center of Excellence programs represent a major effort to focus university resources on certain areas deemed of greatest importance to the Milwaukee area. Among these are the School of Architecture and Urban Planning that helps metropolitan leaders address physical design problems, and the Urban Research Center which focuses on economic and social needs in the region. The Surface Studies Laboratory conducts research vital to the evolving high tech economy of Milwaukee, while the Center for Great Lakes Studies tries to understand how Lake Michigan functions and how its ecological integrity can be maintained. The Center for Twentieth Century Studies brings together outstanding humanists not only from UWM's faculty but throughout the world to consider major cultural issues and trends.

Everywhere one looks around UWM there is evidence that this is a different kind of campus. This is not to say that UWM lacks the traditional look of an American institution of higher learning. Some of the buildings date from the late 19th century, several thousand students live in dormitories, and there are varsity sports as well as numerous student organizations. Yet only a fraction of UWM's students fall into the traditional age range, live on campus, or participate in what is normally defined as student life. The great majority of UWM students are older, married, working, and attend classes on a part-time basis. For them UWM is a means to an end usually defined as economic and social progress. Although numerous individuals come to UWM from all states of the union and many nations to study with particular faculty, over ninety percent of UWM's students are residents of the Milwaukee area. Alumni records show that most graduates will remain in southeastern Wisconsin. Without UWM many of these individuals would never have the opportunity to obtain a university education, and the region's economy would be denied their enhanced skills.

The 80,000 graduates of UWM fill positions in business, education, social services, manufacturing, government, and the arts; they represent the university's greatest contribution to the quality of life in Milwaukee. However, there is much more to the story of UWM and its metropolis. UWM

represents an idea, or to put it more accurately, an extension of an idea. A century ago leaders of the University of Wisconsin proclaimed the "Wisconsin Idea" which was defined to mean that the university was to be involved with all the people of the state, and that it had to address problems relevant to the physical and economic health of the society. In sum, the boundaries of the university were to be the boundaries of the state.

In 1956 UWM was created as an urban university, one specially designed to serve the rapidly growing metropolitan area of southeastern Wisconsin where nearly a third of the state's population resided. The essence of the Wisconsin Idea, and of its particular application in an urban setting, is that the campus should be fashioned to the needs of the people rather than the other way around. Indeed, the whole idea of a university campus was changed by the creation of UWM. UWM offers courses from early morning to late evening in order to accommodate its diverse constituencies. It keeps its support services such as the library functioning at hours convenient to working students. Hundreds of UWM courses and programs are taken by students in dozens of sites throughout the metropolitan area. An elongated summer session utilizes flexible class formats and extended days to provide special vacation opportunities for its students.

UWM's academic programs reflect the educational and research needs of the Milwaukee community. Milwaukee is a center of business and engineering enterprise that is increasingly international in scope. The area also boasts world class health care and research. As in any metropolitan area, there is a demand for social workers, librarians, teachers, public administrators, planners, and human service agency administrators. UWM's schools and colleges have been developed to meet these needs, and faculty have been recruited because they are not only good teachers but because their special knowledge can help the area's public and private sectors address problems. Every school and college reaches out to its particular constituents. Sometimes these relationships are demonstrated through special programs to bring practitioners up to date in their fields. Often faculty obtain research grants to study problems and support solutions. Dozens of citizen advisory groups have been appointed to work with UWM's programs so that they are always in touch with changing circumstances.

The central theme of UWM's history is that it is Milwaukee's university. It was created by a merger of two existing institutions, Wisconsin State College, Milwaukee and the University Extension Center in Milwaukee, both of which already had long and distinguished records of educational service to the city. A coalition of Milwaukee leaders came together after World War II to demand creation of a major public university to serve the state's most populous region. With their political victory in 1955 and the opening of the campus in the fall of 1956 a new era of public higher education in Milwaukee began. From the beginning UWM and Milwaukee operated in a partnership, each helping the other to grow and develop.

UWM today is a major force in Milwaukee. Indeed, it is hard to imagine Milwaukee without its state university. The dynamic development that has characterized its first four decades is still apparent. New buildings are rising on the campus and a new generation of faculty and administrators are continuing to develop and adapt UWM to the requirements of an ever changing metropolitan society.

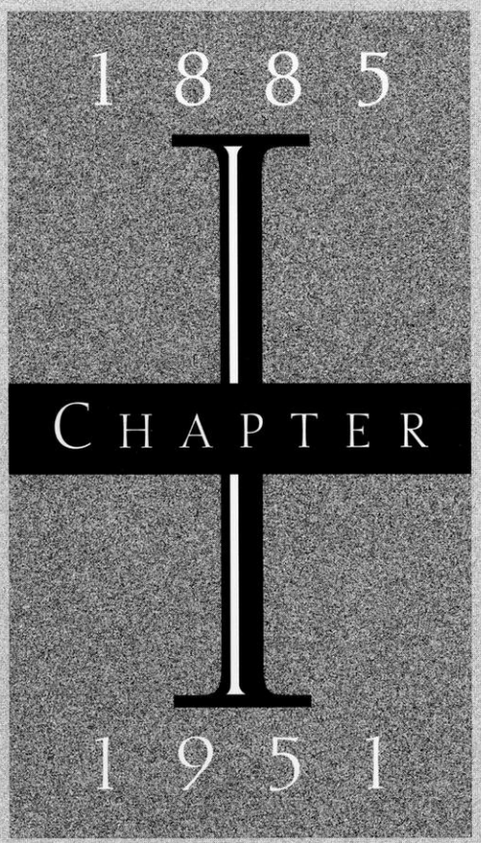
With the approach of its fortieth anniversary, there has been a growing interest among faculty, staff, and alumni that an effort be made to produce a history of the institution. Most of the community leaders and the original faculty and staff members who founded UWM have long since retired, and many have relocated to other parts of the country. There existed a real danger that, unless something was done, important parts of the UWM story would be lost. Several books have been published concerning UWM's predecessor institutions, and Chancellor Emeritus J. Martin Klotsche has published two volumes dealing with the many years he served as head of the institution. Some school and college histories, such as those from the College of Letters and Science and The Graduate School, have been published. Additionally, Dr. Klotsche and Professor of History Frank A. Cassell collaborated on an oral history project in the early 1980s that succeeded in capturing on tape the recollections of many individuals important to the founding and early history of the campus. However, no general history of UWM has appeared in over twenty years.

The idea of this volume came from Klotsche who enlisted support from the board and staff of the University of Wisconsin-Milwaukee Foundation. A steering committee composed of Klotsche, Cassell, and Professor Emeritus Frederick I. Olson took charge of the project with the full support of Chancellor John H. Schroeder and the UWM Foundation. Alan Magayne-Roshak of the UWM Department of Photographic Services took responsibility for assembling the photographs chronicling UWM's history and for providing original pictures. Ms. Bea Bourgeois, Senior University Relations Specialist, was responsible for coordinating the several parts of the project and then preparing the manuscript for publication. Without her enthusiastic participation the project could not have been completed.

Klotsche penned many of the early drafts of the chapters which were then reworked by all three authors. The authors express their appreciation to Faye Christensen who provided research and secretarial support for Klotsche. They also thank Dianne Forst, Cassell's assistant at Roosevelt University, who typed several versions of the chapters. Professor Emeritus Donald R. Shea graciously agreed to read the manuscript from the standpoint of a faculty member and administrator who had personally participated in UWM's affairs, and those of one of its predecessors, for over 40 years.

Frank A. Cassell
J. Martin Klotsche
Frederick I. Olson

Milwaukee, April 30, 1992


1885
CHAPTER
I
1951

CHAPTER ONE

Deep Roots: 1885-1951

The modern UWM is a vast center of teaching and research, but its historical development was heavily influenced by the faculty and staff who were brought together in the fall of 1956 to open the new campus. These individuals had, until a few months earlier, been employed by two institutions with long records of distinguished service: the Wisconsin State College, Milwaukee and the University's Extension Center in Milwaukee. Although both were public, these institutions belonged to quite different systems of higher education in the state. Each brought a particular set of assets and values to the new UWM.

STUDENTS WORKING IN THE SLOYD ROOM. SLOYD IS A SWEDISH SYSTEM OF WORKING WITH WOOD AND METAL.

The University of Wisconsin-Milwaukee ranks among the most distinguished of America's urban universities. It shares a unique commitment with similar institutions in other cities to promote the social, governmental, and economic—as well as educational—progress of the metropolitan region. Academic excellence, social concern, and research relevant to urban needs characterize UWM and its sister universities. These are not "ivory tower" institutions. Rather, they are integral parts of the societies they seek to serve, and they are shaped by the special needs of diverse urban constituencies. At their best, urban universities are powerful partners with government, labor, business, neighborhoods, human services agencies, and social action groups in striving for prosperity and social fairness. Urban universities provide countless place-bound urban dwellers significant opportunities for social and economic advancement, both individually and collectively.

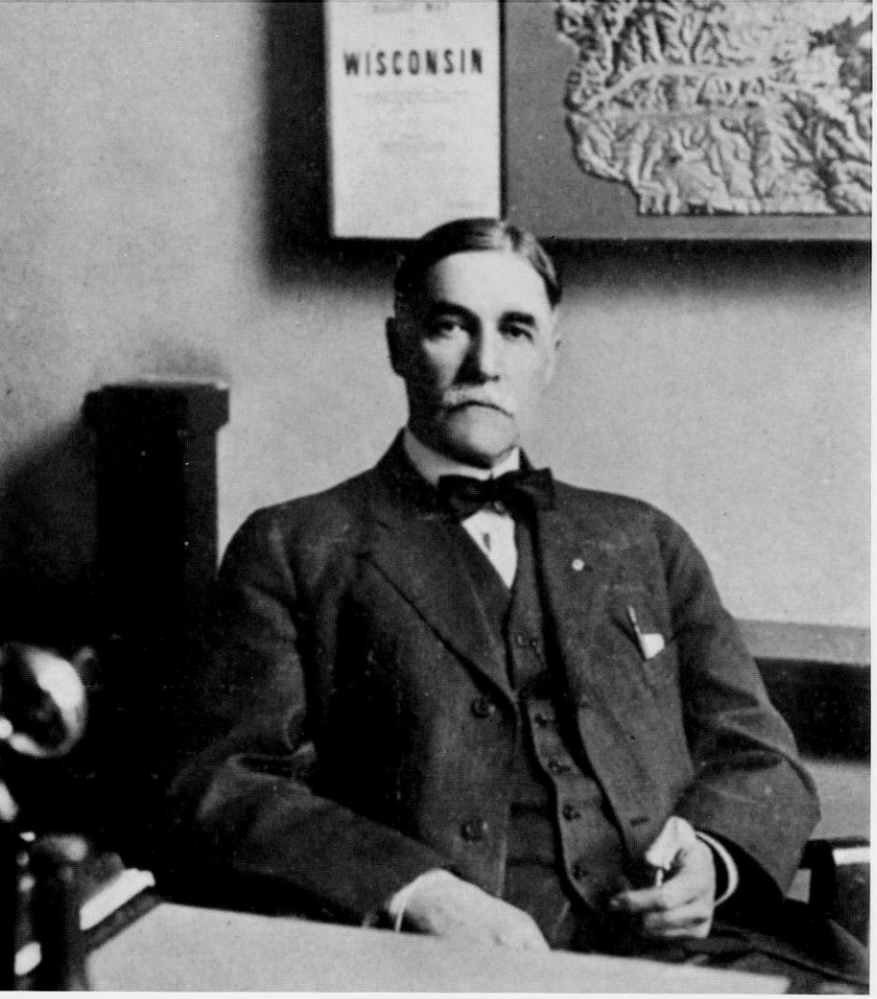
When UWM opened its doors in 1956, it was already committed to the principles and idealism of the urban university movement. The new institution drew heavily upon the traditions and experience of the two predecessor institutions that had been brought together to form UWM. The Wisconsin State College, Milwaukee and the University's Extension Center in Milwaukee lost their separate identities in the merger, but their faculties, alumni, academic programs, and traditions of service to the community have continued to influence UWM's development.

The complete story of UWM must begin with these predecessor institutions. Long before anyone thought of UWM, they had achieved distinction as separate educational centers. Thousands of Milwaukeeans graduated from these schools and went on to play important roles in the city, state, and nation. One woman, Golda Meir, became Prime Minister of Israel. To understand UWM requires knowledge of these institutions.

THE ORIGINAL HOME OF MILWAUKEE STATE NORMAL SCHOOL AT 18TH AND WELLS STREETS, LATE 1880S. THE BUILDING WAS DESIGNED BY ARCHITECT E. TOWNSEND MIX, AND STILL STANDS TODAY.

WISCONSIN STATE COLLEGE, MILWAUKEE

The Wisconsin State College, Milwaukee could trace its history back to 1880 when the Wisconsin legislature established a Milwaukee Normal School as one of nine such institutions in the state. Not until the fall of 1885 were the first students admitted. President John Mapel and six other teachers welcomed 46 students to the school's new building at Eighteenth and Wells Streets. Milwaukee's population grew rapidly in these years as business and industry



CARROLL G. PEARSE, PRESIDENT OF THE MILWAUKEE STATE NORMAL SCHOOL FROM 1913 TO 1923 IN A 1920 PHOTO FROM *The Echo*. PEARSE IS CREDITED WITH ADVANCING THE CURRICULUM BEYOND TEACHER TRAINING.

expanded in the post-Civil War era. Urban school systems needed to grow in order to accommodate the largely ethnic populations moving into cities.

The Normal School offered only a two-year curriculum in teacher training until 1911 when the legislature permitted the addition of two parallel years of post-high school work in such fields as the arts, the liberal arts and sciences, pre-law, and pre-medicine. This change reflected the needs of Milwaukee citizens who could not afford to send their children to the University of Wisconsin in Madison for a four-year term. The broadened curriculum proved popular and soon accounted for over one-third of the Normal School's enrollments.

Despite its public attractiveness, the new curriculum stimulated considerable controversy, both nationally and locally. In 1920 the prestigious Carnegie Endowment for the Advancement of Teachers had attacked programs such as the one in Milwaukee, arguing that Normal Schools should not stray from their narrow role as trainers of teachers. The Endowment's report concluded that "the Normal School that is true to itself finds it impossible to be a college." When the Milwaukee Normal School continued to embrace its enlarged curriculum, a major fight erupted that eventually involved the regents of the Normal School, the legislature, and even the governor. The issue was of great importance to Milwaukee since the Milwaukee Normal School was the only local institution that offered training in a variety of fields at affordable tuition.

The matter came to a head in 1922 when President Carroll G. Pearse was forced to resign; at the same time, the regents ordered the discontinuance of the non-education sequences. They directed the Normal School to devote itself exclusively to training teachers. However, the issue was not quite settled. Public pressure for expanded college offerings at normal schools continued to grow, not only in Milwaukee but throughout Wisconsin. Additionally, professional opinion nationally concluded that the traditional two-year curriculum in teacher training programs was inadequate, and that expanded educational training programs were needed. In 1926 the regents of the state Normal School system redesigned their system. The old Normal Schools now were rededicated as state teachers colleges authorized to offer a four-year course of study leading to a Bachelor of Education degree that incorporated significant general education at all teacher training levels.

FRANK E. BAKER IN 1943. BAKER WAS PRESIDENT FROM 1924 TO 1946 AND AMONG OTHER ACCOMPLISHMENTS IS CREDITED WITH CONVERTING THE NORMAL SCHOOL TO A FOUR-YEAR DEGREE-GRANTING TEACHERS COLLEGE.

The upheaval at the Milwaukee Normal School in the early 1920s led to the appointment of Frank Baker as president in 1924, a post he would hold for twenty-two years. A skilled administrator, Baker soon led the Milwaukee State Teachers College into national prominence. Known for its innovative and experimental programs in teacher education, the Milwaukee institution by the 1940s was considered as one of the top teacher training colleges in the nation. School officials from all parts of the country came to the college to recruit teachers.

The quality of the college's students had much to do with Baker's policies as president. High admission standards and a carefully limited enrollment helped maintain excellence. By 1931 only 1500 students were enrolled, a number seldom surpassed in the ensuing years. Baker held freshman enrollments to 500 per year and worked to discourage students graduating in the bottom half of their high school classes from applying. By the end of the 1930s, the president could proudly note that 60% of the college's students had ranked in the upper quartile of their high school class.

Once admitted, State Teachers College students faced tough academic requirements. They could not advance into the junior year unless they had achieved a 2.3 grade point average on a 4.0 scale. Baker insisted that every student be properly advised and counseled. Each was assigned a faculty counselor who met with the student regularly to review academic performance. All faculty in the college were required to assume this responsibility as part of their regular duties. At the end of an academic year, the faculty counselors prepared written reports on their advisees, which the dean of the college reviewed. President Baker's system was so successful that his students scored significantly better on standardized tests than students at the University of Wisconsin in Madison.

The quality of education offered by the Milwaukee State Teachers College attracted outstanding teachers and students. This very good education was also inexpensive. In 1931, as depression

gripped the nation and 25% of the work force was unemployed, tuition at the College was only $25.00 per semester, which also covered textbooks and health care. Thousands of young Milwaukeeans growing up in the Depression found better lives because the College was there to serve them. Many of them, of course, became teachers, but the College's expanding general curriculum allowed others to enroll in programs closely approximating those offered by traditional liberal arts colleges and leading to professional and graduate studies.

Physical plant development paralleled growth in the college's programs and the size of the student body. In 1909 the Normal School moved from its Wells Street site to an upper East Side location at the corner of Kenwood and Downer Avenues. The students commuted while the faculty generally lived in the area and walked to work. Classes and offices were concentrated in Old Main (constructed 1908-9), which still stands and is now known as Mitchell Hall. After the reorganization of 1926, there was a need for more specialized buildings. Baker Fieldhouse, named after the president, opened in 1931. Costing $300,000, the Fieldhouse was considered the finest physical education facility in the state. A few years later a modest stadium was erected with the help of Depression-era funding from the Works Progress Administration. Beneath the stands a rifle range was located where generations of students practiced the art of marksmanship. Aside from the football field there was little in the way of physical development west of Maryland Avenue. During World War II some of the open area became vegetable gardens tended by faculty and neighbors. East of Maryland Avenue the space between Baker Fieldhouse and Old Main was a grassy area where touch football games and student and faculty activities took place. Unlike the modern UWM, the college needed few parking accommodations. A single lot of fifty spots proved sufficient as late as the 1950s.

ART STUDENTS WORK ON FIGURE DRAWING IN A CLASSROOM IN THE MAIN BUILDING, CA. 1910, WHEN THE WISCONSIN ART STUDENTS' LEAGUE SCHOOL BECAME PART OF THE KENWOOD CAMPUS.

Although the college had a commuter student body, there was a very active student life on the campus during the years of the Baker presidency. A typical college yearbook from the 1930s listed over 100 student organizations. Besides sororities and fraternities, students participated in musical groups, literary societies, foreign language clubs, a school newspaper, and even a theater company. An energetic student government headed by the Student Commonwealth allocated the activities fee collected from each student to the various organizations. In addition to homecoming activities and school dances, there was something called Peak Nite, an all-campus talent show, which by the 1930s had become the most popular event of the year. Any student organization could participate, and there was a spirited competition each year for the coveted first place award.

LADIES' BASKETBALL TEAM PHOTO IN *The Echo* ANNUAL, 1896.

The years of the Baker presidency witnessed tremendous development. Baker himself

provided strong pedagogical and administrative leadership in shaping the college. But his strength of character and strongly held ethical beliefs often led to controversy. A liberal who valued academic freedom, Baker made many enemies in the 1930s by his defense of Joseph Cotton, a member of the Economics Department alleged to have Communist leanings. When the President of the State Normal School Board of Regents demanded Cotton's ouster, Baker vigorously defended the instructor, insisting on his right to teach and to express his views. Baker won this fight, but a few years later he felt compelled to dismiss Cotton—not because of his political views, but because of his failure to meet his academic responsibilities. This action angered liberals who had earlier rallied to his support, including the powerful publisher of the Madison *Capitol Times*, William Evjue. As the years went by, Baker became more aloof and detached. A well-publicized argument with the Milwaukee Rotary Club did little to enhance his standing in the community. But his most spectacular battle took place on the eve of World War II when, amid rising international tensions, he announced he would never let his sons enter military service. Enraged American Legion members repeatedly attacked his stand as unpatriotic.

NORMAL SCHOOL CLASSROOM AT THE TURN OF THE CENTURY.

By the end of the Baker era the State Teachers College was strongly established in Milwaukee. A large percentage of elementary and secondary teachers employed by the Milwaukee Public School system had earned their degrees at MSTC. In addition, the college had developed three areas of special academic distinction. The first of these was the Art division which could trace its history back to the Wisconsin Art Students' League, one of whose founders was the famed photographer Edward Steichen. The League later evolved into the Wisconsin School of the Arts and was incorporated into the Milwaukee Normal School in 1911 as the School of Fine and Applied Art. UWM's School of Fine Arts thus can trace its roots to this organization. Thanks to the efforts of UWM Professor of Art Fred Berman, Steichen's role is memorialized in a plaza located next to the Fine Arts complex.

GOLDA MEIR ATTENDED MILWAUKEE STATE NORMAL SCHOOL AND WENT ON TO BECOME PRIME MINISTER OF ISRAEL IN 1969. THE UNIVERSITY LIBRARY WAS NAMED FOR HER IN 1979.

The Art division attracted top students and faculty throughout the history of the college and its successor institution, the Wisconsin State College, Milwaukee. These included Gustav Moeller and Elsa Ulbricht, who is best known for a nationally recognized WPA handicraft project she developed on campus in the 1930s. For decades the division commanded national attention with well-known artists of the era such as Robert Von Neumann, Alexander Mueller, and Joseph Friebert. Music education also boasted an excellent faculty including W. Otto Meissner and later Milton Rusch, a founder of both the Young People's Orchestra and the Civic Orchestra in Milwaukee. Graduates of the music program taught in nearly every Milwaukee area high school and contributed substantially to the musical life of the city.

A third area of distinction was exceptional education which trained teachers of the mentally handicapped and the hard of hearing. Its

most distinguished director, Samuel Kirk, took charge in 1935 and soon brought national recognition to the program. Among the best known faculty members was Alice Streng, who trained teachers of the hearing-impaired. Streng earned a national reputation for her work; many years later UWM recognized her achievements with an honorary degree.

In 1946 a relatively young professor of history at the college, J. Martin Klotsche, replaced Baker in the presidency. A native of Nebraska, Klotsche had earned his Ph.D. at the University of Wisconsin before joining the Milwaukee State Teachers College in the 1930s. The years during which Klotsche served as President of the State Teachers College, and later the Wisconsin State College, Milwaukee, saw many of the earlier trends continue. Student life remained vibrant while the faculty continued to grow in size and quality. Even before Klotsche assumed office, the institution had developed a strong athletic program that maintained a winning tradition. Coach Herman Kluge's football teams won six conference titles while track coach John Tierney led his teams to twelve championships. To honor this achievement, UWM in 1980 initiated the annual John Tierney Track Classic. An athletic Hall of Fame for the college lists over 100 athletes who distinguished themselves in athletic competition.

SENIOR GIRLS' BASKETBALL TEAM, *The Echo*, 1920.

In the aftermath of World War II tremendous changes transformed higher education. Thousands of returning veterans flooded into college campuses, where everything from classrooms to professors was in short supply. One of the most important changes in this period was another redefinition of the college's role fully as important as the transformation of 1926 that had expanded the Milwaukee Normal School to a four-year degree program. Popular demand caused the State Teachers College regents to allow their teacher training institutions to offer bachelor degrees in liberal arts and fine arts. This action was hotly opposed by the University of Wisconsin in Madison which wanted to maintain a monopoly on all such degree programs.

In the fall of 1951 students arrived on campus to find that their school had been renamed the Wisconsin State College, Milwaukee. But there was much more than a name change involved in the events of 1951. The institution conceived by Frank Baker was changing in fundamental ways. For example, the traditionally stringent admission standards were eased. In the fall of 1950 only those graduating in the top 40% of their high school class were admissible. A year later anyone in the top three quartiles could matriculate. Even those in the bottom 25% might be admitted if they could pass a special entrance examination. As a result, the 1951 entering class exceeded 500, the largest in the institution's history. Unfortunately, no new faculty had been hired and few classes were added to the schedule; students faced huge classes and long lines in administrative offices. Nonetheless, the right to seek a degree had been extended to a vastly larger number of people than ever before.

IT WAS EASY TO GET TO THE KENWOOD AND DOWNER CAMPUS ON ONE OF MILWAUKEE'S MANY STREETCAR LINES.


SENIOR
1920


BARBER SHOP
THOMPSON & RINGHAM.
HAIR CUTTING PARLOR
40 · KENWOOD TEA SHOP & CAFE · 840
MEATS
BARBER SHOP

Growing enrollments forced the regents to expand the physical facilities of the campus in the early 1950s. Among the new structures was a library building completed in 1954 that replaced a hopelessly inadequate installation in Mitchell Hall. The new building could accommodate over 500 users and contained over 200,000 volumes. Known as Mellencamp Hall, it now houses various UWM student services. About the same time another new building opened at the northwest corner of Maryland and Kenwood Avenues. The Campus School was designed as a laboratory school for elementary teacher training and for educational experimentation. Over 250 students were taught in the Campus School, from nursery school through the eighth grade. A third building, a student union, was finished just in time for the opening of UWM in 1956. Before that time, a student union had been housed in several surplus United States Air Force barracks that had been obtained from Chanute Field in Illinois.

Shops across Downer Avenue from Mitchell Hall, ca. 1925. Photo by William Verbergt.

In the years just prior to the establishment of UWM in 1956, the college found that it needed dormitory space to accommodate a growing number of students from outside the city and state. Nearby homes were purchased, several of considerable size and architectural significance. The William Brumder house at the corner of Lake Drive and Hartford Avenue was bought for $80,000. Long known as Marietta House, the building is now named the Edith S. Hefter Conference Center. Another major acquisition, the McLaren House on the shore of Lake Michigan, was considered one of the city's most impressive residences. After serving as a dormitory, the McLaren house was renamed Alumni House and is now the headquarters of the UWM Alumni Association and the UWM Foundation. At peak capacity these and several other dormitory facilities held no more than 150 students.

Despite the growth and development of the State College in the post war years, it could not meet the escalating demand for higher education in the Milwaukee area. It did not offer a wide range of graduate and professional degree programs, and even its undergraduate offerings were still limited. The city needed a comprehensive public university.

Now Mitchell Hall, this was the main building of Milwaukee State Normal School campus, occupied in 1910. On October 9, 1992, a ceremony unveiled an official State Historic Marker for UWM and its "Old Main."

The University Extension Center

The University of Wisconsin at Madison has been one of the great universities of the nation for well over a century. Home of Nobel Prize winners, the developer of Warfarin, the discoverer of Vitamin D, and a host of other discoveries benefitting humankind, and a leading proponent of academic freedom, the Madison campus of the state's university has built a glorious tradition. Academic excellence, the

importance of research, the primacy of the faculty in institutional governance, and a commitment to intellectual vigor were major values of the Madison campus that were to be instilled in the new UW-Milwaukee. The fact that one of the partners in the merger creating UWM was already part of the University of Wisconsin was of supreme importance.

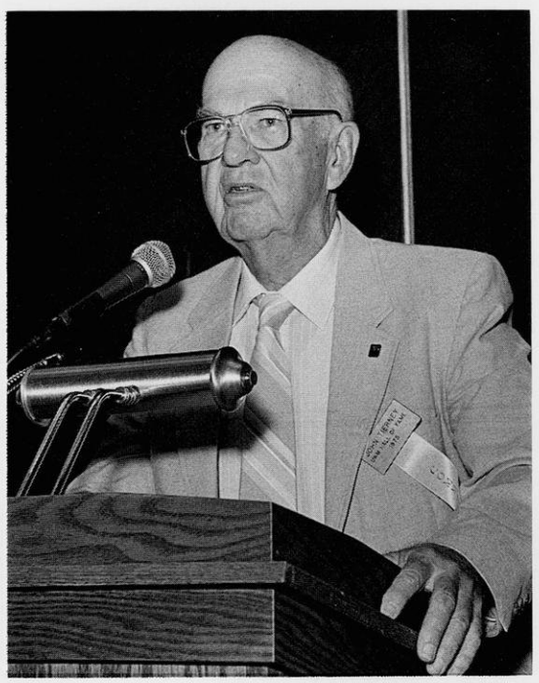
The University of Wisconsin at Madison was slow to respond to the special needs of Milwaukee citizens. Indeed, given a choice, Madison preferred to develop all its programs on its home campus and to keep educational activities in Milwaukee to a minimum. Although some UW faculty had travelled by train to Milwaukee as early as 1893 to offer courses, it was another 14 years before the UW administration established the Milwaukee office of the University's Extension Division. By 1908 nearly 60 students were enrolled. Courses were scheduled only at night with a single professor teaching the classes and even registering the students. Madison preached that the boundaries of the state were the boundaries of the university. Yet Milwaukee was almost outside the state as far as the UW was concerned.

Milwaukee Extension Center students in the 1930s participate in an astronomy class on the roof of the Civic Center campus's North building.

Not until the end of World War I did Madison seriously reevaluate its role in Milwaukee. Returning veterans, attracted by tuition-free programs, sought access to the UW and wanted the Madison campus to expand offerings in Milwaukee in the areas of commerce and engineering. Despite the huge demand, Madison resisted most expansion except for war veterans until 1923 when the university regents finally moved to establish an important continuing university presence in downtown Milwaukee. They instituted a two year liberal arts program for qualified high school graduates along with programs in commerce, engineering, and a variety of pre-professional fields. Organizationally, the University Extension Center housed a Day School and a Night School. A director headed the operation and reported to the Director (later Dean) of the Extension Division whose office was in Madison. Assistant directors ran the evening and day programs.

Nearly three times as many students attended courses at night as during the day. The Milwaukee Extension Center, initially in rented quarters downtown but permanently established in its own building at Sixth and State Streets in 1928, proved of particular value to older working adults trying to complete advanced degree work. These were not people who could spend full time as students; they had work and family responsibilities, and school had to be fitted in to a complex lifestyle. "Learning While Earning" was the slogan of the Night School, which gained a national reputation for meeting the needs of adult learners.

Most of the credit and non-credit courses offered at the center responded to the vocational and occupational needs of the community. However, there were many courses appealing to more special interests. Among these were classes in art appreciation, writing, and logic.



John Tierney (B.Ed. 1936) joined the MSTC Athletics faculty in 1942 and retired from UWM in 1984. He received the Award for Teaching Excellence in 1985 and the Distinguished Alumnus Award in 1986.

THE LIBRARY IN MITCHELL HALL, 1950S. THE FURNITURE WAS MANUFACTURED BY NIEDECKEN-WALBRIDGE IN MILWAUKEE.

Day students at the center were generally younger than the night students, but they also commuted to campus and nearly all of them were employed. Still, there was an active student life, including a wide variety of student organizations. Many of these were pre-professional associations such as the Pre-Med Club and the Society of Student Engineers. There was also a Young Democrats Club, and some students such as a young Henry Maier, later the city's Mayor for 28 years, found fulfillment in the politics of student government. Athletic activities were quite limited. Students made use of the gymnasium of the nearby YMCA, while the school's football team practiced at a lakeshore park near the Coast Guard station. Team members could don their equipment in the station but had to return to their homes for showers.

The classrooms and faculty offices of the Extension Center were located on Sixth Street across from the Milwaukee Auditorium and close to the Milwaukee County Courthouse and the Milwaukee Vocational School. The north tower was erected in 1927 while the south tower was completed in the middle of the 1950s just prior to the merger. After World War II several old army barracks were moved to the site to accommodate classes for returning GIs. In addition, the center rented facilities from schools in Wauwatosa, Shorewood, and other suburbs. Large lecture courses were held in the Auditorium building or in a lecture hall at the YMCA. Taken as a whole, the center's physical facilities were spartan at best and barely adequate at worst.

The Madison campus closely controlled the faculty and programs at the center. Although academic "departments" developed in Milwaukee, the parent departments in Madison carefully guided the selection of faculty and the scheduling of courses. However, the pattern of supervision varied from department to department. Some Milwaukee faculty were accepted as equals by their Madison counterparts, attending departmental meetings in Madison, and teaching summer courses on the main campus. Science and mathematics professors seemed particularly well-

treated by their Madison colleagues. In general center faculty enjoyed salaries and teaching loads comparable to the Madison faculty.

A large proportion of Milwaukee Center faculty had done their postgraduate studies at the Madison campus. It should not surprise one, therefore, that over the years the Milwaukee campus attracted a large number of very fine instructors and scholars. Joseph Baier, Professor of Zoology, and Morris Marden, Professor of Mathematics, were both accomplished researchers who were later recognized as distinguished professors at UWM. Another mathematician, Ross Bardell, authored textbooks widely used nationally.

Particular mention must be made of several women faculty members who rose to prominence during a period when equal status was not readily granted to women in the academic world. Professor Eunice Bonow launched a Department of Pharmacy and developed an important continuing education program for Milwaukee-area pharmacists. Professor Elisabeth Holmes, chair of the center's English Department, became President of the Milwaukee School Board, and served as a member of the Public Library and Museum boards. In 1976 she compiled a "biography" of the center which she titled *The Urban Mission Anticipated*. Ruth Walker of the Botany Department was the only woman at the center to earn the rank of full Professor. Besides a fine record of research and publication, she devoted much effort to encouraging women to continue their educations. Family and friends have memorialized her in a scholarship fund.

Public service, always part of the definition of a UW faculty member, was seriously practiced by center faculty. Besides Holmes, there were many others who contributed their time and expertise to help the community address its problems. Among these were Professor Donald Schwartz, a specialist in labor economics, who worked closely with the Milwaukee Federated Trades Council and the Wisconsin Federation of Teachers. Political scientist Donald Shea, destined for a long and distinguished career at UWM, was already demonstrating his commitment to the study of international relations. He helped found the Milwaukee chapter of the Foreign Policy Association which evolved into The Milwaukee World Affairs Council.

One aspect of the center's history has particular relevance to the evolution of UWM. The modern UWM has developed a very strong research program which in turn is based on a large and excellent graduate program. The origins of graduate education at UWM go back to both predecessor institutions. As early as 1945 the State Teachers College began offering a Master of Education degree. But the development of graduate programs at the Extension Center was of even greater importance to UWM. The UWM graduate programs in business, engineering, and social welfare grew out of similar programs offered at the center. Madison and center faculty had taught some graduate courses in the 1920s and 1930s. In 1941 the UW faculty in Madison, responding to public demand in Milwaukee, authorized limited expansion of graduate programming. Teachers, engineers, and social workers seeking advanced degrees could take one semester of graduate work in Milwaukee. However, the Madison faculty insisted that the Milwaukee students had to spend one semester or two summers in residence in Madison in order to complete work for the Master's degree. Professor Marden assumed leadership of the center's graduate programs.

The Madison solution to Milwaukee's needs for graduate education was not only awkward but inappropriate for working students who had great difficulty leaving their jobs and families for long periods of time to study in Madison. Other universities, among them Northwestern University and the Illinois Institute of Technology, took advantage of Madison's dilatory attitude by offering graduate degree programs in Milwaukee. The new competition at least caused the Madison administration to review its policy. A lengthy report prepared for Dr. Conrad Elvehjem, then Dean of the Graduate School, documented the inadequacies of the UW graduate offerings in Milwaukee and enumerated complaints by local citizens. Elvehjem, later to become President of the University of Wisconsin, dismissed the report with a vague promise that action would be considered at a later time.

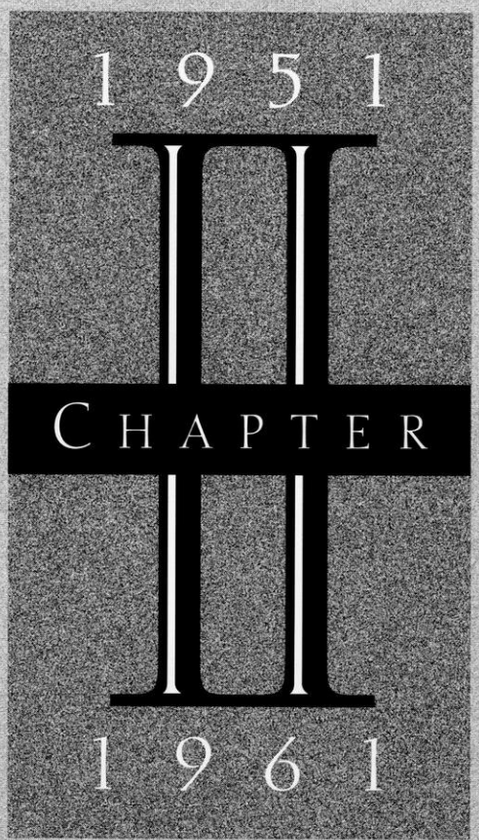
The Madison campus remained opposed to improving the opportunities for Milwaukee citizens to obtain graduate education. Indeed, many Madison faculty and administrators appeared uncomfortable with continuing the very limited access to graduate programs allowed at the Milwaukee Center campus. When in 1955 the state legislature considered creating UWM, the Madison faculty attempted to terminate one of the largest graduate programs in Milwaukee. A special Madison faculty committee recommended to President E.B. Fred that the Social Welfare program be discontinued in Milwaukee. The public release of the report in July, 1955 angered the Milwaukee Center faculty and produced strong protests. Milwaukee newspapers reported extensively on the controversy, quoting at length the objections of local groups such as the Community Welfare Council. It was pointed out that Milwaukee's growing human services agencies needed trained experts with advanced degrees. Terminating the Social Welfare graduate program at the Extension Center would eliminate the most important local source of training. When it became known that there were 56 students in the Milwaukee program and only 18 in the equivalent Madison program, the uproar in Milwaukee grew louder. President Fred publicly rejected the committee's recommendation, thus preserving the *status quo* in Milwaukee.

The Social Welfare episode was only a symptom of a far larger problem. The people of Milwaukee needed a major public university in the city, one designed to meet their educational, employment, and financial needs. The State College was too small and programmatically limited to fill the educational void, and the Extension Center could never develop its full potential as long as it was tied so closely to the Madison campus.

Of one thing the Madison campus was sure: it did not want a major university campus established in Milwaukee. On the other hand, it did not intend to divert its own resources to establish needed educational programs in the city. By the middle 1950s the pressure for a new university in Milwaukee had become nearly irresistible. Madison, as part of a strategy to block this effort, asked the legislature in 1955 for new funds to expand the Milwaukee Center and even promised to consider greater autonomy for the campus. It was, however, a very little gesture offered much too late.

In many respects the two public institutions of higher education which were soon to be merged were quite different. The center was located in Milwaukee's downtown, while the college stood in an upper middle class residential community near the city's lakefront "gold coast." The center's faculty resided throughout the metropolitan area, while the college's faculty concentrated in a comfortable upper East side neighborhood. In keeping with its long-term emphasis on teacher training, the college maintained close relations with local public school teachers and their schools. The downtown center faculty developed more contacts with the neighboring Vocational School, nearby Marquette University, and the parent campus in Madison. A downtown location also led center faculty to seek closer relations with organized labor, community agencies and cultural organizations, and business. Both institutions served a commuting, largely employed student body, but each appealed to different student preferences. The college's more spacious traditional campus contrasted sharply with the center's two utilitarian buildings on a tiny lot at Sixth and State. More veterans utilizing the GI Bill preferred the downtown center, presumably because of its better reputation in the sciences and generally in the liberal arts, as well as its relationship to the Madison campus. Neither institution by itself, and not even a combination of the two, could meet the post-World War II needs and ambitions of Milwaukee's young people; what was required was growth and expansion.

THE DOWNTOWN CIVIC CENTER CAMPUS BUILDINGS AT 6TH AND STATE STREETS.


1951
II
CHAPTER
II
1961


MILWAUKEE NORMAL SCHOOL
MR. HERMAN
MISS RAGE AGAIN
MR. FRISKY
MISS MENACE
MR BONES

Building an Urban University: 1951-1961

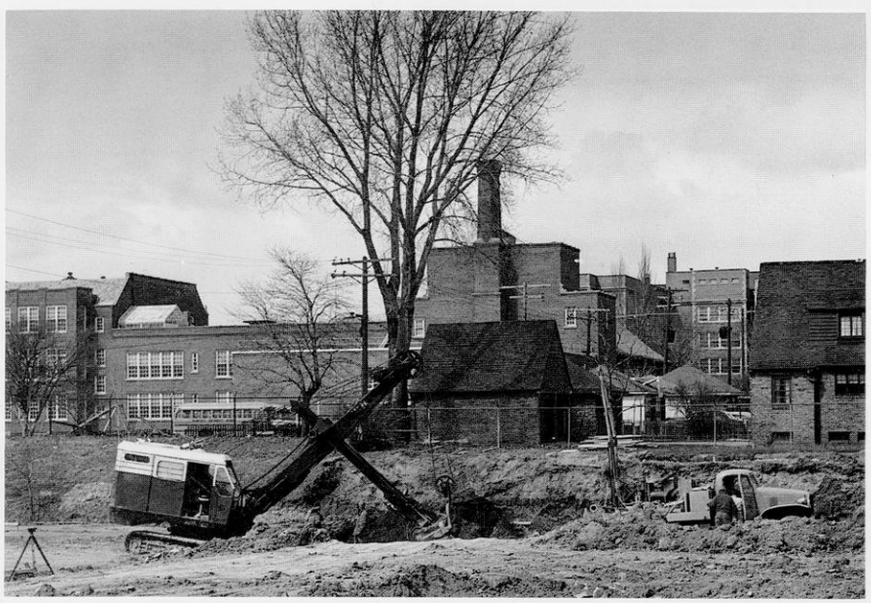
CHAPTER TWO

A TEACHERS COLLEGE PEAK NITE PERFORMANCE.

After World War II, millions of veterans returned home to resume civilian careers. Many of them saw higher education as the route to success, and they could count on the federal government through the GI Bill to pay much of the cost. Existing universities were overwhelmed by the demand, and pressures grew in cities throughout America to create or expand public universities. Milwaukee and Wisconsin felt these pressures, but powerful forces resisted shifting educational resources to Milwaukee. The struggle to establish UWM was long and complex and inextricably involved with the state's rancorous partisan politics as well as the ambitions and fears of the two state systems of higher education. Only the great determination of some of Milwaukee's civic leaders brought ultimate victory. The state law establishing UWM provided no new resources and relatively little guidance for those responsible for the implementation of merger. However, the fact that UWM was to be part of the University of Wisconsin meant that the regents as well as the administration and faculty of the Madison campus would have the major role in shaping the new institution. The young UWM drew strength from the great academic traditions of the Madison campus and in many small and large ways came to resemble its parent. Yet there were serious problems with the original relationship that became apparent as the years went by.

A DIFFICULT BIRTH

In cities across the nation new urban universities arose to serve explosively growing populations in the years after the end of World War II. Veterans of the conflict, armed with educational rights granted by the government under the GI Bill, led the way in demanding access to the nation's universities. Like Americans before and after them, they fervently believed that education was the best path to better jobs and social status. Many states responded to these demands by creating institutions of higher learning in the heart of their major cities. That was not the case in Wisconsin, at least for the decade following the war's conclusion. Powerful political crosscurrents hindered efforts to give Milwaukeeans what most urban Americans already enjoyed—access to affordable, quality, public higher education at both the graduate and undergraduate levels. If Milwaukeeans generally were united in the quest for a major university, the rest of Wisconsin displayed little enthusiasm for assisting its largest city. The politically potent Boards of Regents governing the University of Wisconsin and the State College system pursued their own political agendas, which had little to do with the educational welfare of Milwaukee.



CONSTRUCTION BEGINS ON LAPHAM HALL, CA. 1959. THE BUILDING OPENED IN 1961.

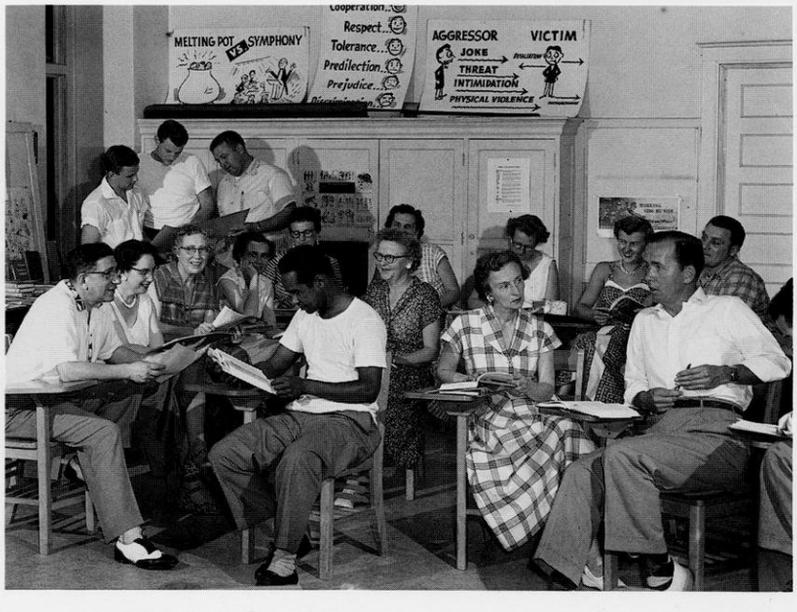
The case for a vast expansion of public higher education programs in Milwaukee was very strong. By 1947 it was clear that public demand for higher educational services exceeded the capacity of both the Extension Center and the State College. Fewer than 20% of Milwaukee's college-age youth were attending college, as compared to over 50% in Dane County, home of the University of Wisconsin. Other studies confirmed that higher education

policies in the state discriminated against less affluent citizens, particularly those living in metropolitan areas. Public officials, newspapers, university and college regents and faculty, and veterans groups engaged in a spirited debate about what should be done about higher education in Milwaukee. Many proposals were advanced, but only four received serious attention.

The first proposal surfaced as part of an American Council of Education study funded by the Commission on Public Higher Education, a group appointed by Governor Oscar Rennebohm (1947-51). After reviewing extensive research conducted by Professor Arthur Klein of Ohio State University, the ACE report recommended creation of a new college in the lake shore area offering degrees in the arts and sciences, commerce, and home economics. Limited graduate and professional training programs were to be mounted, but under the supervision of the University of Wisconsin. The report suggested that a new campus should be built within seven miles of downtown with a capacity for 10,000 students. University of Wisconsin officials quickly squelched the plan, since most opposed any expansion of university services in Milwaukee and feared the broad autonomy the proposed campus would enjoy. Many Milwaukeeans rallied behind the ACE proposal, and Dale Ihlenfeldt, chair of the Milwaukee County Chapter of the American Veterans Committee, formed a group to promote the idea of a Lake Shore Campus. Prominent civic, labor, and governmental leaders from seven lake shore counties agreed to serve. Governor Rennebohm endorsed the ACE plan, but with major reservations. He insisted, for example, that any new campus be built in the western part of Milwaukee County rather than along the lake in order to avoid congestion.

AERIAL VIEW OF THE KENWOOD CAMPUS AT THE TIME OF MERGER IN 1956. THIS PHOTO SHOWS THE CAMPUS PRIOR TO LAND ACQUISITIONS AND THE CONSTRUCTION OF ANY UWM BUILDINGS.

Even as the ACE proposal floundered, a second report was presented to the Commission on Public Higher Education. Prepared by a committee headed by prominent industrialist Joseph Heil of Milwaukee, this report tried a different tack. Instead of a new college, Heil's committee wanted to expand the campus and programs of the Extension Center. They proposed buying up nearby substandard housing and then using the land for new university buildings. Milwaukee Mayor Frank P. Zeidler endorsed this scheme. Zeidler had taken many correspondence courses through the Extension Center and liked the idea of keeping its campus near the homes of low income citizens who would otherwise be denied the opportunity for a college education. He also said what many others felt: the people of Milwaukee wanted their university to be part of the University of Wisconsin and not the state college system, believing a UW degree to be more prestigious. Despite such support, the Heil plan was doomed by the opposition of the Madison campus and the Governor.



HERMAN WEIL (LEFT), PROFESSOR OF PSYCHOLOGY, CONDUCTING A HUMAN RELATIONS CLASS IN THE 1960S.

How Many Are We?

The next time you hunt for a parking place on campus, recall these enrollment figures for UWM for the fall semester of the 1991-92 academic year:

Undergraduate students	18,694
Graduate students	4,899
Special students	1,863
Total Students	25,456

And add in the UWM employees on the same date:

Faculty (professors and instructors)	807
Academic staff—instructional	474
Academic staff—non-teaching	453
Limited appointments (administrative)	176*
Classified staff (civil service)	1,351
Total Employees	3,261

*Some 50 or so limited appointees also are included for their faculty appointments.

THE RAPID INCREASE IN STUDENT ENROLLMENTS CREATED PRESSURES ON LIMITED ON-CAMPUS PARKING AND FILLED THE ADJACENT STREETS WITH AUTOMOBILES.

A third approach involved the state college regents who said they liked the general ideal of the ACE report but felt the proposed new four-year campus should be under their control rather than the University of Wisconsin. The politically adroit and well-connected leaders of the state college system came close to achieving their goal. In 1953 they managed to gain control of a legislatively-created committee that included representatives from the governing boards of both the UW and the state colleges. The final report of the committee endorsed the state college position, much to the satisfaction of the state college regents. The UW regents, however, rejected the report, thus scuttling the scheme. Milwaukee leaders also opposed the scheme. They agreed with Mayor Zeidler that any new university in Milwaukee should be controlled by the university at Madison. The episode highlighted Madison's dilemma. Campus leaders did not wish to expand their operations in Milwaukee, but they feared the effects of allowing their state college rivals to monopolize the potentially significant higher educational market in Milwaukee. One thing was clear: they could not stand still and do nothing. Therefore, with great reluctance, the UW Board of Regents endorsed a very modest proposal to expand the Extension Center in Milwaukee. It marked the first time the regents had accepted the idea that greater university development might be needed in Milwaukee.

COACH HERMAN KLUGE AT PEARSE FIELD, CA. 1958.

The fourth plan, which finally prevailed, called for the merger of the Extension Center and the State College into a campus that would be part of the University of Wisconsin. This proposal had been developed by a state educational commission in late 1947 and early 1948 and had been unsuccessfully introduced as legislation in 1949. In the 1951 legislative session the plan was vigorously pushed by Milwaukee newspapers and the increasingly potent Committee for a Lake Shore College. Newly elected Governor Walter J. Kohler, Jr., (1951-57) endorsed the idea of a lake shore college, calling it a major goal of his administration. Democratic State Senator Henry Maier of Milwaukee, an alumnus of the Extension Center, co-sponsored the merger bill. Legislative hearings attracted hundreds of Milwaukeeans to Madison to support the merger proposal. Extension Center students made the trip as did seven bus loads of union members. The buses and more than 100 private cars moved in a caravan from Milwaukee to Madison escorted by state police cruisers. Governor Kohler personally greeted the Milwaukeeans at the Capitol and pledged to sign a merger bill if it passed the legislature.

THE UWM FOOTBALL TEAM IN ITS FIRST SEASON, PLAYING A GAME AT PEARSE FIELD.

It was not to be, at least not yet. Real power to affect this issue rested with the leaders of the University of Wisconsin and the state college system, and they were more interested in promoting their own agendas than addressing Milwaukee's

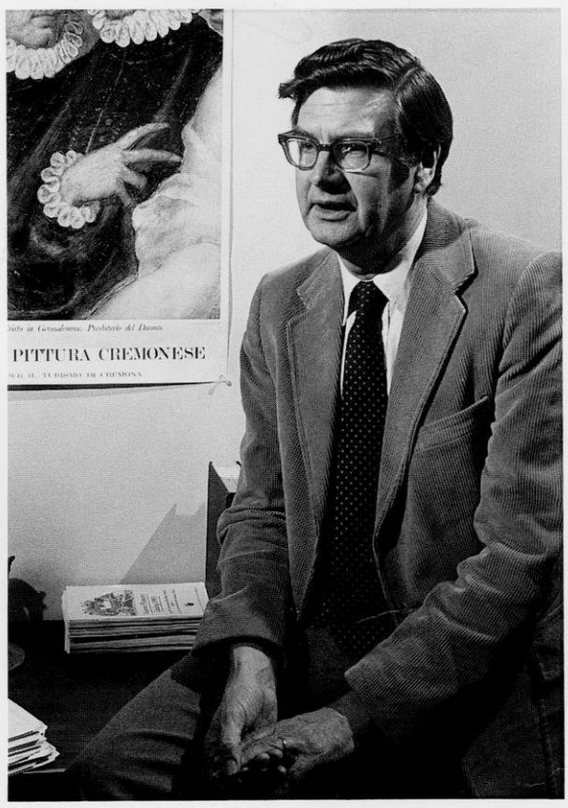
higher education requirements. Opposition was particularly strong from the state college representatives who saw the plan as a defeat for their ambitions to control higher education in Milwaukee. Faculty of the State College in Milwaukee wrote legislators opposing the merger scheme. Faced with such opposition the bill's legislative managers were stymied. The session ended with no action.

During the 1953 session the merger plan again surfaced but as part of Governor Kohler's plan to restructure public higher education in Wisconsin by abolishing the two existing higher educational systems and establishing a single statewide system. Both the UW and State College regents opposed the idea, and the entire proposal failed. But two years later, in 1955, prospects brightened for a merger bill and intense lobbying by Milwaukeeans prepared the way. Once more Governor Kohler tied merger in Milwaukee to merger of the two university systems, and once more the two Boards of Regents dissented. A heavily amended bill passed in the spring of 1955, but Kohler swiftly vetoed it. It was clear, however, that some bill regarding reorganization of higher education and the Milwaukee situation would likely pass in the fall session. Fearing reorganization more than the establishment of a new university in Milwaukee, the presidents of the two Boards of Regents met and negotiated a settlement. The continued existence of the two boards was assured, but a fifteen member coordinating committee was to be appointed with the aim of ending competition for state resources between the University of Wisconsin and the State College System.

MILTON RUSCH CONDUCTING THE UWM ORCHESTRA, 1958.

Most importantly, the compromise allowed the merger of the two Milwaukee units into a single campus that would be part of the University of Wisconsin. The new campus would be headed by a provost reporting to the UW president. Its mission would be limited to a broad undergraduate program, some professional offerings, and a modest set of graduate programs. Governor Kohler publicly hailed the agreement, and a bill incorporating the terms was adopted almost without opposition by both houses of the legislature. On October 13, 1955, Kohler signed the bill into law. After eight frustrating years Milwaukee finally had its public university.

UWM would prove its value to Milwaukee many times over in the years ahead. The civic leaders, the unions, the businessmen, and the local politicians who worked so hard for the victory of 1955 had achieved something of surpassing significance for Milwaukee and its people. But feelings about merger among the faculty, staff, and students of the two institutions that were about to lose their identities was ambivalent. For those who had devoted their lives to these schools, the prospect of seeing them close their doors forever was bound to sadden. Alumni of the institutions wondered whether they could transfer their loyalties to the new UWM.



DISTINGUISHED PROFESSOR OF HISTORY REGINALD HORSMAN IS REPRESENTATIVE OF THE MANY DEDICATED SCHOLARS WHOSE TEACHING AND RESEARCH CONTRIBUTE TO UWM'S GROWING REPUTATION FOR EXCELLENCE.

FRANK P. ZEIDLER, MAYOR OF MILWAUKEE FROM 1948 TO 1960, WHO PARTICIPATED IN THE DISCUSSIONS AND NEGOTIATIONS LEADING TO THE CREATION OF UWM AND WHO STRONGLY SUPPORTED IT IN ITS EARLY YEARS.

Faculty at the State College disagreed among themselves about the meaning of merger. Those in teacher training who, as a group, had controlled the college, feared a loss of power and influence. Those faculty lacking a Ph.D. felt threatened by the possibility of new and higher research standards that might threaten their promotions and pay increases. Liberal Arts faculty tended to support merger. They expected liberal arts programs to dominate the new institution and free them from their traditional subservience to teacher training. They also expected better working conditions since UW faculty earned more and had lighter teaching loads than State College faculty. State College students took little part in the merger debates, apparently feeling that they would not be significantly affected.

Extension Center faculty avidly supported the merger plan. They were particularly pleased that the new campus would be part of the University of Wisconsin. More politically active than their colleagues at the State College, Extension faculty had worked closely with local politicians and trade unions to advance the merger legislation. The faculty and these groups shared a perception that the new campus was meant to serve lower income families who could not afford to send their children to Madison. Center students were also strong supporters of merger since it would allow them to finish their degree work in Milwaukee rather than transferring to Madison or some other college or university after their sophomore year.

Confusion, fear, and uncertainty abounded at both institutions as faculty, administrators, and students tried to fathom how merger would actually work. At the same time there were high expectations that the new institution would become a truly great university. In any case, there were only a few months to prepare for the opening of classes in the fall of 1956. Nearly everything remained to be done, and the governor and legislature had not helped matters by refusing to appropriate any funds for UWM beyond the existing combined budgets of the Extension Center and the State College.

When Governor Kohler signed the bill establishing the University of Wisconsin-Milwaukee, he commented that the new institution had "almost unimaginable potential, not only in Milwaukee but in the entire state." He was, in fact, quite right, but in the early months and years of UWM's

SENATOR JOHN F. KENNEDY VISITED UWM IN APRIL, 1959. REGENT A. MATT WERNER IS AT RIGHT. WERNER WAS A SHEBOYGAN NEWSPAPER PUBLISHER AND A LEADING STATE DEMOCRAT.

history it was hard for people to keep thinking about a glorious future when they were overwhelmed by a sea of difficulties brought on by the merger legislation.

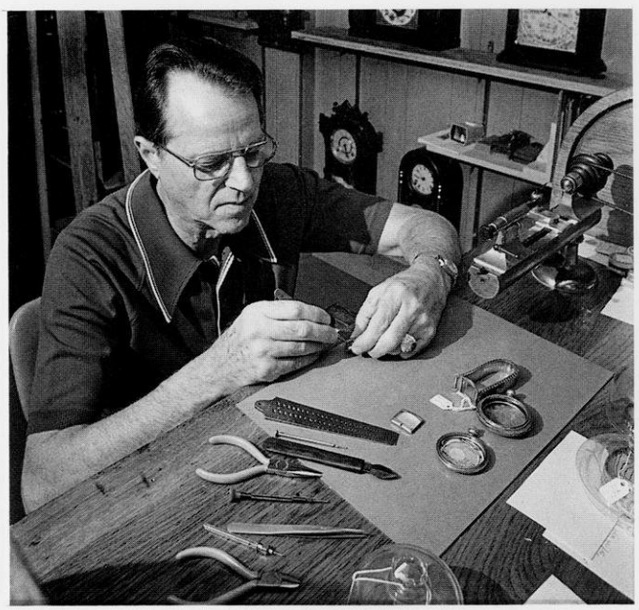
Although time was short before classes were scheduled to start at the new University of Wisconsin-Milwaukee in the fall of 1956, President E.B. Fred of the University of Wisconsin moved cautiously to address a host of organizational questions. He appointed the Committee of 30, comprised of ten members each from the State College, the Extension Center, and the Madison campus, and charged its members to make recommendations on matters ranging from admission policies and graduate work to physical facilities and athletics. Over 25 subcommittees labored to assemble a structure for UWM. Before long, position papers began to appear suggesting policies to govern academic programs, campus planning, financial aid, and dozens of other areas. Milwaukee participants remember constant travel to Madison and countless hours in meetings. Most of the topics seemed dull and pedantic, yet the decisions being made were vital in defining the kind of university UWM would become.

As things developed, it became evident that President Fred and the regents intended to pattern UWM after the Madison campus. This was because of their high regard and concern for the UW degree that was involved. This meant that efforts to define UWM as a unique institution with a special urban mission were rebuffed. Innovation and experimentation were far less important than the necessity of instilling Madison's values and organization into the new campus. In every way possible, the young UWM was tightly locked into the total structure of the parent campus. Faculty personnel decisions, curriculum development, and graduate programming were matters closely controlled by academic and administrative units in Madison. Subsequent events would show that Milwaukee learned the lessons of academic excellence and the importance of faculty government very well indeed. The requirement that tenure level appointments and promotions

on both campuses must be approved by joint Madison-Milwaukee faculty committees undoubtedly facilitated the remarkably rapid growth in the quality of the Milwaukee faculty. Thus the period of Madison tutelage provided a strong foundation for building a high quality university. However, there was a long-term suffocating quality to Madison's policies that denied UWM the ability to develop in ways essential to the urban community it was supposed to serve. By 1960, many of the more irksome ties to Madison departments and programs were being loosened or eliminated. Ultimately, UWM would have to free itself entirely from the Madison campus and discover its own destiny as a university.

New Student Week in Mitchell Hall auditorium, September 1960.

By the spring of 1956, many important decisions had been reached. The regents named J. Martin Klotsche provost of UWM. This action surprised some since, as head of the State College, Klotsche had opposed merger—a position dictated by his regents. Moreover, George Parkinson, the director of the Extension Center, might have seemed a more natural choice since he came out of the UW system. But there were strong reasons to appoint Klotsche. He was politically well connected in Milwaukee and generally well regarded for his service as president of the College. By appointing Klotsche, Fred may have hoped to assuage the concerns of faculty at the State College who were anxious about their futures in the new UW-controlled institution. Parkinson was named vice provost, but the situation was uncomfortable for both UWM leaders, and Parkinson soon left to head the Milwaukee Area Technical College. Fred's selection of other major university administrators in Milwaukee reflected his desire to assure Madison's influence and control over UWM. Joseph Baier, a Madison-oriented member of the Extension Center faculty and a key member of the Committee of 30, took over as Dean of the College of Letters and Science. UW-Madison Professor of Education, Glen Eye, became Acting Dean of Education. Interestingly, Klotsche was not consulted about these appointments, thus underlining Fred's powerful role in the initial development of the campus. Robert Norris of the State College Mathematics department, and Dean of the College under Klotsche, became Dean of Students.



Professor Joseph Baier, first Dean of the College of Letters and Science, who merged liberal arts departments and instilled basic operating principles inherited from UW-Madison. In retirement he became a professional repairer of antique clocks.

The new administration hardly had time to get acquainted before the fall semester began. The pressure to be ready for classes by September, 1956 was intense. Many potential students never even appeared on campus because promotional brochures and catalogs came out too late to affect people's choices about colleges to attend. Former State College students found cause for complaint as they tried to register for classes; they now had to pay the UW tuition rates rather than the much lower State College fees. Moreover, they now had to buy textbooks rather than rent them as had been the practice at the college.

All students and faculty soon learned about the problems of attending a university with two campuses

three-and-a-half miles apart. Many had to cope with constant travel between downtown and the upper East Side. Most utilized a shuttle bus system, but some, notably Professor of History John Nash, turned the situation into a form of physical exercise. Nash took pride in always walking between the campuses, even in the middle of winter. The divided campus proved difficult to administer since services were often separated from the people who needed them. Class schedules were difficult to put together and inevitably drew criticism from those who began their day at one campus and ended it at the other. The widespread practice at UWM today of beginning classes on the half hour is a carryover from the two campus era of the late 1950s; classes downtown began on the hour, those on the Kenwood campus on the half hour, and when concentration at Kenwood came about, the half hour system at Kenwood survived.

The 1960 Commencement held at Pearse Field. From 1957 to 1968 the spring Commencements were held in Pearse Field under a tent. During that same period the winter Commencements were held in the Union.

The question of a permanent site dominated the early history of UWM. The merger legislation had not specified the permanent location of the campus, and competition developed between advocates of a western Milwaukee County site and those who favored developing the so-called Kenwood Campus, the location of the old State College on the upper East Side. Even before merger, various local and state politicians had gotten involved in the debate. At stake was whether UWM would be a true urban campus located in the city and near the populations it was intended to serve, or a suburban campus physically divorced from the city, its people, and its problems. Publicly, the issue was expressed in terms of parking, enough open land for development, and costs.

Support for an East Side Location

Land developers were particularly anxious to lure the campus to the west or the south, viewing it as a powerful attraction for business development and home building. But the *Milwaukee Journal*, Mayor Frank P. Zeidler, and a revived Committee for a Lake Shore College argued strongly for the East Side location. Between 1956 and 1958 the University of Wisconsin Board of Regents debated the issue three times and always concluded that UWM should remain at the old State College site. In 1958 the regents backed up their position by announcing that a tentative agreement had been reached for the purchase of the 8.6 acre Milwaukee-Downer Seminary property just north of Mitchell Hall and facing Hartford Avenue. The complex of red brick buildings had long served as a college preparatory school for young women. News of the proposed purchase brought the site debate to a head. Opponents, noting that the purchase might foreclose development of a western or southern site, persuaded

Faculty and students moving books from Mitchell Hall to the new library in Mellencamp Hall, November 28, 1954.

1960 REGISTRATION IN THE MITCHELL HALL AUDITORIUM.

Governor Gaylord Nelson to ask the State Building Commission to review the entire site issue before acting on the purchase of the Downer Seminary property. The Commission, as part of its review, held a public hearing at which an overflow crowd heard heated debate on where UWM should be placed. The Building Commission finally agreed to the Downer Seminary purchase, and by the end of August all other approvals had been obtained. UWM would stay on the upper East Side.

The site debate helped fix the character of UWM as an urban university. But the years spent debating the issue were lost at least in terms of the physical development of the campus. Regents and legislators could not be expected to support funds for new buildings as long as the permanent site of UWM remained in doubt. Given the long lead times needed to obtain funding, engage architects, and actually construct buildings, the site issue meant that many years went by before UWM's first building, named for the state's greatest 19th century scientist, Increase Allen Lapham, was opened in 1961. During the previous five years, UWM administrators had only been allowed to erect a temporary structure, the E Building, to accommodate the nearly overwhelming space needs of the campus.

The site issue, as well as the tight control over programs exercised by the main campus in Madison, kept UWM's development to a minimum into the early 1960s. Still, enrollments grew rapidly. In September 1956 there were 6,195 students enrolled at UWM. By the fall of 1962 that number had grown by 50%, to 9,354. New academic programs also emerged in these years to meet student demand. The greatest expansion came in the undergraduate programs of the College of Letters and Science, where new majors were established in international relations, philosophy, political science, psychology, anthropology, and journalism. There were three new departments launched: Art History, Hebrew Studies, and Geology. Already existing undergraduate programs substantially broadened course offerings, thus increasing student choices and allowing for advanced classes with more in-depth exploration of subjects.

Professional programs, faced with continuing opposition from similar programs in Madison, made little headway in these years. Education remained the only professional school at UWM,

while some other professional programs were housed in departments in the College of Letters and Science. Still others, like Business and Engineering, were divisions closely tied to their Madison counterparts. Milwaukee students could find some commerce courses at the junior and senior levels. In 1959 the regents authorized a Bachelor's degree in Business with emphasis in accounting, marketing, and management. Engineering enrollments spiralled at the freshman and sophomore levels, and pressure grew for advanced undergraduate courses. Some Madison faculty and administrators continued to resist such courses, fearing losses in enrollments at their campus. There were a few other minor professional programs at UWM in existence before 1962, including home economics, nursing, pharmacy, and medical technology. All of them required students to transfer to Madison to complete their professional sequence.

Graduate work, the area of greatest sensitivity to Madison faculty, showed even less development before 1962. Madison was determined to control graduate degree programs, particularly at the doctoral level. Milwaukee, in the view of some regents and Madison faculty and administrators, was to be no more than an undergraduate institution with perhaps a few masters degree programs.

In the fall of 1956 UWM offered masters programs in several teaching areas inherited from the State College. But there was no graduate school administrative structure at the new campus. Madison controlled student files, and Madison academic departments decided who would be admitted to study in UWM graduate programs. The awkward nature of this arrangement led to long and frustrating delays in the processing of applications. In 1959, faced with a public outcry, Madison allowed UWM to handle admissions, records, and registration for its graduate programs.

Madison opposition continued to any new graduate programs for Milwaukee despite evidence of great demand. UWM proposals drew heated reaction. Over the first six years of the institution's history, only five new masters programs were approved in political science, history, psychology, English, and applied mathematics, while doctoral programs were totally denied to UWM. The Madison campus united behind the idea that the state could support only one top quality graduate university. Most Madison faculty and administrators agreed with Regent Ellis Jensen who argued publicly that the development of doctoral programs in Milwaukee would only dilute the quality of similar programs in Madison.

UWM faculty and administrators always resisted this very limited view of Milwaukee's future as a center of graduate education. One powerful statement of opposition came in 1960 from a campus committee studying the future of UWM. The chair, Professor Frederick I. Olson of the History Department, filed a final report urging a rapid development of graduate programs in order to fulfill the promise of merger that the people of Milwaukee would enjoy an "enlargement and enrichment" of educational opportunity.

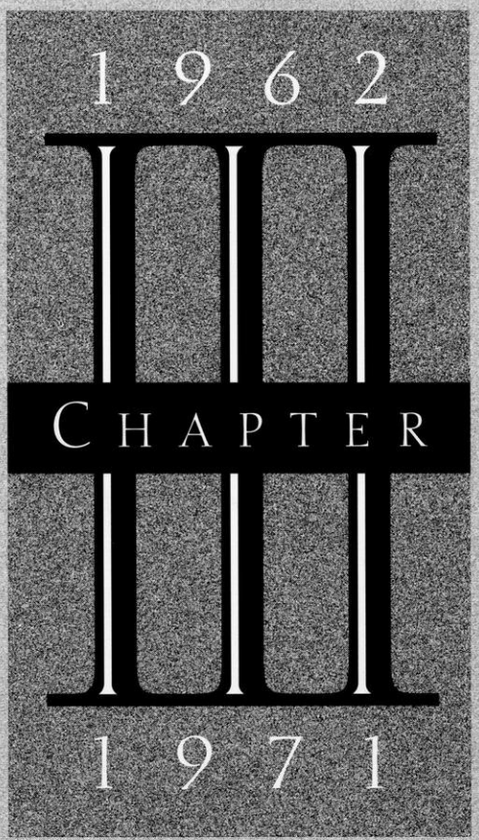
There were many who agreed with the Olson Committee's lament that Milwaukee was still being denied the benefits of a major university. Growth and development had been significantly inhibited by the Madison campus. However, in the area of faculty development, extraordinary progress took place. Between 1956 and 1961, the size of the UWM faculty grew 167%, from 150 to

over 400. Moreover, some faculty who had served at one or the other of the predecessor institutions chose to leave UWM for positions at other colleges and universities. As a result, UWM rapidly developed a new spirit under a new faculty.

These post-merger faculty cared little about the institutional past, and while they admired Madison's academic reputation, they had no desire to be dominated by an institution located 90 miles away. This new breed of UWM faculty member was young, educated at some of the best universities in America and Europe, and intensely ambitious to excel in the scholarly world. Many of them were challenged by the newness and openness of the university and saw opportunities for innovation and advancement at UWM not available at older, more settled institutions. Many embraced the urban environment and valued the opportunity to study and work with the people and institutions of the city.

The foundations of a great faculty were laid in these years. Professors such as Reginald Horsman, James Marshall, Robert Turner, Henry Hoge, and Jack Wasserman in the Humanities; Neil Tappen, Mason Gaffney, Wilder Crane, John Bibby, Nancy Lurie, and Paul Lydolph in the Social Sciences; and Richmond McQuistan, George Keulks, David Lichtman, and Frederick Bagemihl in the Sciences and Mathematics, matured into nationally and internationally distinguished scholars. But not all of the new faculty employed after 1956 were academic newcomers. Established scholars also gravitated to UWM and enhanced its reputation. Among others were Clifford Mortimer in Zoology and Henry Schmandt in Urban Affairs. The internationally recognized Fine Arts Quartet relocated from Northwestern University in this period, and immediately became one of UWM's most important assets.

The growth of this new faculty with strong scholarly credentials was the most important development in the early history of UWM. These newcomers were not inclined to accept the limited academic program role assigned by Madison. Collectively, they were a powerful engine driving for change. Yet their growing numbers and importance inside UWM proved painful for some, particularly faculty from the predecessor institutions who felt threatened. Not only did the newcomers soon challenge the leadership of the older faculty, they also held up new values, insisting that published research was at least as important as teaching in terms of evaluating faculty performance. While some former State College and Extension Center faculty moved easily into this new academic world, others soon became uncomfortable and left. In any case, by the early 1960s, UWM faculty were prepared to fight hard for greater autonomy from Madison. Fortunately, they would find a powerful ally in the person of Dr. Fred Harvey Harrington who assumed the post of president of the University of Wisconsin in 1962.


1962
CHAPTER
III
1971


NO PARKING
WITHOUT
PERMIT
15 SPEED LIMIT WHEN STUDENTS ARE PRESENT
NO PARKING AT ANYTIME
NO PARKING AT ANYTIME

CHAPTER THREE

A Major University for Milwaukee: 1962-1971

With the appointment in 1962 of Dr. Fred Harvey Harrington as president of the University of Wisconsin, UWM soon emerged as a major university largely independent of the Madison campus. Harrington moved swiftly to develop Milwaukee physically, programmatically, and budgetarily. Between 1962 and 1971 enrollments soared as new buildings were erected and numerous academic programs were established in new schools and colleges. While UWM grew explosively, it failed in its efforts to create schools of law and medicine. These defeats had far-reaching consequences for the Milwaukee area as well as the campus. Still, the decade of the 1960s witnessed huge progress for the campus.

BOLTON HALL CONSTRUCTION WITH THE OLD POWER PLANT AT LEFT AND BAKER FIELDHOUSE ON THE RIGHT.

In July of 1962, following the sudden death of President Elvehjem, Fred Harvey Harrington became president of the University of Wisconsin. A distinguished history scholar and teacher, Harrington was also an experienced administrator. He had served as the university's academic vice president for the previous four years and before that as chair of the Department of History. Harrington, like his predecessors in the presidency, fiercely protected and defended the Madison campus. However, he differed from them in his perceptions about how best to promote Madison's success. Harrington came to believe that the university should build new campuses in major population areas and dramatically strengthen UWM. He reasoned that this strategy would broaden public support for the University of Wisconsin and increase the numbers of state legislators willing to approve the university's budget requests.

During the mid-1960s Harrington's strategy unfolded with the establishment of the Green Bay and Parkside UW campuses. However, it was in Milwaukee that Harrington's ideas found their fullest expression. The new president had closely followed events at UWM for years; as vice president he had often supported UWM's requests for additional resources. He had personally steered a portion of the funds the university received from a Ford Foundation grant to the Milwaukee campus to help found what would later be known as the Department of Urban Affairs. Now as president, Harrington was in a position to do a great deal more for the Milwaukee institution. The era of austerity was about to end for UWM.

Harrington's ambitions for UWM matched the demographic trends of the era. Cities across the nation witnessed explosive growth caused not only by in-migration but also the effects of the World War II-era baby boom. Wisconsin and many other states faced growing pressures for expanded university services. Parents wanted their children to have access to quality public higher education. Business and industry desired the fruits of university research and needed the expertise of graduates from professional degree programs. All of this suggested that UWM could not remain a poorly funded operation with few graduate or professional programs. Over 40% of the state's population lived in counties near the campus, and the area's percentage of Wisconsin's business and industrial resources was much higher.

Within months of taking office, President Harrington and UWM Provost Klotsche hammered out a twenty-five point plan for UWM's future development. One of the most important documents in UWM's history, the plan called for major university status within twenty years as the proper goal for the institution. Other points spoke to the need for doctoral degree and new professional degree programs in Milwaukee. The plan offered a vision for UWM of great dramatic sweep, but its very boldness was sure to attract opposition from a Madison campus community fearful of competition for state resources. Nonetheless, Harrington soon won approval from the Board of

Photo by Isadore Knox

Martin Luther King, Jr., speaking at the Union on November 23, 1965.

Regents. UWM and its supporters rejoiced at the prospect of seeing the campus finally achieve its full potential. The *Milwaukee Journal* published a special report summarizing the history of UWM and urged that the campus now free itself from Madison's domination. The paper called for the initiation of new programs appropriate to urban needs, and urged UWM "to move forward along new lines—to experiment, to generate and try out original ideas and approaches."

There was certainly no lack of feverish activity at UWM during the 1960s. To stimulate further campus development and assist the Provost, the position of Vice Provost was revived and Charles Vevier, a Professor of History, was named to the position. The constraints that had encumbered the campus since merger quickly gave way to an era of tremendous development. Enrollments grew, academic programs proliferated, new buildings rose, and the faculty increased both in size and stature. Within a decade, UWM had reached the primary goal of major university status. It became a national model for urban universities.

One of the key developments of the 1960s was the formation of new schools and colleges at UWM. Prior to 1962 there were but two stand-alone units, the College of Letters and Science and the School of Education. In the next four years, the regents approved eight others. These included the School of Fine Arts (1962), the School of Business Administration (1963), the College of Engineering and Applied Science (1964), the School of Social Welfare (1965), the Graduate School (1965), the School of Nursing (1965), the School of Library and Information Science (1966), and the School of Architecture and Urban Planning (1966).

While most of the new schools and colleges evolved from departments within the College of Letters and Science or from Madison-related divisions, the School of Architecture and Urban Planning had somewhat different roots. Before 1966 there was no academic degree program in Wisconsin to train architects. State residents desiring such training were obliged to enroll in universities elsewhere. In 1966, for example, the Wisconsin Architects' Foundation claimed that 188 Wisconsinites were seeking degrees in architecture outside the state. The Foundation asserted that, based on past experience, only ten percent of these students would return to practice in Wisconsin. These statistics were brought forward by the Foundation as part of a campaign to establish a School of Architecture within the University of Wisconsin.

Chancellor J. Martin Klotsche (second from left), Governor John W. Reynolds, and Professor Donald R. Shea (right) escort Vice President Lyndon B. Johnson to the Fourth Annual Governor's Conference on the United Nations, May 4, 1963.

Efforts to create an architectural school at Madison during the 1950s had been rebuffed, and this led the state's architects to focus more attention on the Milwaukee campus. By the early 1960s faculty in Madison realized that there was a real possibility that UWM would become home to a school that would be unique in the state and could attract both public and private funds. That perception came too late to affect the outcome. UWM leaders and Milwaukee-area architects effectively lobbied for the urban location. They asserted that the large number of architectural firms based in Milwaukee could provide internships and jobs for the school's students. Advocates also pointed to the large volume of building activity in southeastern Wisconsin, arguing that the area presented excellent opportunities for students to address fundamental problems of design. Moreover, proponents of the Milwaukee site stated that area architectural firms needed the research and testing programs a major university-based architecture school could offer. Faced with such strong support, the regents rejected competing campus concerns and voted in February of 1966 to create a school of architecture at UWM. It was a significant victory that once again demonstrated the partnership between UWM and the people of Milwaukee.

The new schools and colleges at UWM soon developed appropriate degree programs, many of which had to be approved by national accrediting agencies. UWM's faculty and administration understood that academic programs had to meet generally recognized standards of excellence if graduates were to be fully accepted in the various professions. Of greatest concern was the need to obtain full accreditation for the campus and its programs from the North Central Association of Colleges and Secondary Schools. During most of the 1960s, UWM's programs had been accredited by North Central by virtue of the fact that the campus was viewed as a branch of Madison. UWM could never truly lay claim to major university status until it could win North Central accreditation in its own right. It took years of work and preparation for UWM to satisfy the tough evaluation process that examined every aspect of the university's operations. With pride and considerable relief, UWM faculty learned in the summer of 1969 that the desired status of full

accreditation had been awarded by North Central. The action certified to the general public that UWM was now an operationally separate campus from Madison.

Amid general success in building new professional schools and colleges, there were two notable failures in this period. The first involved UWM's ambitions to develop a law school. Then, as today, there were but two law schools in Wisconsin. One of these, at Marquette University, enrolled only 350 students and charged a very high tuition that barred some Milwaukeeans from any chance of attending. The Madison law school had over 900 students, but its location more than 90 miles away meant that working Milwaukee-area students could not enroll. Moreover, eight of nine applicants to the Madison school were rejected because applications greatly exceeded the school's physical and instructional capacity.

STUDENT ACTIVISM STARTED MODESTLY WITH A PROTESTER PICKETING THE FOOD IN THE STUDENT UNION, 1966.

The glut of students in Madison and the all-too-evident lack of opportunity for a legal education in Milwaukee could not be ignored. Chancellor H. Edwin Young of the Madison campus appointed a committee headed by the dean of the law school to study the situation. This committee reported in June of 1972 that a second public law school was needed in Wisconsin and that it should be located in Milwaukee. About the same time, UWM Chancellor Klotsche had named a campus committee headed by Professor Frank Cassell of the Department of History to examine the feasibility of establishing a law school. Drawing on national projections as well as overwhelming evidence of local demand for a law education, Cassell's committee strongly endorsed the need for a UWM law school in July of 1972.

Support for a second law school quickly spread. Women and minority groups, long deprived of meaningful access to law schools, joined the movement. The Milwaukee County Board, the *Milwaukee Journal,* and prominent jurists spoke out for a second school. But other factors combined to frustrate the effort. Opposition from Marquette and the State Bar Association as well as state budget problems caused the university to halt efforts to obtain legislative approval of a new law school.

The prospect of establishing a UWM medical school seemed better than for a law school. Again, there were the same problems of a small and expensive private school at Marquette and a large but distant school at Madison. Demand for medical education and the need for doctors were growing exponentially in the 1960s. Once more Madison supported rather than opposed development at UWM; the UW Medical School and the UW regents

THE EXPANSION OF A CAMPUS BOOKSTORE IN THE ENLARGED STUDENT UNION BY 1966 CREATED AN IMPORTANT CAMPUS FACILITY. THROUGH THE YEARS, THE BOOKSTORE HAS CONSIDERABLY EXPANDED ITS SERVICES.


DISH WIN
SICK and TIRED...
...of FRENCH FRIES that taste
like rawhide bootlaces or soggy
macaroni? PROTEST DIRECTLY
Take them to Miss Byrkit so she
can "study" them first hand.

repeatedly endorsed a UWM medical school in the middle years of the decade. In 1967 the regents formally voted to open a medical school in Milwaukee, and a Governor's Task Force on Medical Education concurred.

It was not to be, as events soon ended hopes for a new medical school. In an effort to maintain a monopoly over medical education in Milwaukee while keeping itself eligible for public tax support, the Marquette Medical School severed its ties with Marquette University, becoming an independent institution. Now known as the Medical College of Wisconsin, it moved quickly to ask the legislature for an appropriation to subsidize tuition costs. As a result, $3,000,000 was earmarked for MCW in the 1969-71 biennium after the constitutionality of such aid had been tested in the Wisconsin Supreme Court. At almost the same time, the UW Medical School announced plans for a new medical center in Madison to cost $150 million. It soon became clear that the state would not fund these initiatives and pay the costs of starting a third medical school. In both cases it was evident that the more generous funding of higher education in Wisconsin in the 1960s had given way to near frugality in the early 1970s, and the funding of two expensive new professional schools in Milwaukee was not possible.

FROM 1963 TO 1970 MORE THAN 2,000 VOLUNTEERS WERE TRAINED AT UWM FOR THE PEACE CORPS.

Another program area that caused problems for UWM was noncredit extension activities. The merger of 1956 had made the Extension Center part of UWM, but many other outreach programs, especially non-credit, operated in Milwaukee under the management of University Extension, a statewide unit under its own dean headquartered in Madison. After a 1965 merger University Extension included Cooperative Extension programs which dealt with agriculture and home economics and family life in Milwaukee County. It also administered a wide variety of urban programs such as the School for Workers, the Center for Consumer Affairs, the Institute of World Affairs, and the Institute for Governmental Affairs. Operating primarily out of the old Extension Center buildings on Sixth Street, University Extension programs served many thousands of Milwaukeeans.

PROFESSOR PHILIP WHITFORD (RIGHT) CONDUCTING A BOTANY CLASS IN THE DOWNER WOODS, 1965.

The Milwaukee Extension faculty and staff, although administered from Madison, had a strong urban focus. Unfortunately, there were relatively few administrative connections between UWM and Extension. Both claimed an urban mission and both were part of the University of Wisconsin. However, the fact that they were part of different bureaucracies within the university stymied efforts at coordination. Furthermore, as UWM's academic aspirations grew in the 1960s, there was a growing tendency to undervalue the non-credit programs

THE FIRST CONCERT IN THE SUMMER EVENINGS OF MUSIC SERIES HELD IN THE FINE ARTS RECITAL HALL, 1962.

of University Extension. Extension faculty were not always viewed as equals since they often did not engage in traditional credit teaching and research activities. In 1968 Chancellor Klotsche created a new administrative position at the assistant chancellor level to manage UWM's extension activities. The appointee reported to both Klotsche and the chancellor of University Extension. The effort met with only partial success, and by the early 1970s there was still no coordinated educational thrust between University Extension and UWM in Milwaukee.

Despite the continuing difficulties of the UWM-Extension relationship, the university gradually developed its own capacity for relating to the members of the Milwaukee urban community. Many of these contacts simply represented a willingness to open its doors—the library, the union, its cultural activities, its recreational facilities, its classrooms—to its neighbors and even the entire metropolitan community. Other contacts were forged by faculty on an individual basis as they played an increasingly important role in the functioning of Milwaukee society through

membership, participation, and leadership in many social service, cultural, governmental, and political organizations.

The most striking example of UWM's organized outreach role occurred, however, in its relationship to the Peace Corps. This federal agency, an outstanding example of government initiative during the Kennedy years and in part the brainchild of Fifth District Congressman Henry S. Reuss, a good friend of UWM, funded 42 of its training programs for volunteer service in developing countries on the UWM campus between 1963 and 1970. Under the guidance of the UWM Dean of International Studies and Programs Donald R. Shea, more than 2,000 volunteers were prepared for overseas service at UWM. University faculty were joined by teachers recruited in the community and indeed nationally to provide both the skills and the sensitivity required by the volunteers throughout the world. The national recognition of the high quality of UWM's Peace Corps training programs, funded by more than four million dollars in federal grants,

enhanced the reputation of its impressive faculty strength in international studies. In 1965 the university received an on-going federal grant under The National Defense Education Act to establish a Center for Latin America to expand and enrich its instructional, research, and public service programs relating to that world region.

The university's success in Peace Corps programs led to a more modest but effective role in President Lyndon Johnson's war on poverty later in the 1960s, a war that fitted well with UWM's effort to shape an urban mission for itself.

A VIEW FROM BOLTON HALL OF THE CONSTRUCTION OF THE FINE ARTS CENTER IN 1966. THE MILWAUKEE JOURNAL COMMENTED THAT "THE CEMENT NEVER SETS ON KLOTSCHE'S EMPIRE."

THE GROWTH OF GRADUATE EDUCATION

The most dramatic academic program development at UWM in the 1960s was in the area of graduate education, particularly at the doctoral level. The Twenty Five Points had committed the regents to approving a base of 20 to 25 doctoral programs at UWM. Doctoral programs would not only train highly competent individuals for careers in the professions and education; they also would be the chief evidence of UWM's standing as a major university. The Madison campus, however, had traditionally opposed the offering of graduate programs in Milwaukee, preferring students to enroll in their programs. Even after 1962, Madison was able to stifle developments in Milwaukee because graduate education at both campuses was controlled by the Madison graduate school. Mathematics, the only Ph.D. program approved for UWM before 1965, had won approval two years earlier. The growth of masters level programs at UWM as well as a mounting demand for new doctoral programs in Milwaukee finally led to the establishment of the UWM Graduate School in 1965. UWM had won a major victory, and the results soon became evident. Between 1966 and 1969, eight new Ph.D. programs were launched: Geography (1966), Psychology (1966), Botany (1966), Political Science (1966), English (1967), Physics (1967), Anthropology (1968), and Economics (1969).

UWM now was indisputably a Ph.D. granting institution, but its future as a major university was placed in jeopardy in the closing years of the 1960s. This time it was not the Madison campus causing problems. Instead, an organization now known as the Coordinating Council on Higher Education challenged UWM. The CCHE could trace its history back to the same 1955 legislation that created UWM. It had been formed to control competition between Wisconsin's two university systems and to reduce program duplication. Originally its staff was composed of representatives of the University of Wisconsin and the Wisconsin State University Systems, but legislation in the 1960s made the

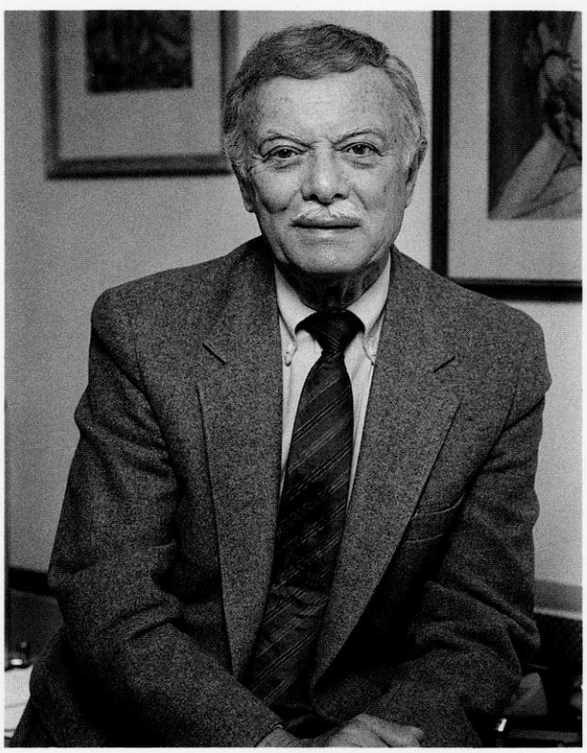
FIRST STAGE (WEST WING) OF THE LIBRARY UNDER CONSTRUCTION. THIS VIEW LOOKS WEST, WITH BOLTON HALL ON THE LEFT.

CCHE increasingly independent, with its own staff and public representation. It sought to control public higher education by exercising close supervision over the process of academic program approval and by defining the missions of the various university campuses in the state.

In 1968 the staff of the CCHE proposed to revise the policy that established UWM's proper goal as major university status. Instead, they urged a more modest role for UWM, which they defined as that of a "high quality urban university." To underline the implications of such wording, the staff questioned whether the Council should approve two pending UWM Ph.D. proposals. The threat was unmistakable. UWM's future depended on developing more doctoral programs to attract high quality faculty and graduate students as well as government and foundation research funding. It was a battle UWM could not afford to lose.

STUDENTS ON CAMPUS AT THE NORTHEAST CORNER OF KENWOOD BOULEVARD AND MARYLAND AVENUE BEFORE THE EXPANSION OF THE STUDENT UNION.

UWM's faculty and administration organized support for the campus and began a vigorous attack on the CCHE staff proposals. Among other things, UWM advocates demanded to know why the Council's staff had waited five years before challenging major university status for the campus. The matter ended in July of 1968 at a CCHE meeting in Kenosha. Under intense pressure, the Council rejected staff recommendations regarding UWM and declared that UWM's goal should be to become a major urban university. The inclusion of the word "urban" was widely viewed as a facesaving concession to the staff that had no practical meaning. UWM had survived a major test; its position as the second public doctoral degree granting institution in Wisconsin was secure.



PAUL H. MELROOD (B.A. 1941) REPRESENTS THOUSANDS OF ALUMNI FROM UWM AND PREDECESSOR INSTITUTIONS WHO ARE ACTIVE IN THE ALUMNI ASSOCIATION. HE WAS PRESIDENT OF UWMAA 1971-73 AND ON THE BOARD OF TRUSTEES 1969-76, 1980-85, AND 1988-91.

Programmatic development inevitably led to physical expansion of the campus. Before President Harrington assumed office, there had been little in the way of new construction on the Kenwood campus. Only the first phase of the Fine Arts Center and Lapham Hall, home of several science departments, had been completed by 1963. However, with Harrington's support, UWM soon began to look like the major university it was trying to become. In 1964 UWM acquired additional valuable properties adjacent to the campus. These included the 6.3 acre Milwaukee University School campus and the 43 acre Milwaukee-Downer College campus. The University School, a descendant of the renowned German-English Academy, relocated farther north, and UWM soon remodeled its building for use by the School of Architecture and Urban Planning. The University School's football field still serves as the home field of the UWM soccer team. Milwaukee-Downer College, a pioneering women's institution, merged with Lawrence College in Appleton to become Lawrence University. Today, many of the Downer buildings still stand along Downer and Hartford Avenues. Their handsome collegiate Gothic architectural style adds a dimension of

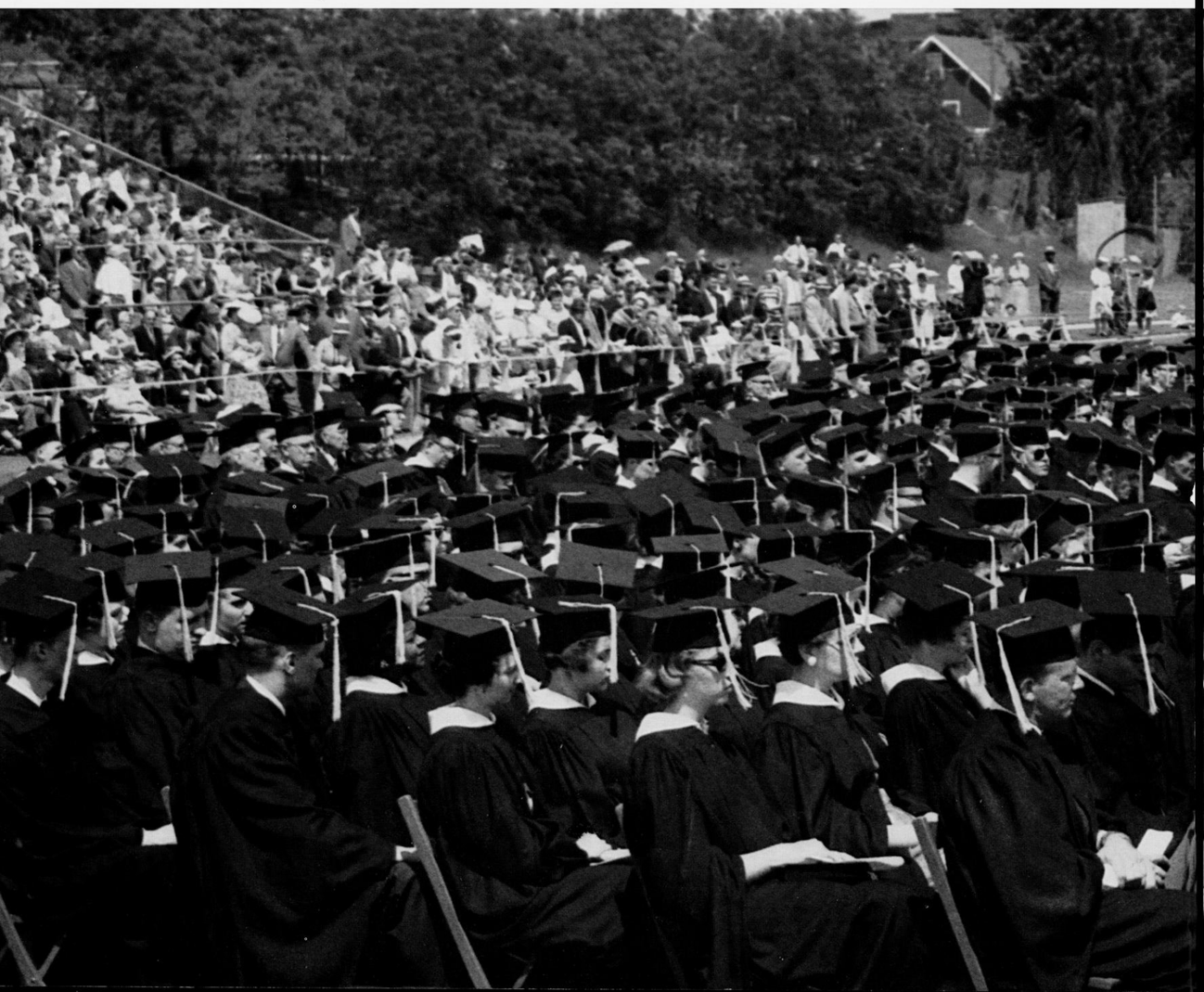
grace and tradition to the UWM campus. In 1963 an apartment building on the northeast corner of Downer and Kenwood Avenues was purchased. Now called Purin Hall, it serves as a graduate student dormitory.

The Building Boom, 1964-71

Besides purchasing adjacent land and buildings, UWM embarked on its own massive building program between 1964 and 1971. Nearly $21 million was spent on five major projects. In order of completion, they were Bolton Hall (1964), Physics Building (1966), Library, Phase I (1967), and the Engineering and Mathematical Sciences Building (1971). In addition, a "temporary" building costing nearly $500,000 was put up in 1970 for use by the Psychology Department. More than 20 years later, it is still in use. Even as these buildings opened to students, others were being constructed or had been authorized. Enderis Hall, the Nursing Building, phase II of the library, an expansion of the student union, and the three towers of Carl Sandburg Hall—a dormitory complex—were all in process. By the time Chancellor Klotsche retired in 1973, over $100 million had been spent or committed for land acquisition, building construction, campus improvements, and the remodeling of existing facilities. Any student or faculty member associated with UWM in these years remembers the disruptions and inconveniences caused by the construction. The process of building UWM seemed endless and once caused the *Milwaukee Journal* to comment that "the cement never sets on Klotsche's empire."

From 1957 through 1968, spring Commencement ceremonies were held in Pearse Field. During that period the winter Commencements were held in the Union.

Besides development on the L-shaped Kenwood Campus, UWM obtained properties that were not contiguous to the university. These included three East Side mansions originally owned by Joseph Uihlein, Sr., John Pritzlaff, and Walter Harnischfeger. All were donated to UWM, and the Harnischfeger home on Lake Drive in Shorewood has since served as the chancellor's residence. The other structures were subsequently sold by UWM. The university also acquired a 177-acre tract in Ozaukee County adjacent to the Cedarburg Bog. It had originally been purchased by the



Wisconsin Chapter of the Nature Conservancy for $47,500 and then donated to UWM. It has become the site of outdoor scientific research by faculty and students of the Biological Sciences Department. Another natural preserve, a 6.16-acre tract near Kenosha known as Benedict Prairie, was presented to UWM by the Garden Tree Club of Milwaukee, also for research and instruction.

UWM's rapid physical development in the 1960s and early 1970s was both cause and consequence of expanding student demands for degree programs at the Milwaukee campus. Between 1962 and 1970 enrollment growth averaged 8% or higher each year. The more than 22,000 students who enrolled in the fall of 1971 represented a total increase of over 120% for the eight-year period. Graduate enrollments expanded over 300%, reaching 3,600 students by 1971. This increase reflected the growing number of masters and doctoral programs initiated in the preceding decade and the growing reputation of UWM's faculty and programs.

Throughout UWM's history, a significant percentage of its students have not conformed to the traditional image of 18-to-22-year-old young people earning their degrees in four years while living in dormitories or in sorority or fraternity houses. UWM certainly has had many such students, but the unique flavor of the campus comes from the fact that large numbers are adult, part-time students usually attending classes in the late afternoon or at night while working and raising families. This part-time enrollment was very apparent by 1970 when these students numbered nearly 8,000, or about 42% of the total full-time students.

A study of UWM students around 1970 revealed other interesting facts. Almost all were from Wisconsin, and 75% were residents of Milwaukee County. Most stayed in the area after graduating and contributed their skills to the local economy. UWM students did not come from wealthy families; 70% of the students' families earned less than $10,000. Moreover, few of the parents of UWM students had attended college themselves. Their children would be the first college graduates in the family. UWM was clearly doing its job as an urban university by opening the doors of higher education to tens of thousands of Milwaukeeans who would otherwise have been unable to attend a university and enjoy the intellectual and economic benefits of higher education.

Student life at UWM in the 1960s was complex. Construction was but one of the frustrating realities of attending classes. Long lines to register, pay fees, and obtain financial aid were the rule not the exception. Parking was a headache for everyone. The Kenwood Campus was nearly built over, save for the Downer Woods at the north end of the property. There were few surface parking lots, and a policy of building parking ramps under some of the new buildings did not begin to address demand. Students parked where they could—usually in adjacent neighborhoods whose residents loudly objected. The parking problems were so serious that UWM's future growth was called into question, and within a few years the administration was forced to take dramatic steps to ameliorate the situation.

When students did reach campus, they found a great deal to do. A Student Association funded by student fees presided over a host of organizations ranging from political action groups to environmental organizations to a ham radio club. The *UWM Post* reported on campus events while

WUWM broadcast classical music. Students could attend—at little cost—musical and theatrical performances put on by the School of Fine Arts. The Athletic Department ran a large intramural and modest intercollegiate program from its offices in Baker Fieldhouse. Academic departments often had honorary societies that rewarded outstanding students and offered opportunities to meet informally with other students and faculty. A Phi Beta Kappa chapter inducted the most outstanding UWM liberal arts graduates into its membership.

The two most important buildings for students at UWM or any urban university are the library and the student union. It is in these two edifices that most students spend more time than anywhere else. The UWM library by 1970 could boast of nearly a million volumes on its shelves. It was already an important research library, and its new building symbolized UWM's growing stature. For students, however, it was also a place to study, to write, and often to rest. For many years the library remained open 24 hours a day seven days a week to accommodate a working student population.

The student union in 1970 occupied the northeast corner of Kenwood and Maryland Avenues. At the time, construction on a huge addition to the east was well under way. The union was built with student fees but served as a social center for everyone on campus. Eating facilities, meeting rooms, student government offices, a large bookstore, and recreational facilities were housed in the structure. The large ballroom served as an eating hall, a place for student dances, and occasionally as a site for graduation ceremonies. Faculty regularly used the union for meetings, and for a time the cafeteria in the Milwaukee Room became an unofficial faculty club.

Students could also enjoy varsity athletic contests. In 1970 UWM fielded competitive teams in many sports including football, basketball, swimming, and track. While the emphasis was on men's varsity sports, women's teams also competed throughout the midwest. No one could argue that varsity sports were overemphasized at UWM. Funding was woefully inadequate as were physical facilities. Nonetheless, there was always enough student, faculty, and alumni support to keep the athletic programs afloat. When President Harrington suggested that the faculty consider abolishing varsity football in 1963, faculty protests and student demonstrations saved the program, at least temporarily. However, growing problems with finances and physical plant support would cause serious difficulties for UWM athletics during the 1970s.

The 1960s constituted the greatest period of growth and development in UWM's history. While there had been defeats, particularly in the failure to obtain law and medical schools as well as the still modest progress in attracting minority students, the achievements were remarkable. The Harrington era saw UWM in less than eight years become a major university that offered many Ph.D. programs. Now with its own administration, its own faculty structure, and schools and colleges free of interference from Madison, UWM was close to achieving autonomy. By 1970 the campus was beginning to develop important relations with its alumni, the Milwaukee business community, and the Milwaukee-area legislative delegation that would further strengthen its position. UWM's leaders in 1970 could look back with pride on the accomplishments of the 1960s and be confident that the future would hold more triumphs. That confidence would soon be shattered by events in Southeast Asia and at Kent State and Jackson State Universities in the spring of the year.

1967

CHAPTER IV

1973

CHAPTER FOUR

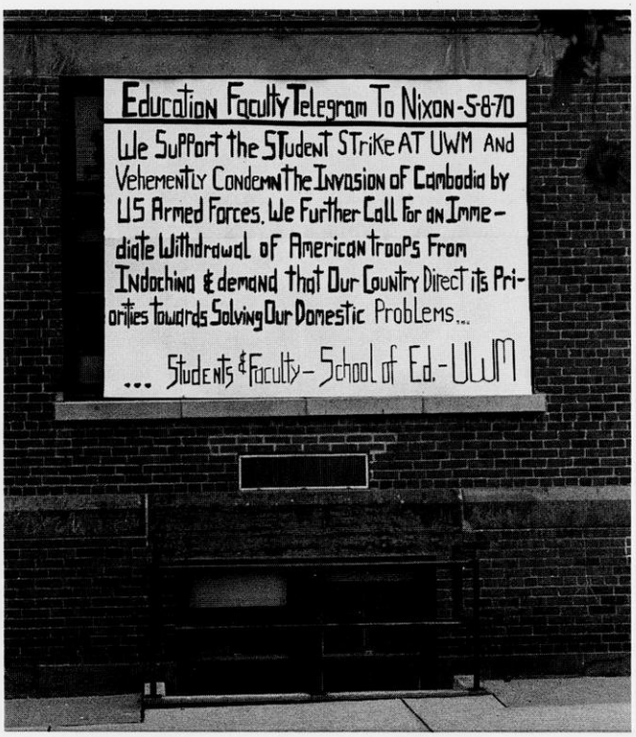
Turbulence and Change: 1967-1973

The late 1960s and early 1970s witnessed major convulsions in American society. Racial minorities demanded an end to discrimination and greater economic and political power. At the same time, the nation was deeply divided over the prosecution of the war in Vietnam. Racial and antiwar movements both found full expression on American university campuses. As an urban university, UWM included both faculty and students who cared passionately about those issues. Turmoil and demonstrations abounded, often bringing groups of non-UWM individuals onto the campus. UWM's leaders struggled to maintain basic educational values while respecting principles of free speech and assembly. In May of 1970, these leaders faced their greatest test when thousands of UWM students protested the invasion of Cambodia and the shootings of students in Ohio and Mississippi. The merger of the state's two university systems in 1971, while less dramatic, also caused considerable and sometimes disturbing change at UWM.

STUDENT PROTEST ON CAMPUS OVER U.S. FOREIGN POLICY AND MINORITY NEEDS IN THE '70S OFTEN TOOK ON AGGRESSIVE PHYSICAL FORMS.

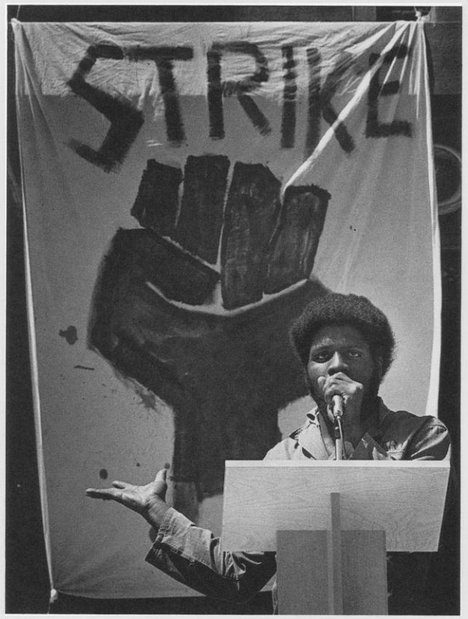
The Vietnam War grew in intensity during Lyndon Johnson's presidency and touched off powerful domestic opposition to the war. Peace advocates at UWM and many other campuses conducted "teach-ins." At some campuses students engaged in demonstrations that grew both in numbers and intensity in the closing years of the 1960s. UWM students were slow to join this more militant phase of the antiwar movement. This was not so much a matter of apathy or indifference as it was the nature of the student body. Like most urban universities, UWM is a commuter school with over 90 percent of the students living off campus. Also, these students tend to have jobs and families and come to campus only to attend classes. These factors made it difficult to organize antiwar activities.

There had been a threat of a vigorous student demonstration at UWM in the fall of 1967 when it became known that Dow Chemical, a major defense contractor, and the Central Intelligence Agency would be recruiting on the campus. Several campus student organizations supported by many faculty objected to the presence of these organizations and asked the administration to deny them use of UWM facilities. However, the Board of Regents ordered that the employment interviews be permitted, a position supported by Chancellor Klotsche. For security reasons, the CIA and Dow Chemical interviews were conducted at the downtown campus where campus and Milwaukee police were very much in evidence. In the aftermath, over 1,000 students signed a petition denouncing Chancellor Klotsche for allegedly denying them the right to peacefully protest the interviews.



A PROTEST FROM SCHOOL OF EDUCATION STUDENTS AND FACULTY REGARDING THE U.S. INVASION OF CAMBODIA, MAY, 1970.

Two years later, on November 12, 1969, a more serious confrontation took place when a group of students and some non-students as well as faculty briefly occupied the Reserve Officer Training Corps offices in Mitchell Hall. Those involved were arrested and ultimately convicted of disorderly conduct. Each participant had to pay a fine of $100 or risk a 90-day jail term. Many at UWM strongly sympathized with those involved in this



Speaker outside Mitchell Hall during the student strike, May, 1970.

UWM security personnel in the midst of a densely packed rally in 1970 blending black activism and student reaction to the U.S. invasion of Cambodia.

incident. They argued that the ROTC helped sustain an immoral war and therefore had no place on a university campus. What had happened, they said, was a legitimate act of dissent. The campus administration, on the other hand, took the position that violent disruptions went beyond the bounds of legitimate dissent and would not be tolerated at UWM.

Even as the ROTC case moved through the legal system, UWM was shaken by a visit of Dr. S. I. Hayakawa, a distinguished scholar and then President of San Francisco State College. The invitation had come from a UWM student organization. In 1969 Dr. Hayakawa had earned national attention for his tough and articulate stand against violent antiwar demonstrations on the nation's campuses. Just before his visit to Milwaukee, Dr. Hayakawa spoke at Northeastern University in Boston. His appearance sparked large protests, and dozens had been arrested and jailed. Many UWM faculty and students urged that the Hayakawa visit be canceled, but Chancellor Klotsche declined, citing the principles of academic freedom and the need for a campus community to hear all sides of an issue.

ASSISTANT CHANCELLOR JOHN SOLON (RIGHT, WEARING GLASSES) TALKING WITH HISPANIC STUDENT PROTESTERS.

On February 14, 1970, the day Dr. Hayakawa appeared at UWM, campus officials received bomb threats, and a crowd of several hundred made up mostly of students congregated at the entrance of the UWM Union where Dr. Hayakawa spoke. Soon verbal protest turned to violence as windows were smashed and numerous acts of vandalism occurred on campus property. Milwaukee police had to be summoned to disperse the crowd and restore order. The feisty Hayakawa, who would parlay his conservative views on the campus antiwar movement into a seat in the United States Senate, told the demonstrators, "I may be as crazy as hell, but I have as much right to speak as Abbie Hoffman and President Nixon. Truth is not easily destroyed and you, the protesters, have declared yourselves enemies of truth and reason."

A University in Crisis, 1970

By early 1970 the UWM community appeared badly fractured. Ironically, the cause of these deepening divisions was not the Vietnam War itself; most faculty and students shared a deep abhorrence for what they saw as senseless carnage in Southeast Asia. Rather, the issue that set faculty and students against each other was the proper role for the university in the crisis. Chancellor Klotsche and faculty leaders strongly held to traditional values. They believed in the Jeffersonian concept that through debate and discussion good ideas won out. On the other hand, many faculty and students viewed the war as a moral issue and wanted the university to devote all of its resources to ending the bloodshed. They had no patience with those who spoke of academic freedom or the importance of free debate. For them the time had long ago arrived for good people to unite and to bring about the end to an evil war.

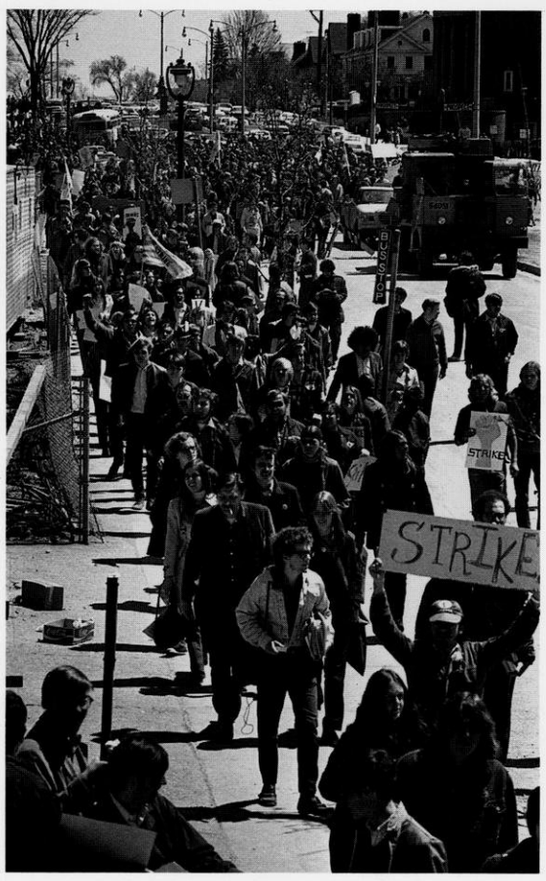
As UWM moved into the fateful spring of 1970, the very term "academic community" seemed to have lost all meaning. The campus, like many others across the nation, was sharply polarized. Faculty and students displayed little tolerance for those holding differing opinions. The stage was set for the greatest explosion of violence American universities ever witnessed.

On April 30, 1970, President Richard Nixon stunned the nation with a televised speech announcing a significant widening of the war in Southeast Asia. He was ordering U.S. troops to

enter Cambodia to eliminate a supply network that he claimed sustained the North Vietnamese and the Viet Cong military effort in South Vietnam. The news of the invasion was particularly surprising since the President had made some efforts to de-escalate the conflict. In any case, the announcement inflamed the antiwar movement and within days hundreds of thousands of protesters were marching through the streets of Washington, D.C. At the same time many thousands of others attended demonstrations on university campuses. On May 4th the country learned that the Ohio National Guard had killed four student demonstrators and wounded nine others at Kent State University. A short time later Mississippi police killed two black antiwar protesters at Jackson State University. The Vietnam War had now come to America; millions were appalled at the graphic television images of troops shooting down unarmed college students.

STUDENT INVASION OF CLASSROOMS DURING DEMONSTRATIONS PROTESTING THE VIETNAM WAR.

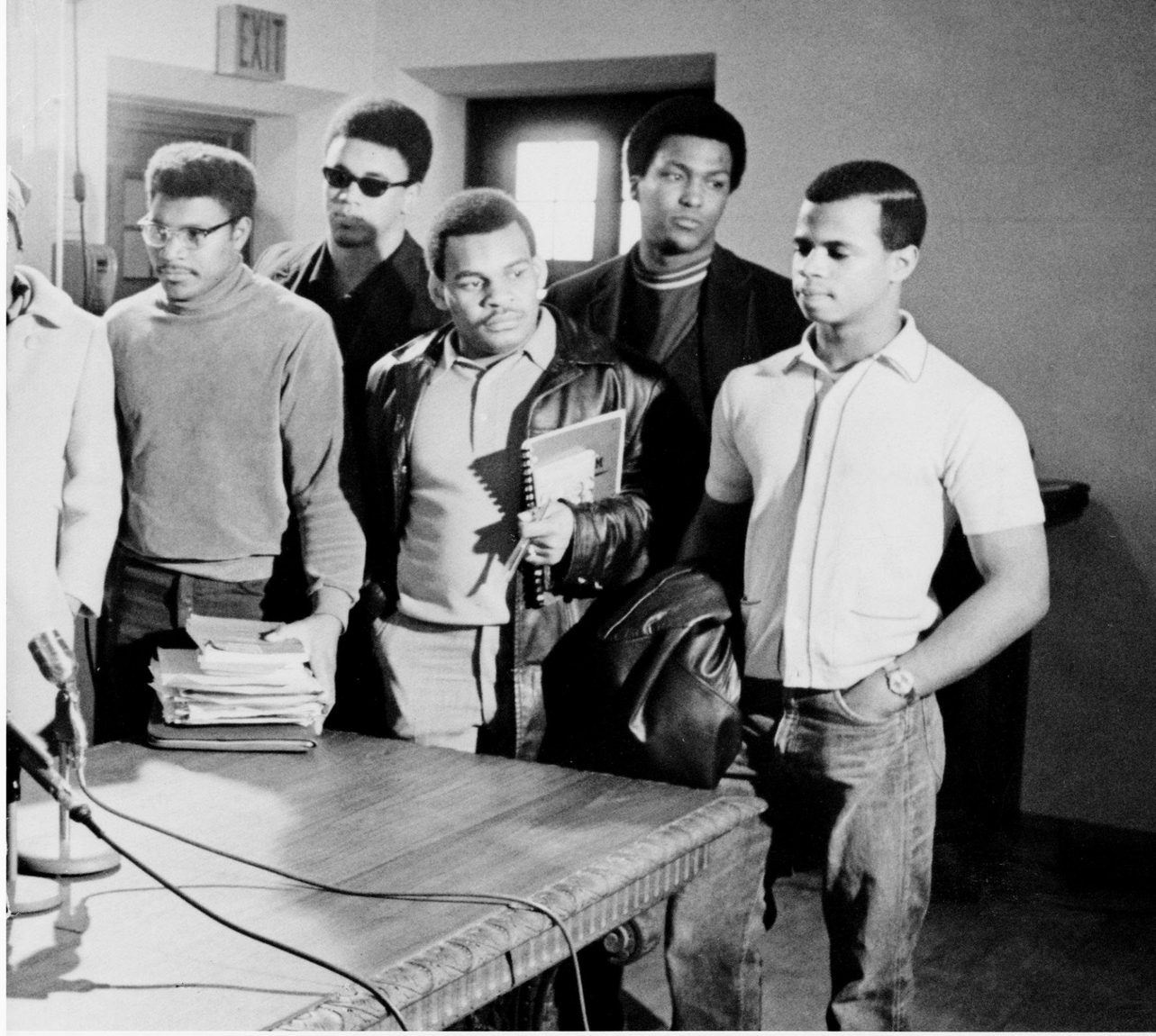
By May 6th students and faculty active in the antiwar movement had organized large protest demonstrations at UWM, most of which were held on the lawn in front of Mitchell Hall. The organizers demanded that UWM join a national "strike" in which classes and other normal university activities would be suspended to protest what had happened in Cambodia and at Kent State and Jackson State. The UW Board of Regents opposed this idea, ordering all campuses to remain open and all classes to be taught. Chancellor Klotsche repeatedly affirmed this position while promising to permit peaceful protest and dissent aimed at government policy. Moreover, he pledged to provide facilities for debates and discussions. However, he warned that faculty and students who disrupted university operations would face disciplinary action.



STUDENT DEMONSTRATIONS ON KENWOOD BOULEVARD.

Events spiralled out of control. While most students and faculty expressed their outrage in spirited meetings and demonstrations, some roamed the campus breaking windows, setting fires, and destroying property. Demonstrators threw up picket lines around construction sites and parking lots. Fire alarms were systematically set off in university buildings while bomb threats flooded the university switchboard, and demonstrators took over the Student Union. By May 7th the Chancellor felt compelled to declare a state of emergency in part because of evidence that many of the demonstrators were not from UWM. The state of emergency legally allowed UWM to order visitors off the campus or have them arrested.

Despite what was happening on campus, numerous classes continued to be held. There were many ugly scenes as faculty and students pushed through picket lines to reach their classrooms. In order to enforce the "strike" some faculty and students adopted the tactic of disrupting classes. In some cases the disruptions nearly led to riots since large numbers of war veterans were enrolled at UWM and deeply resented the protesters. Eventually five UWM faculty were brought before a disciplinary committee because of their role in class disruptions.



BLACK STUDENT DEMANDS BEING PRESENTED IN CHAPMAN HALL.

In the short run the tactic worked; most classes stopped meeting a few days before the scheduled end of the semester, although some met in homes and churches in the area. Establishing grades for the spring semester proved a nightmare in many academic areas. Most faculty simply gave whatever grade the student had earned up to the time the class was suspended.

The force of the protest was spent by May 14th. On that day a well-attended faculty meeting passed resolutions condemning the invasion of Cambodia and recognizing the right of students to strike. The faculty strongly condemned what was termed "unlawful efforts on the part of students and faculty." If the tumult was over, the effects of the May explosion would echo around UWM for many years. Sadly, many friendships and professional relationships among faculty were irretrievably broken. It would take years to re-establish a sense of community at UWM.

The antiwar movement again demonstrated how important universities had become in American society. Once the preserve of the rich, universities in the post-World War II era had opened their doors to millions of Americans and helped them advance socially and economically. During the Cold War, university research had been important to the military. But the role of universities in opposing the Vietnam War and even influencing the decision of President Johnson to withdraw his candidacy for re-election meant that American campuses were factors in shaping domestic policy. It was also true that most universities, both public and private, were reliant on public funding and vulnerable to political pressure. Therefore, groups other than antiwar activists could and did seek to shape the university to their needs, often using public opinion and political muscle to attain their goals. Among such groups were racial minorities who had long been excluded from the American mainstream and saw a university education as the way to a better life.

Unfortunately, these benefits were primarily reserved for whites. Minority students comprised but 3% of UWM's student body in 1970, although the percentage of minorities in the general Milwaukee population was much higher. The 1960s had witnessed important advances in the

PROTESTS AGAINST AMERICAN FOREIGN POLICY EXTENDED TO OPPOSITION TO THE RECRUITMENT OF STUDENTS FOR EMPLOYMENT BY THE DOW CHEMICAL CORPORATION. CAMPUS ADMINISTRATION INSISTED UPON CONTINUATION OF THE RECRUITMENT, WITH STUDENT SUPPORT.

campaign for civil rights, and there was a growing sensitivity about the role of universities in ending discrimination. Interest in this issue developed slowly at UWM. It was not until the spring of 1968 that Chancellor Klotsche moved to increase the enrollment of minorities by appointing Professor Ernest Spaights of the School of Education as his special assistant for educational opportunity. One of the very few African-American faculty members at UWM at that time, Spaights had the task of recruiting promising minority students while finding ways to keep them from dropping out before graduation.

A fine scholar and teacher in Educational Psychology, Spaights had also been very active in Milwaukee's black community. In addition, he had served as an unofficial advisor to UWM's few African-American students and ardently supported their efforts to establish a Black Studies program on campus. As a member of Klotsche's staff, Spaights brought a new sense of urgency to the recruitment of more minority students. Successfully applying for a federal government grant, he organized a new unit known as the Experimental Program in Higher Education (EPHE).

The EPHE staff identified Milwaukee-area students whose academic records did not qualify them for admission to UWM but who had demonstrated on standardized tests or had otherwise shown that they had the intellectual talent to succeed. EPHE offered financial aid, remedial training, and intensive personal advising. The aim was to bring EPHE students to the point where they could enter the general student population by the beginning of their junior year. While a majority of EPHE students were white, the program became the principal portal for minority students to enter UWM. EPHE's record of success was noteworthy. At one point nearly 90% of the students who entered EPHE in their freshman year made it through to the beginning of the junior year. EPHE accounted for an 85% increase in UWM's minority enrollment between 1970 and 1971, a fact that

persuaded university officials to continue the operation on a permanent basis. A successor program to EPHE, the Department of Educational Opportunity, continues to function at UWM.

African-Americans were the largest minority group in Milwaukee, but in the fall of 1968 there were only 206 black students enrolled at UWM out of 16,768. The picture was equally dismal in terms of black faculty and administrators. Even those black students who entered UWM were far less likely than whites to graduate. In the 1967-68 academic year a mere 10 African-American students graduated. UWM had little presence in or impact on the Milwaukee black community. Chancellor Klotsche's efforts to increase minority enrollments were considered insufficient by many African-Americans, and on May 14, 1968, an organization of blacks at UWM, called the United Black Student Front, presented the administration with a list of demands that included formation of a black student union. The union was to have a dean, and faculty and staff, and control the advising and counseling of all African-American students. Two weeks later in one of UWM's largest faculty meetings, a Center for Afro-American Culture that was to have some but not all of these functions was approved in principle. The swiftness with which the faculty acted indicated broad support for the scheme and helped avoid more friction between the blacks and the university.

ALTHOUGH KIMBERLY HALL WAS RAZED, A SIGNIFICANT PORTION OF THE TURN-OF-THE-CENTURY DOWNER BUILDINGS WAS RESTORED.

The success of African-Americans in establishing special programs at UWM soon caused Hispanics to seek equal treatment. Growing rapidly in numbers and inspired by national leaders such as Cesar Chavez, Milwaukee Hispanics sought recognition from UWM in August of 1970 when over one hundred participated in a sit-in at Chancellor Klotsche's office. Since there were virtually no Hispanic students at UWM, the demonstrators were community people and included older men, young mothers with children, factory workers, and a few high school students. The sit-in extended over two days, and although there were several arrests, the demonstrators were generally orderly. At one point the group marched to the chancellor's home on North Lake Drive and picketed. The highly publicized protest led to intensive negotiations that culminated in a settlement on September 14. The Chancellor agreed to create a new administrative position to supervise Hispanic programs and to seek funds to pay fees and buy books for fifty Hispanic students. A private donor soon supplied $5000 to cover the costs.

In implementing the agreement it was decided to found a Spanish Speaking Outreach Institute whose purpose would be to increase the number of Hispanic students enrolled at UWM. A center was to be established in the south side Hispanic community. Armando Orellano, one of the leaders of the sit-in, was named director and opened the doors of the center in November at 805 South 5th Street. The beneficial effects of the

SANDBURG HALL UNDER CONSTRUCTION, LATE 1960S.

center soon became apparent; by the fall of 1971 there were over 150 Hispanic students enrolled at UWM. The center ran English classes, helped students find financial aid, and provided counseling and information services. It soon became an important symbol of partnership between UWM and the Hispanic community.

Like African-Americans and Hispanics, the Native American community in Milwaukee also sought a better life through access to educational opportunity. Native Americans nurtured strong grievances based on the history of their relations with white Americans. In 1970 they were the least prosperous and healthy of any ethnic group in the nation. Family income for Indians was $1000 less than for African-Americans while their unemployment rate was 10 times the national average. Although the population of Native Americans had doubled nationally between 1950 and 1970, there were relatively few living in Milwaukee. Only fifteen Native American students were enrolled at UWM in 1970.

After watching the blacks and Hispanics make gains at UWM, Native Americans moved in December, 1971 to demand special attention for their needs. Following the now tested formula, a group of Native Americans marched on the chancellor's office. Their list of demands included establishment of a center, formation of an Indian Studies Program, a pledge to admit 200 Native American students within a year, and the hiring of a Native American as special assistant to the chancellor.

While not all the demands were accepted, the university did make substantial progress over the next year in meeting the concerns of the Native American community. Enrollments quadrupled to over 60. Native American students were hired to recruit new Indian students at area high schools and upstate reservations. Plans for a Native American Studies program to be housed in the College of Letters and Science were well advanced. The program, headed for many years by John Boatman, put together an interdisciplinary curriculum focusing on Indian studies, sponsored cultural programs, and helped attract a small but influential corps of Indian professors to UWM.

Although many faculty accepted and even embraced the new minority organizations as appropriate to the purposes of an urban university, others raised questions. For some faculty, the new programs had no intellectual legitimacy. They questioned whether there was really a field of Afro-American studies or of Native American studies and charged the university with weakly surrendering to inappropriate political pressure. Worse, they said, badly needed resources were channeled away from the basic academic programs. In retrospect, however, the minority programs

UW System President John Weaver (left) and Governor Patrick Lucey touring the campus with Chancellor J. Martin Klotsche, Spring, 1971.

seem to have accomplished important goals. They helped attract and retain minority students and faculty. They made the overwhelming majority of whites on campus more sensitive to minority concerns. And they strengthened UWM's connections with important groups in the community. There can be little doubt that in the 1968-72 period an important broadening of the urban mission took place at UWM as the university expanded its vision about what and whom it teaches. True to its heritage, UWM was once again making higher education available to those in the city who had no other choices.

During this same period, UWM's expanded and enriched undergraduate curriculum and strong faculty were attracting an increasing number of top quality high school graduates to campus. Special programs for the superior student were initiated or expanded. The most significant of these was the Honors Program within the College of Letters and Science. This demanding program provided special courses, seminars, and tutorial opportunities for qualified students. Many departments also established procedures by which students could graduate "with honors." Concerned faculty members recommended a sharp increase in the availability of merit scholarship funds.

The UW System Emerges, 1971

While antiwar and race issues commanded much of UWM's attention in these years, there were other developments of equal and perhaps greater significance in shaping the institution. Chief among these was a new organizational structure for higher education in Wisconsin. In January, 1971 the state's new governor, Patrick Lucey, announced his proposal to merge the four campuses of the University of Wisconsin with the eight campuses of the Wisconsin State University System. The new University of Wisconsin System would be the fourth largest in the United States. Lucey argued that merger was the only way to halt the costly duplication of programs and the troublesome political rivalry between the two existing higher education systems. The new system would be managed by a single board of regents and a unified administration headed by a

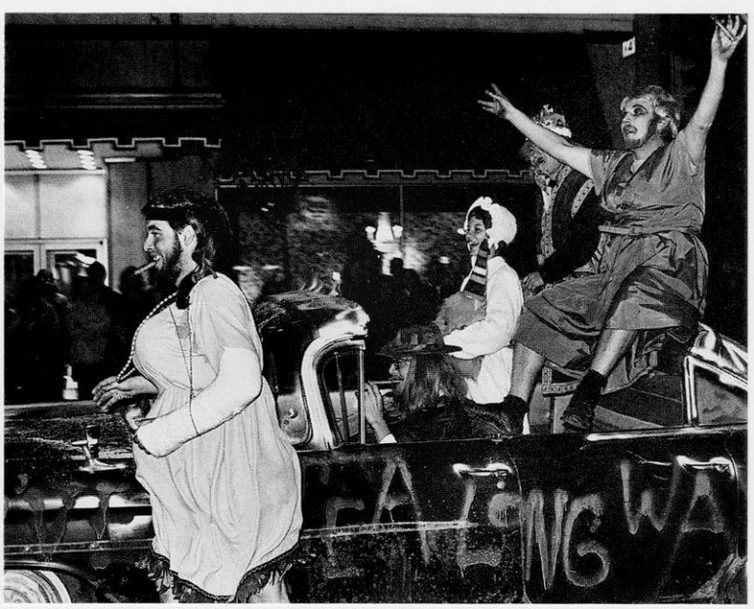
president. Lucey's plan caught everyone by surprise as he had not mentioned it during the election campaign. Even some of his top advisors were kept in the dark about his intentions.

The merger plan was hotly debated during the spring and summer, and may have been affected by a public perception that the violence of the antiwar demonstrations at the Milwaukee and Madison campuses showed the university was out of control. Many legislators sitting in their offices in the State Capitol during the May protests could smell the tear gas fired at Madison campus students by the police. In any case, the bill became law in 1971 and a new era in Wisconsin higher education commenced.

A raft race on the Milwaukee River, Fall, 1969, near Gordon Park.

Although distracted by the student and community protests, UWM's faculty and administration followed the merger issue closely to discover its impact on the campus. Politically, the merger bill was opposed by the Madison campus which saw the new system leading to a decline in its funding the State University system, hoping for more resources, supported merger. UWM, for its part, remained ambiguous on the question. While merger would once and for all secure UWM's independence from the Madison campus, it might mean that Milwaukee would be politically vulnerable in the legislature and lose its status as a doctoral campus.

In its final form the merger bill allayed UWM's worst fears. There would be only two doctoral campuses in the new system—Madison and Milwaukee. This was the final assurance that the goal of major status for UWM was firmly established. Merger also assumed that all UW System universities except the flagship campus in Madison would now define areas of specialized programming. The theory was that duplication in academic programming could be avoided by forcing each campus to articulate a unique mission around which its academic programs would be organized. There was danger for UWM in this concept, for if the mission was defined too narrowly, the future development of the campus would be seriously compromised. UWM was serving one-fourth of Wisconsin's population and much of the state's business and industry. It needed a broad mission statement suitable to the needs of a vast and complicated metropolitan region. Working together, Vice Chancellor William Walters and the University Committee constructed a mission statement with four "peaks of excellence" that was adopted by the UWM faculty and accepted by UW System Regents.



Students in Homecoming Parade on Wisconsin Avenue, Fall, 1969.

The four areas of excellence identified were Great Lakes Studies, Surface Studies, Urban Studies and Contemporary Humanistic Studies. With this formulation the campus had staked out a wide range of programmatic latitude in the sciences, the social sciences, and the humanities. It was believed that all of UWM's existing graduate

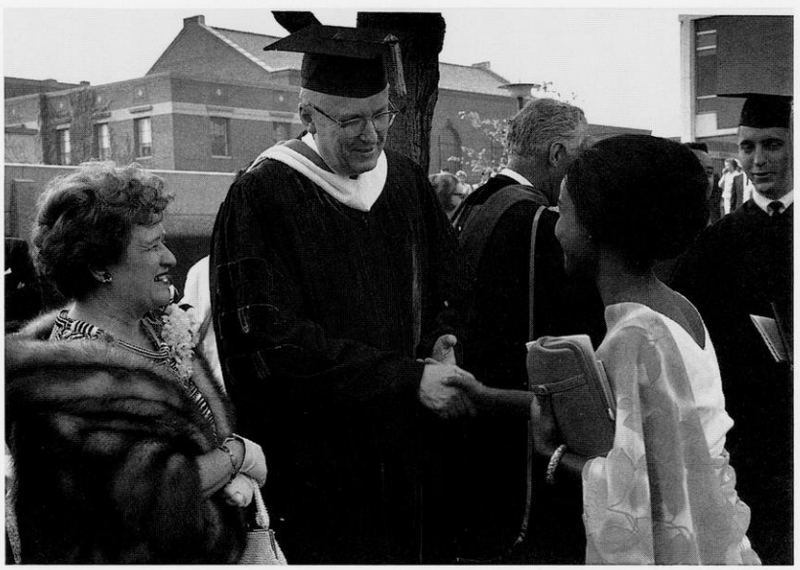
and undergraduate programs could be justified as part of one or another of the "peaks." The "peaks of excellence" concept was more than rhetoric. Atop each peak stood a research center designed to attract outside resources and to lead an organized, interdisciplinary effort. These research centers still exist and continue to give shape and direction to UWM's research effort.

The Center for Great Lakes Studies is located at the Milwaukee harbor in the Great Lakes Research Facility, which is jointly operated by UWM and UW-Madison. It brings together UWM scholars from the natural and social sciences to study all aspects of the Great Lakes. Its research vessel, the Neeskay, carries out numerous experiments and serves as a floating classroom. Shore erosion, chemical contamination of fish, and the economic future of the Great Lakes region are some of the important problems it has addressed. The high quality of the faculty and their research helped the two UW campuses obtain an important Sea Grant from the federal government.

Established in the Fall semester of 1971 in the aftermath of the protests, "Rap For the '70s" was an effort to involve students in ongoing intense discussions with faculty and administrators regarding the future of the University in light of complex world events.

The Surface Studies Laboratory mobilizes physicists, chemists, and engineers to explore the effects of lubrication, oxidation, laser beams, and air pollution among other things, on surfaces. Such research contributed to developments such as the catalytic converter and more resilient ceramics. Currently, the phenomenon of superconductivity is being closely studied.

Urban Studies was, of course, an area of great scholarly strength at UWM long before System merger. Indeed, the social sciences have always been one of the campus's most important assets. History, Political Science, Anthropology, Psychology, Geography, Economics, Sociology, and Urban Affairs boast of many scholars with a significant urban emphasis in their research. In addition, the Schools of Architecture and Urban Planning, Social Welfare, Nursing, and Education have scholars focusing on urban problems. To organize this vast research potential, UWM created the Urban Research Center. Bringing together urban scholars from many departments and colleges, the center carries out interdisciplinary research on such issues as economic development, educational reform, and problems of aging.



President and Mrs. Fred Harvey Harrington greeting a graduate at the 1967 Commencement on campus.

The humanities at UWM are based on an exceptionally strong Department of English and an outstanding School of Fine Arts offering degrees in theater, music, film, dance, and art. In addition, the various language departments offer high quality majors. This "peak of excellence" is associated with the Center for Twentieth Century Studies, a research unit housed in the College of Letters and Science. The center brings together UWM humanists to share their insights and expertise on contemporary humanities issues. In addition, the center organizes conferences that bring international scholars to Milwaukee to discuss their research.

This process of academic program definition and development was accompanied by some anguish on the part of the faculty who feared that the "peaks of excellence" concept might lead to consigning some programs to "valleys of mediocrity." But the sweeping changes were for the most part accepted, and the system proved both durable and flexible.

Program limitation was matched by restraints on campus physical expansion in these years. The original decision to keep UWM on the Kenwood Campus had placed the campus in a confrontational relationship with its neighbors. Experiencing rapid growth, UWM needed more land for parking and new buildings. But the campus was quite small, and there was little room for development. The obvious answer was to obtain adjacent lands to the east towards Lake Michigan, to the west in the direction of the Milwaukee River, or to the south. Whatever the choice, UWM would be acquiring and subsequently destroying large numbers of very fine homes occupied by affluent and politically astute people. As early as 1960 citizens living east of the campus formed the Lakeside Community Council to oppose expansion. In 1965 the Board of Regents proposed to acquire 55 acres to the south and west extending to the river. The area contained five hundred residential and commercial structures housing nearly 3000 individuals.

OPEN AIR CONCERTS ARE COMMON IN WARM WEATHER ON THE UNIVERSITY COMMONS BETWEEN THE STUDENT UNION AND THE LIBRARY.

Those living in the target area quickly organized the Riverside Community Council and testified in opposition to the expansion before a Regent committee. Nonetheless, the plan moved forward with approval from the Regents. Three years later, on December 19, 1968, the State Building Commission approved purchase of the first 21 acres with the stipulation that the remaining 34 acres could not be acquired before mid-1971 and then only with the approval of the legislature. This proved to be high tide for the expansion effort. Community opposition and politically damaging violent campus antiwar demonstrations doomed the plan. The legislature refused to appropriate the 2.6 million dollars needed to purchase the initial 21 acres.

With no hope of acquiring new land, UWM commissioned a long-range study of its land needs. In 1972 the Houston firm of Caudill, Rowlett, and Scott made its final report. Its recommendations on parking were soon implemented with the development of remote parking lots linked to the campus by a shuttle service. In addition, UWM worked out an arrangement known as the U-Bus with the Milwaukee County Transit Authority to provide subsidized fares for UWM students along certain routes. Students purchased these reduced rate tickets in the Student Union. These devices helped matters at least temporarily, and community complaints about students parking in their neighborhoods subsided. But the need for more classrooms, laboratories, and library space remained, and the almost intractable parking problem would return in a few years.

The defeat on expansion has doomed UWM to occupy no more than its 90 acre site. It is surrounded by a ring of neighborhoods ever vigilant to prevent UWM's acquisition of adjacent land. This physical confinement has severely limited UWM's growth and reduced its ability to serve the metropolitan area. It has also caused many to question the wisdom of the decision to locate the campus on the East Side.

There is one final topic that characterizes this eventful six-year period. In these years UWM lost the leadership of the two men most responsible for guiding its fortunes: Fred Harvey Harrington and

J. Martin Klotsche. Harrington, who left the presidency in 1970, had played a decisively important role in the development of UWM. He was awarded an honorary degree from UWM in 1982 and was cited in the faculty nomination as "a scholar of international stature, a university administrator of widely acclaimed excellence and a person who has made unique and invaluable contributions to the University of Wisconsin-Milwaukee." Harrington was replaced by John Weaver who had close ties to UW-Madison and was a personal friend of Chancellor Klotsche. Weaver arrived just as Governor Lucey was proposing merger, and he led the effort to defeat the plan. Despite his position, he was named president of the new UW System which was welcomed by the Milwaukee and Madison campuses. It fell to Weaver to deal with the intricate problems of bringing two very different and not particularly friendly university systems together.

CHANCELLOR J. MARTIN KLOTSCHE REVIEWS THE UNIVERSITY'S ROTC STUDENTS ON CAMPUS. FOR SOME UWM STUDENTS ROTC PROVIDED A SPECIAL CAREER OPPORTUNITY; FOR ALL THOSE IN ROTC IT OFFERED MUCH-NEEDED FINANCIAL ASSISTANCE DURING THEIR COLLEGE DAYS.

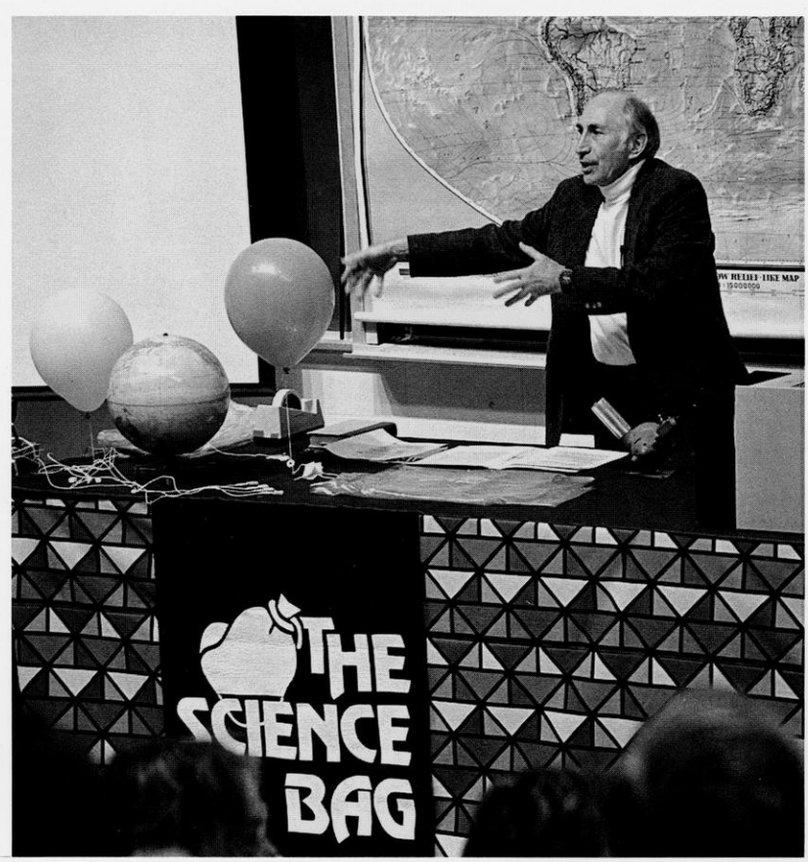
President Weaver was by training a geographer, and that fact was important in a transaction that significantly lifted UWM's status as a major university: the acquisition of the American Geographical Society Collections from New York City.

The AGS was one of the oldest and most respected geographical societies in the nation. Its huge collections of maps, atlases, globes, books, journals and photographs were matched only by those in the Library of Congress. When President Woodrow Wilson went to Versailles in 1919 to redraw the boundaries of European nations, the maps he took with him were from the AGS. But in more recent years the society had fallen on hard times and faced bankruptcy and dissolution. When Dr. Barbara Borowiecki, chair of the UWM Department of Geography, learned of the situation in 1974, she asked the library director, William Roselle, to consider seeking ownership of the AGS

collections. UWM then joined a number of other universities in competing for the honor of being the new home of the AGS library. President Weaver, a member of the AGS board of directors, helped guide the decision in UWM's favor. UWM made major commitments in terms of budget, personnel, and physical space. Having won the competition, UWM officials then had to persuade state leaders to support the decision and to overcome legal maneuvers in the courts of New York state. Finally, in July, 1978 a caravan of huge trucks escorted by Wisconsin State Police arrived in Milwaukee carrying a library of treasures valued at more than $30,000,000. Today the AGS collections occupy a floor in the east wing of the library. By this single act, UWM had made itself an international center for geographical studies.

In 1973 J. Martin Klotsche left his post as Chancellor. He had been the only leader UWM had known during its 17-year history. Altogether he served for 27 years as leader of UWM and one of its predecessor institutions, the Wisconsin State College-Milwaukee. The university he presided over in 1973 bore little resemblance to the early UWM. At the numerous social functions marking the end of his chancellorship, distinguished speakers noted his many contributions and his skill at leading UWM through so many crises and transitions. More than any other single individual, he gave form and substance to the concept of UWM as a major university. The institution bore his mark in its buildings, its faculty, its programs, its organization, and above all in its mission. Klotsche taught for another five years in the UWM Department of History before retiring in 1978, thus completing a 47-year career. Subsequently he received an honorary degree from UWM, sponsored by an unprecedented 37 departments, schools and colleges which represented virtually the entire UWM faculty.

Klotsche's departure as chancellor caused anxiety among a faculty and staff emerging from years of rapid change, turmoil, and uncertainty. The prospect of a new chancellor frightened many, but there were others who welcomed the change. They believed that UWM had reached the stage where a different type of leadership was needed to develop the research potential of the campus and to exploit opportunities for institutional advancement created by System merger. No one really knew what to expect as the cumbersome search and screen process plodded along. One thing was clear: a new age was about to begin.



PHYSICS PROFESSOR ROBERT GREENLER IN A 1992 SCIENCE BAG DEMONSTRATION. GREENLER, AN OPTICS SPECIALIST, BEGAN SCIENCE BAG IN 1972. SINCE THEN, SCIENCE FACULTY HAVE PRESENTED FRIDAY NIGHT PROGRAMS TO MORE THAN 95,000 MILWAUKEEANS.

1973

V
Chapter

1980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UWM

Consolidation and Adjustment: 1973-1980

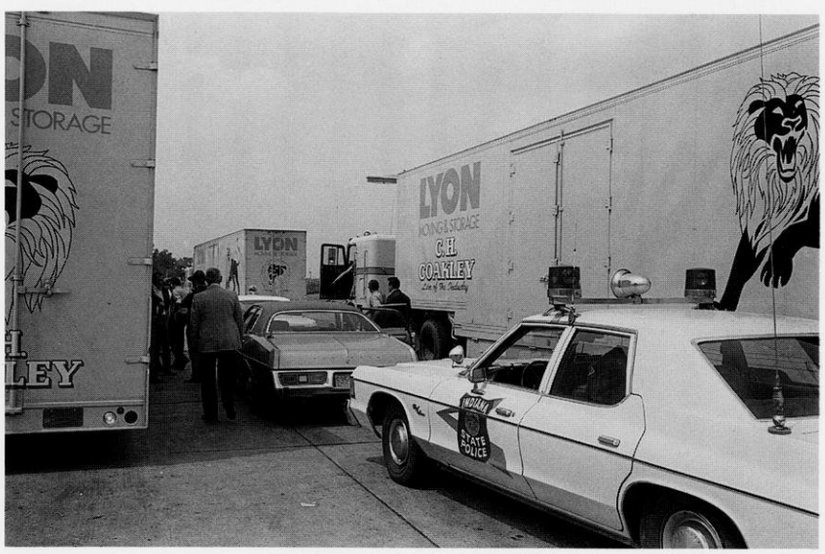
CHAPTER FIVE

As UWM's second chancellor, Werner Baum brought a new style of leadership. During his years in office the campus made important adjustments as it confronted the realities of merger, budget restraints, and gender and racial diversity. Baum reorganized the administration, launched the UWM Foundation, and developed new political strength for the campus. He refined UWM's research mission and encouraged faculty to seek extramural research funding. Baum emerged as a national figure when he defended a UWM professor against efforts by the National Security Agency to suppress his research. UWM matured during the 1970s, but Chancellor Baum's policies provoked some dissent among faculty and staff. Shortly after Baum retired, a seeming scandal enveloped several top UWM administrators and led to the dismissal of one dean. UWM ended the decade in considerable disarray.

Dr. Werner A. Baum became UWM's second chancellor in 1973. A meteorologist by training, Baum had been a dean at Florida State University and then president of the University of Rhode Island. He was in most ways in sharp contrast with his predecessor, J. Martin Klotsche. Known universally as Joe, Klotsche was very articulate and sociable. He dressed with flair and had an insatiable appetite for news about friends, colleagues, and public officials. His administrative style was highly personal, and those closest to him were as much friends as subordinates. He seemed to know everyone. Baum, on the other hand, projected an image of cool professionalism. His conservative wardrobe mirrored his political and social beliefs. Baum clearly felt more at ease with businessmen than with students and faculty. His wife, Shirley, proved to be an invaluable asset. Charming and astute, she helped her husband handle the social duties of the post.

TO RELIEVE THE CONGESTION OF AUTOMOBILES ON CAMPUS, UWM ADMINISTRATION IMAGINATIVELY DEVELOPED SEVERAL TRANSPORTATION ALTERNATIVES INCLUDING UPARK AND UBUS. WITHOUT THESE ALTERNATIVES UWM COULD NOT OPERATE ON SO SMALL A CAMPUS.

At first glance, Baum did not seem a particularly appropriate choice as chancellor. He had no previous connection with Wisconsin or its university system. Also, he had little sympathy for the idea of an urban university, often arguing that the adjective should be dropped. As a conservative academic, he believed that funded research, particularly in the sciences, was the most significant standard for judging institutional excellence. He believed teaching and service to be important duties of the faculty, but such activities needed no particular encouragement from the administration. Faculty would teach well and contribute their expertise to the community because of their professional commitment.



SECURITY PROVISIONS FOR THE AGS MOVE WERE ELABORATE. ALL POLICE VEHICLES AND ALL MOVING VANS WERE RADIO-EQUIPPED, AND BACKUP RADIO SYSTEMS WERE PROVIDED IN THE EVENT OF EQUIPMENT FAILURE.

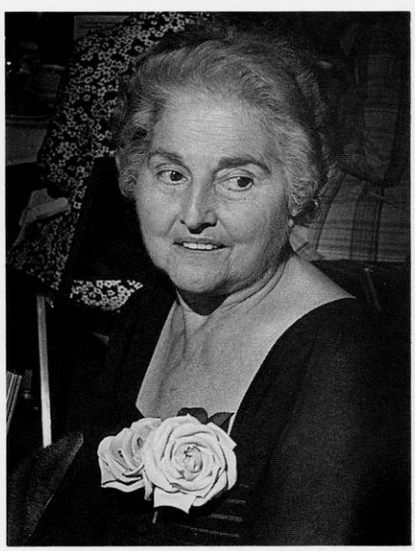
If Baum was conservative, he was also a very experienced university administrator who knew the importance of budget, organization, and relations with the Board of Regents. He also knew that UWM could not become a major research institution without initial investments in faculty, support staff, library and computerization. He proved to be a very energetic chancellor who did much to strengthen UWM. Among other

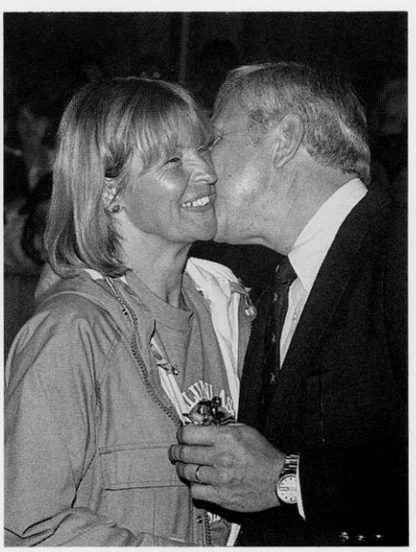
things, he worked out UWM's relations with the new UW System, modernized the campus administrative structure, forged new relations with the Milwaukee business community, increased funded research, and strengthened key units including the library, computer services, and the graduate school. UWM was in many ways a much better university because of his efforts.

The Baum years witnessed a flurry of organizational change. The Chancellor brought together the many university administrative functions under four divisions: academic affairs, student services, administrative affairs, and university relations. In addition he abolished the old Secretary of the Faculty position and instead appointed a Secretary of the University who had enlarged duties including provision of legal counsel to the administration. Baum also created new positions on his personal staff such as Assistant to the Chancellor, a post that handled many delicate issues on his behalf. The Chancellor's Cabinet, composed of the vice chancellor, the assistant chancellors, and several other officials became an important device for coordinating policy. However, Baum's chief management tool was budget. His detailed knowledge of the university's complicated budget kept him in touch with activities in every corner of the campus. He made the annual process of building a budget into a device that forced administrators to plan carefully their activities for the next year while being held accountable for carrying out those plans.

THE UNIVERSITY COMMONS, A MAJOR MEETING PLACE FOR STUDENTS.

One of Chancellor Baum's biggest tasks was to help UWM define its role in the new UW System. He actively cultivated members of the Board of Regents on behalf of the campus, particularly those from the Milwaukee area. He also sought to align UWM with UW-Madison in the political struggles within the system. In this he had the general support of the faculty University Committee whose members believed the two campuses had much in common. Baum believed he had a close working and personal relationship with UW-Madison Chancellor (later UW President) Edwin Young. Young, however, took advantage of merger to pull back substantial support funds that had been assigned to Milwaukee previously. Many UWM faculty felt Baum should have fought harder, and had in fact been outmaneuvered by the Madison leader.





WITH THE EXPANSION OF THE UWM'S PRESENCE IN THE COMMUNITY, THE ROLE OF THE CHANCELLOR'S WIFE BECAME INCREASINGLY IMPORTANT. ROBERTA KLOTSCHE, SHIRLEY BAUM, AND NANCY HORTON WERE ACTIVELY INVOLVED IN UNIVERSITY AND COMMUNITY ACTIVITIES. NANCY HORTON IS CONGRATULATED BY CHANCELLOR FRANK E. HORTON FOLLOWING THE ALUMNI SCHOLARSHIP RUN, MAY 1, 1982.

Whatever the case, Madison and Milwaukee were the Ph.D. campuses in the system, and their mutual self-interest demanded cooperation.

Developing Political Strength

Baum believed that UWM could help its cause with the regents if it developed its political strength in Milwaukee. He reasoned that one third of the state legislature including many key legislative leaders came from the Milwaukee area. Indeed, in the first years of Baum's term, the representative from the East Side district of UWM was Dennis Conta who chaired the powerful budget-writing Joint Committee on Finance. If Conta and other area legislators would rally to UWM's cause, then there would be excellent opportunities to gain more budgetary support. Responsibility for this strategy fell upon the Assistant Chancellor for University Relations, one of the new positions Baum created. Until 1975 Donovan Riley held the title. With a background in state government and university administration, Riley proved an effective advocate for UWM not only with the legislature but also with the State Building Commission and other agencies of interest to the campus. Riley was instrumental in obtaining new buildings and persuading the legislature to support the U-Bus plan.

Increasing attention was paid to students with disabilities. Visually handicapped students study a braille map of the campus created by Professor Jack Waldheim (right rear) to assist students in understanding their environment.

In 1975 Riley was replaced by Dr. Frank Cassell who had been serving as chair of the Department of History. A former member of the University Committee and head of the Wisconsin Civil Liberties Union, Cassell had broad contacts among the faculty and the Milwaukee political community. Like Riley, Cassell acted as UWM's lobbyist in Madison. In addition, he built close ties to area legislators by having them meet regularly with UWM faculty. He undertook to keep legislators informed about how many UWM students, alumni, and staff lived in their districts. These efforts paid off in bigger budgetary appropriations for UWM.

Carol E. Baumann, Professor of Political Science and Director of the Institute of World Affairs, with former Secretary of State Cyrus E. Vance.

Legislators were not the only source of political power and influence Baum hoped to develop in Milwaukee. Business leaders were also possible allies. In 1974 Baum and public relations executive Robert Zigman united their efforts to create a private foundation to support UWM and to appoint a distinguished group of business leaders to manage the enterprise. Baum hoped that in agreeing to join the board the members would lend both their influence and their financial power to UWM. By 1976 both annual giving and deferred giving campaigns had been organized. The assets of the UWM Foundation grew over the next few years but had not yet reached the one million dollar mark at the time Baum left the campus.

The Baum years were characterized by a new approach to UWM's relations with the community around UWM which had long been inflamed because of the campus expansion issue. A new Office of Community Relations was established and worked closely with community leaders and local political officials to address grievances such as the continuing complaints against

students parking on residential streets. The opening of new satellite parking sites on the Summerfest grounds and at the Milwaukee Yacht Club together with more stringent parking restrictions on nearby streets helped persuade neighbors that UWM was now working cooperatively to address their concerns.

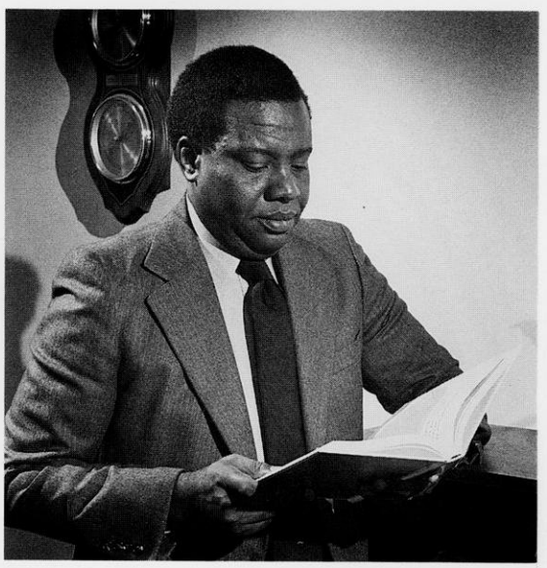
As part of the new community relations program, efforts were made to make the campus more accessible to people living in the area. Events in the UWM Union were opened to community people and a weekly "community night" allowed neighbors to use the facilities of the Klotsche Physical Education Center for a nominal fee. To advertise these and other programs open to nearby residents, the campus published and distributed a community newsletter. Throughout this period the faculty University Relations Committee met regularly with community leaders and by 1979 the community relations program was operating smoothly.

UWM's focus on communities was broadened in 1978 when the UW System Board of Regents allowed UWM to appoint its own Board of Visitors. Prior to that time there had been only one such board for all of the campuses that had been part of the old University of Wisconsin. UWM leaders perceived the establishment of the board as an excellent opportunity to strengthen relations with many groups in the Milwaukee area that were important to the institution.

The initial membership included a former regent, businessmen, and leaders of minority organizations in Milwaukee. Members of the board familiarized themselves with UWM's programs and advised the Chancellor on community concerns. They also conducted studies on topics such as the development of international programs at UWM that were submitted to the Board of Regents. These studies helped illuminate the need for new academic programs at UWM that would better serve the changing needs of the metropolitan region.

THE FIRST STAGE OF THE LIBRARY ADDITION, 1974. THE COMPLETION IN 1967 OF THE FIRST OF THREE STAGES OF A NEW LIBRARY BUILDING FOCUSED ATTENTION ON WHAT HAS BECOME AN OUTSTANDING FEATURE OF THE UNIVERSITY. THREE BRONZE DISCS, A SCULPTURE CREATED BY JAMES WINES, WAS PLACED IN THE COURTYARD REFLECTING POOL IN MAY, 1967.

The need to develop UWM's research capabilities ranked high on Chancellor Baum's agenda. During his term, Baum made significant efforts to encourage faculty to seek outside research support. The UWM Graduate School assumed major responsibilities in this strategy. Dean George Keulks reorganized the school to better promote Baum's goals. Among other changes, he established the Office of Research and Sponsored Programs led by an associate dean. This unit helped faculty identify research funding opportunities and then helped them apply for support. The Graduate School also beefed up its efforts to recruit students, to support faculty research during the summer, and to provide course load reductions for those writing research grant proposals. An important policy change allowed faculty who were awarded grants to keep a portion of the overhead funds to finance new research activities. This proved a powerful inducement for faculty who were demanding more rewards for successful grantsmanship. Academic deans also received a part of the overhead funds to support research in their schools and colleges.



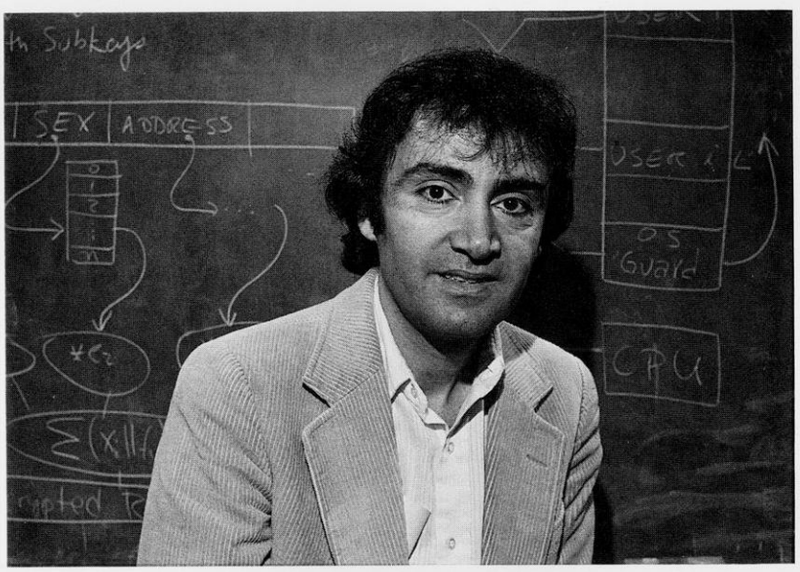
ERNEST SPAIGHTS, PROFESSOR OF EDUCATIONAL PSYCHOLOGY AND ASSISTANT CHANCELLOR FOR STUDENT AFFAIRS, PLAYED A MAJOR ROLE IN DEVELOPING PROGRAMS FOR MINORITY AND DISADVANTAGED STUDENTS AT UWM.

The key to expanding funded research lay in UWM's Ph.D. programs. Doctoral programs attracted research faculty and high quality graduate students who often were supported by grant funds. During the Baum years existing Ph.D. programs were strengthened by the appointment of new faculty, improved facilities, and the establishment of a rank of distinguished and named professorships that was reserved for the most renowned of UWM's research scholars. New Ph.D. programs were approved in Management Science, Urban Social Institutions, Biosciences, and Geosciences. To insure the quality of all of UWM'S graduate programs, the Graduate School conducted five-year reviews that utilized national experts to study every aspect of each program's organization. During the Baum years research and graduate education developed rapidly. Between 1973 and 1979 research funding rose from $2.2 million to $4.6 million, while the number of students enrolled in graduate programs increased from 4207 to 4468.

THE STUDENT POPULATION AT UWM, AND THE PROGRAMS IN WHICH THEY ARE ENROLLED, ARE EXTREMELY DIVERSE. A MAJORITY OF UWM STUDENTS—51%—ARE EMPLOYED WHILE ATTENDING SCHOOL AND 46% ATTEND SCHOOL PART-TIME. SIXTEEN PERCENT OF THE TOTAL STUDENT POPULATION ARE ENROLLED EXCLUSIVELY IN COURSES WHICH MEET IN THE EVENING.

Chancellor Baum understood that his ambitions for UWM's progress as a research university depended on adequate physical facilities. Some new buildings opened in the 1970s including Curtin Hall, home of the humanities departments, a large addition to the Golda Meir Library, Cunningham Hall, site of the School of Nursing, and the Chemistry Building. The huge physical education complex, which Chancellor Baum insisted be named in honor of J. Martin Klotsche, opened in 1976. It housed athletics and intramural programs as well as instructional activities by the School of Allied Health Professions. Despite these successes, UWM was chronically short of space for classes, computer labs, and offices. UWM officials found it increasingly difficult to obtain new building authorizations from UW System and state officials facing public demands for fiscal restraint.

If new buildings were hard to come by, the remodeling of existing structures to house new programs was still possible. During the 1970s a number of "recycling" projects reshaped large areas of the campus. Mitchell Hall, Lapham Hall, and Engelmann Hall were all redesigned and modernized. The most controversial remodeling proposal involved the older Downer College buildings along Hartford Avenue. Purchased by the state in 1964, these buildings were never intended to remain. It was assumed they would be razed and replaced with modern university structures. That was indeed the fate of several of them, but UWM's explosive growth in the late 1960's and early 1970's caused officials to keep the others in use.



PROFESSOR GEORGE DAVIDA DEVELOPED A COMPUTER SECURITY DEVICE, AROUSING THE ANXIETIES OF THE NATIONAL SECURITY AGENCY WHICH INTERVENED WITH THE U.S. PATENT OFFICE. CHANCELLOR BAUM STRONGLY SUPPORTED DAVIDA'S RIGHT TO DEVELOP AND PATENT THE DEVICE.

Early in his administration, Chancellor Baum proposed the destruction of Holton, Merrill, Johnston, and Greene

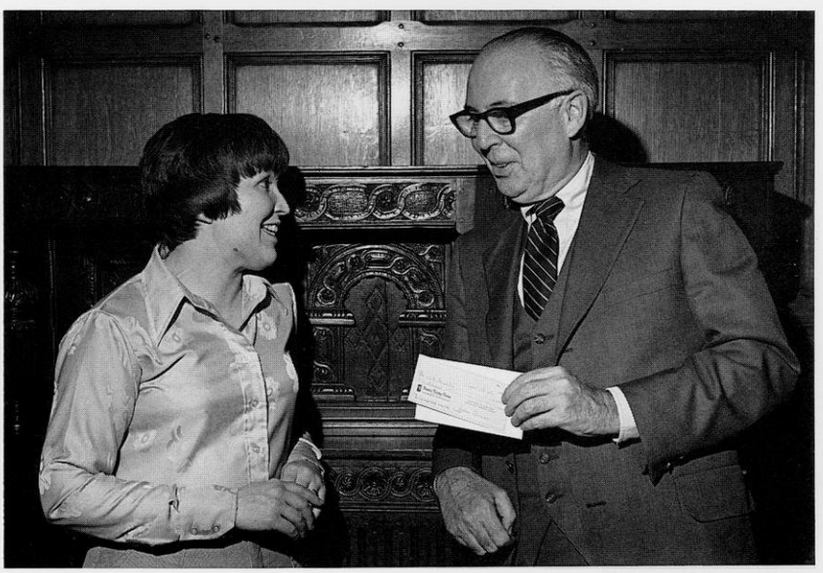
The regrouping of departments to form the School of Fine Arts in 1962 provided a means of stimulating instruction in dance. Students are shown in a 1974 production.

Halls. However, strong opposition soon arose from preservationists who cited the architectural significance of the old buildings as well as their historical importance as the home of an educationally pioneering women's college. Even more vociferous objections came from the numerous Downer College alumnae living in the Milwaukee area. Led by Mrs. Carolyn Stephens, the Downer graduates lobbied hard to save the buildings and managed to have them placed on the National Register of Historic Places. By 1975, with its plans for the structures stymied, the UWM administration reversed course and joined the Downer Alumnae in calling for state appropriations to rehabilitate the complex. Despite some opposition from the State Building Commission staff, who insisted it was cheaper to build new buildings than to remodel the old ones, the decision was finally made to spend over $13,000,000 in five years to save not only the Downer College structures but also the Downer Seminary buildings south of Hartford Avenue. The Holton Hall portion of the project was completed in 1980 shortly after Baum had left. In retrospect the decision to save the Downer buildings helped UWM. Not only did the campus gain a huge amount of usable space for academic programs, but the architecturally delightful buildings arranged around huge lawns dotted with magnificent trees remain the most pleasant area of the entire UWM campus.

UWM's Commencement ceremonies have increasingly focused on the identity of students who have themselves reconstructed the exercises in their image.

Chancellor Baum's decided views on the proper course for UWM's development created deep rifts among the faculty. Many welcomed his strong support for research, but others, particularly in the humanities and social sciences, remained distrustful of his aims and his motives. Nonetheless, Baum respected the faculty governance system and always enjoyed support both in the Faculty Senate and the University Committee.

There was certainly one issue during Baum's term that united faculty behind his leadership and made him an important national spokesperson for academic freedom. The episode concerned Professor George I. Davida of the College of Engineering and Applied Science. A noted expert in computer science, Davida developed an invention that he asserted made computers secure from unwanted intrusions. If patented and marketed, the invention would mean a great deal to business and public agencies who relied on computers but were vulnerable to "hackers." Following long-established tradition, Davida gave ownership of his invention to the Wisconsin Alumni Research Foundation (WARF) in Madison. For decades this organization had patented and arranged for the sale and distribution of inventions by UW professors with a large portion of the proceeds plowed back into faculty research. WARF lawyers prepared a



Mary Helen Halloran, president of the UWM Women's League, presents a check for student scholarships to Robert Zigman, who assisted in the setting up of the UWM Foundation. 1976 photo.

On his retirement in 1978 from a 47-year career as teacher and administrator, J. Martin Klotsche was honored with the naming of the new Physical Education Center. He is shown at the ribbon-cutting ceremony with Chancellor Werner Baum (right) and Professor of History Frank Cassell, who also served as Assistant Chancellor for University Relations and Interim Dean of the School of Social Welfare.

patent application for Davida's device and confidently sent it off to the United States Patent Office in the Department of Commerce. They were shocked, however, when the government swiftly moved to impose a "secrecy order" that said Davida and anyone else who knew about his invention must remain silent about it or risk prison and a large fine.

The government cited national security considerations and claimed authority for its action under an obscure "cold war" law passed in the 1950s. UWM later learned that the department behind the secrecy order was the National Security Agency, which obviously feared Davida's invention might impede its secret electronic intelligence-gathering activities. With the government arbitrarily attempting to stifle faculty research, the academic freedom issue could not have been clearer. Yet Baum had to consider the possible implications if UWM chose to fight. For example, an enraged United States government might retaliate by cutting off the hard-won research funding Baum prized so much. There was also the question of what would happen to Dr. Davida and his career should the Chancellor "go public." Despite his natural caution, the Chancellor knew the issue could not be ignored, and other university administrators supported his decision to challenge the government. As things developed, the university's position was widely reported in the *New York Times* and by the major television networks. The publicity forced the government to withdraw the order and the National Science Foundation set up a committee to study the problem of balancing national security considerations against the need for uncensored research. Both Baum and Davida were appointed to the panel, and Baum later received a national award for his role in the affair.

The Chancellor was considerably less successful in dealing with the student government. Although Baum was notoriously uncomfortable in dealing with students, the blame for the problems during these years was not entirely his. The student government in the 1970s was chosen by the small fraction of the student body that bothered to cast ballots. Coalitions of student groups banded together to control rather considerable amounts of funds and office space

under the authority of the student government. The basis for this authority was the provision in the merger law that gave students a "primary voice" in matters affecting their welfare. The students insisted that this phrase meant they could spend their funds, which came from a student activities fee, in any way they chose and without the approval or supervision of the Chancellor.

The Chancellor worried that this would give students the power to destroy important university operations partially or fully funded by the student activities fee including varsity and intramural athletics. Moreover, he insisted that the students ignored other wording in the merger law that seemed to grant the Chancellor broad authority to manage the campus. He also questioned if student government truly represented all UWM students since so few had voted for the officers. The regents upheld the Chancellor's position, but the students went to court and won a series of cases that confirmed their claims.

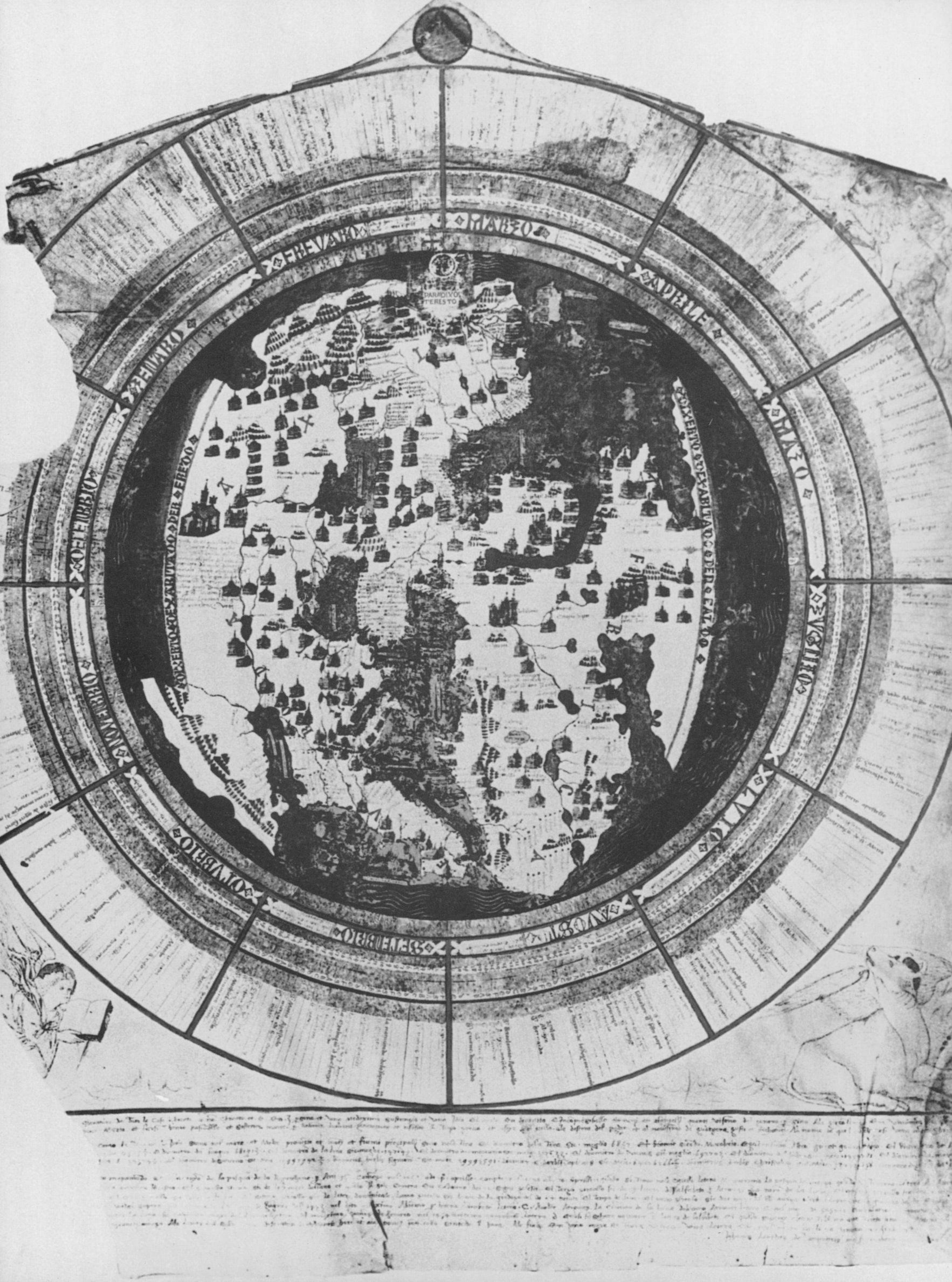
Athletics and Budgets

Baum's sensitivity on the student activity fees issue was partly related to his concern for developing varsity athletics at UWM. He felt that UWM would not be entirely accepted as a major university without being nationally competitive in at least a few sports. He also believed that UWM's efforts to organize alumni, increase private fund raising, and generate positive publicity required a successful varsity athletic program. An avid fan of UWM sports, the Chancellor often surprised his fellow spectators with loud outbursts directed at officials who made decisions he disliked.

When Baum first became chancellor in 1973, he was forced to make significant cuts in the UWM budget ordered by Governor Patrick Lucey. To meet his budgetary targets, the new Chancellor had to make a number of unpopular decisions affecting most UWM departments and programs. In varsity athletics the issue became whether to cut out varsity football or varsity basketball. This controversy aroused powerful passions among faculty, students, and alumni.

Vice Chancellor William Walters (center), who served from 1971 to 1981, with Assistant Chancellor William C. Komsi (left) and Professor Russell Fenske, Director of the Executive MBA Program.

The football team cost more, and it had no permanent facility to play its games. In recent years it had rented high school fields, the old Marquette University stadium, and even Milwaukee County Stadium. On the other hand, the program's supporters pointed out it was the only university football program in Milwaukee while basketball was overshadowed by the powerful Marquette team coached by Al McGuire. The campus Athletic Committee finally recommended that football be dropped, and Baum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agreed. The last game was played on November 16, 1974, when UWM beat UW-Whitewater 26-14. Baum's decision antagonized many alumni, some of whom were never fully reconciled.

The end of football did allow UWM to concentrate its remaining resources on basketball and soccer; both sports began playing National Collegiate Athletic Association Division I schedules in 1973. Coached by Bob Gottlieb, UWM basketball enjoyed some success during the 1970s. Helped by a new arena in the Klotsche Center, Gottlieb recruited several good teams, although attendance never met expectations. At the high point Gottlieb scheduled some games in the Milwaukee Arena. During the 1976-77 season the Panthers won 19 games. However, funding problems and low attendance kept the basketball program in trouble. By 1980 Gottlieb had resigned and the program was demoted to playing in the less prestigious NCAA Division III.

THE LEARDO MAP OF 1452 OR 1453 WAS ONE OF THE ITEMS TRANSFERRED TO UWM BY AIR. THE MAP, INSURED FOR $1 MILLION, FLEW TO MILWAUKEE STRAPPED IN A VACANT SEAT NEXT TO WILLIAM ROSELLE, DIRECTOR OF THE GOLDA MEIR LIBRARY.

Nearly everyone at UWM had great expectations for soccer. The sport seemed to be catching on nationally in the early 1970s, and Milwaukee was home to numerous youth and club leagues. In addition, UWM obtained funds to redesign the old Engelmann Hall football field into a major league soccer facility. Occasionally UWM also scheduled games at the excellent facilities near the Bavarian Inn on North Port Washington Road. Although soccer has never fulfilled all the ambitions of its greatest advocates, it has been a consistently strong program over many years. Playing NCAA Division I opponents, the Panthers have enjoyed many winning seasons and in 1979, 1980, and 1990 the team qualified for the national NCAA tournament.

In late 1978 Chancellor Baum announced that he was retiring from UWM, and that he planned to accept a position as Dean of the College of Letters and Science at Florida State University where he had been a faculty member and administrator many years before. His announcement set in motion a series of events that made the 1979-80 academic year the most difficult since the crisis of 1970.

Baum's announcement came too late to find a replacement for him by the fall semester of 1979, and it was necessary for the first time in UWM's history to appoint an acting chancellor while the search process for a permanent successor to Baum went forward. The obvious candidate was Vice Chancellor William Walters who had held his position since J. Martin Klotsche had appointed him. Walters had ably directed the academic affairs division, but in more recent years some of his decisions had drawn strong criticism from some faculty. Although offered the acting position, Walters chose to reject the opportunity, preferring instead to serve as a member of the search and screen committee for a new chancellor.

UW System President Edwin Young then turned to Professor Leon Schur who accepted his invitation to become acting chancellor. An economist, Schur had a long and active career in faculty governance and was completing a term as chair of the powerful University Committee. From nearly every perspective, he seemed a very good choice for acting chancellor. Unfortunately, news of his appointment came at almost the same time that news accounts surfaced of a seeming scandal at UWM that touched Schur and other administrators.

The so-called SAK (Save a Kilowatt) episode involved a device that when inserted under an electric light bulb allegedly reduced the flow of electricity and extended the life of the bulb, but did not

reduce the brightness. It promised massive energy savings with no loss of illumination in America's homes and factories. The inventor claimed that major bulb manufacturers were trying to gain control of his patent in order to prevent production of a device that would lessen their profits. Somehow the inventor made contact with Dean Alan Weston of the School of Allied Health Professions who formed a private corporation with several UWM administrators including Acting Chancellor Schur and himself as officers. Dean Weston talked of giving the patent for SAK to the UWM Foundation as a source of revenue. He managed to persuade UWM physical plant officials to test the device on the UWM campus and to order a number of them from his corporation for that purpose. The newspapers and many faculty later questioned the propriety of the arrangement and suggested that there was a conflict of interest. Public pressure grew with each passing day as more questions were raised. Eventually President Young instructed Schur to dismiss Weston from his position as dean. Whatever had happened, and no wrong-doing was ever established, the publicity and the evident strife among faculty shaped some very negative images of UWM.

The Baum years had been filled with controversy, change, growth, and some very substantial advances in the organization of the university, the quality of its programs, and its relations with the community. Bad publicity around the SAK affair obscured this progress and left many university and state officials believing UWM was a troubled campus. In truth, UWM had become so big and so diverse that controversy and internal conflict were inevitable. Women, blacks, Indians, and Hispanics pursued independent agendas seeking more recognition and resources. Liberal arts faculty resented their colleagues in the professional schools as competitors for scarce resources; scientists felt that their research was slighted in favor of "soft" scholarship in the humanities. The list of "fault lines" in the academic community was lengthy, and those divisions complicated policy development and implementation. UWM and other UW System campuses had to operate in an environment of fiscal uncertainty that forced hard choices on administrators and set faculty groups in competition with each other.

Baum had driven UWM hard down the road to greater research productivity. In the process he had obscured the institution's identity as an urban campus with a distinct urban mission. As the decade ended there was no clearly articulated, compelling definition of UWM's uniqueness as a campus. This confusion of purpose also contributed to campus turmoil as different groups tried to promote their views. UWM was still adjusting to system merger and its emergence as a major university.

1980

CHAPTER VI

1991

An Expanded Mission For a Mature University: 1980-1991

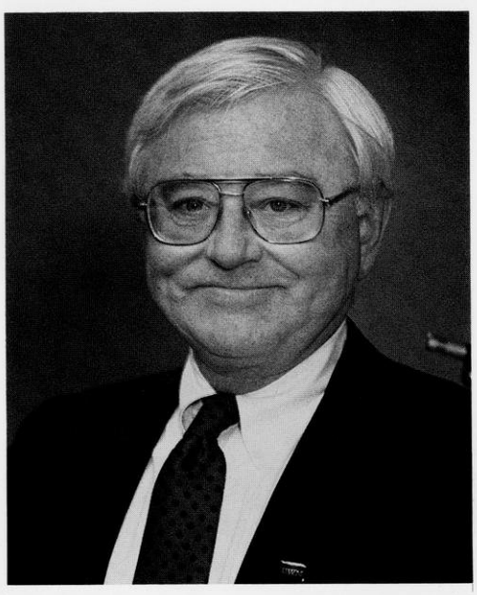
CHAPTER SIX

National economic problems as well as internal divisions at UWM shaped the choice of the third chancellor. Dr. Frank Horton revitalized the campus during his five-year term. He continued and expanded Baum's policy of supporting research. He launched a successful fund-raising drive, and his political skills took the campus to new heights of influence. During the Horton administration UWM developed close working relationships with the Milwaukee business community through the UWM School of Business Administration and the UWM Foundation Board of Directors. Chancellor Horton's successor, Dr. Clifford Smith, served only four years and continued the major initiatives of his two predecessors. Smith worked to invigorate UWM athletics, led the fight to reestablish the Professional Theatre Training Program, and struggled to obtain adequate physical plant resources for the campus.

FACULTY PROCESSION ACROSS THE UNIVERSITY COMMONS TOWARDS THE FINE ARTS LECTURE HALL FOR THE INVESTITURE AND INAUGURATION OF CHANCELLOR FRANK E. HORTON, 1980.

The search for a successor to Baum proved to be more political than the prior one. Besides the multitudes of special interest groups on campus who sought feverishly to influence the search committee, there were spirited faculty campaigns on behalf of two UWM deans who were nominated for the position. Dean Anthony Catanese of the School of Architecture and Urban Planning had not been at UWM long, but he had enjoyed considerable success in building his school, the only one of its kind in the state. The other candidate, Dean William Halloran of the College of Letters and Science, had been at UWM during most of his academic career. Appointed dean in 1972, Halloran had developed the college as a professionally managed, academically excellent unit that housed numerous programs of national and international distinction. He was by far the most experienced dean at UWM and generally popular with the faculty.

In ordinary times Halloran might have been a strong candidate for chancellor, but the 1979-80 period was anything but ordinary. Wisconsin's economy, like that of the nation, was in trouble; the manufacturing base had deteriorated and thousands were thrown out of work. Tax income plummeted, forcing the state government to slash budgets for higher education and state agencies. Wisconsin leaders increasingly emphasized the need to cut public expenditures, reduce taxes, and pursue policies to promote economic development and job creation. Since Milwaukee was the economic center of the state, many argued that the new chancellor at UWM should be someone who could refocus the university to help business adjust to the new realities of international competition. This view of UWM as an active partner with business and government in pursuing strategies of economic growth made Dean Halloran, an English professor, less attractive as a candidate. Moreover, the perception of UWM as a troubled campus bedeviled by internal factions suggested that someone from outside UWM might be a better choice.



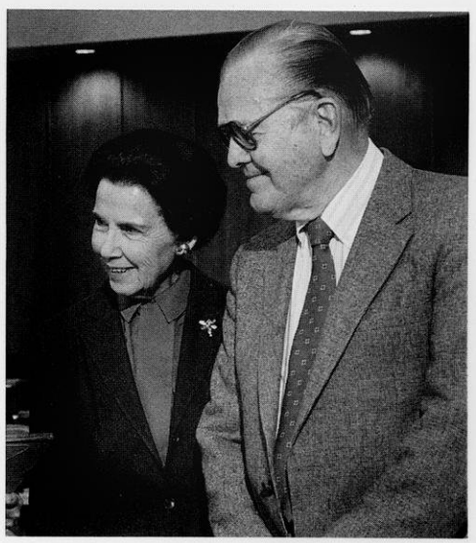
WILLIAM F. HALLORAN HAS COMPLETED TWENTY YEARS AS DEAN OF THE COLLEGE OF LETTERS AND SCIENCE.

The man selected to head UWM was Dr. Frank Horton, an urban geographer who left his position as vice president for academic affairs and research at Southern Illinois University. He had a strong reputation as a skilled university administrator who was particularly good at managing academic programs in periods of financial austerity. He was also believed to be politically astute, which certainly proved to be true. Blessed with a sharp intellect, dynamic personality and tremendous energy, the 41 year old Horton soon established himself as a major figure in Wisconsin higher education.

Those who were at UWM during the Horton administration will long remember the many changes he wrought, especially in his early years. A new budget and personnel system concentrated more authority and flexibility in the chancellor's hands, thus allowing Horton to develop programs he deemed important. Horton also led the successful fight to integrate UW System noncredit Extension programs based in Milwaukee into UWM outreach. Several UWM-based operations such as the Institute of World Affairs and the Employment and Training Institute were joined to form the Division of Outreach and Continuing Education headed by Dean Martin Haberman. Horton believed the reorganization would strengthen UWM's ability to deliver additional non-credit educational services to the Milwaukee community.

College of Engineering and Applied Science students have been involved in the design of many special demonstration activities such as this experimental All Terrain Vehicle project in 1984.

Like Chancellor Baum before him Horton believed strongly in the graduate and research mission. Under his leadership new graduate programs were established, including masters degrees in Health Sciences, Human Kinetics, Industrial and Labor Relations, and Public Administration, as well as a Ph.D. degree in Nursing. Approval of the Ph.D. was a particular triumph for Chancellor Horton, Dean Norma Lang, and the Nursing School because strong opposition had to be overcome. Horton also continued to strengthen the Graduate School and to pursue policies that rewarded successful research scholars. One important initiative was the creation of a cash award system funded by the UWM Foundation that recognized UWM's very best researchers. Building physical facilities to support the growing research operations also drew Horton's attention. With the help of his talented assistant chancellor for university relations, H. Carl Mueller, Horton obtained funding to remodel Merrill, Johnston, Greene, and Vogel Halls. A large addition to Enderis Hall opened in 1985 to house the laboratories of the School of Allied Health Professions. Horton's greatest achievements involved winning approval for building phase III of the Golda Meir Library and the Lapham Hall Science Center addition. The fourteen million dollar library project, planned by librarian William Roselle, opened in 1987. The science research building, which was essential to maintaining UWM's scientific research program, was vigorously opposed by some state and university system officials. Horton, however, effectively lobbied the issue, and shepherded the proposal through many layers of bureaucratic review. Even after he left, however, delays plagued UWM officials with the result that the building did not open until 1992.



Janet and Carl Moebius, who have had a special interest in the growth and development of the Golda Meir Library and the UWM Foundation.

Chancellor Horton had a finely developed public relations sense. He understood the value of spectacle, for example, as demonstrated in his inaugural ceremony. UWM had never seen anything like the event which included a procession with faculty and administrators in full academic regalia. Representatives of many universities attended to see Horton receive the medallion of office which had been specially designed for the occasion and paid for by the UWM Alumni Association. The chancellor instituted a formal annual awards ceremony that again featured an academic procession. At these events winners of teaching awards and service awards were honored. Horton also initiated annual convocations to honor faculty and staff for years of service, and students with outstanding grade averages were featured at special events attended by family and friends. These innovations helped build institutional pride and loyalty.


NO SM
FIRE

Construction on the campus, August, 1992. Lower left, the excavation for the new building for the School of Business Administration. Top left, Lapham Hall with the new Science Center addition at the rear. Top right, construction underway on the new building for the School of Architecture and Urban Planning.

While all chancellors regard an active social life as part of the job, Frank and Nancy Horton set new standards. The chancellor's mansion on Lake Drive was the scene of countless dinners, receptions, and cocktail parties. Faculty, administrators, staff, students, alumni, legislators, regents, businessmen, community leaders, and members of advisory boards eagerly attended these events which were expertly organized. The big attraction was Frank Horton himself. His great personal charm and sense of humor won many friends for UWM. Indeed, it was nearly impossible to find anyone who did not genuinely like Horton, including those who disliked his policies.

Horton's effective cultivation of regents and legislators greatly helped the campus. He understood the politics of the UW System and was adept at influencing policy. The reorganization of Extension was one example, but there were many others. UWM always did well in terms of budget and new building authorizations during Horton's administration. One of the major issues of the early 1980's involved faculty salaries which had failed to keep pace with competing institutions. Horton played an important role in developing a scheme that recognized that salaries at the Ph.D.-granting campuses had to be considered separately from those at other UW System campuses because they were competing for faculty in national rather than regional markets. When finally adopted, this plan gave Madison faculty somewhat higher salary increases than UWM faculty, a discrepancy that brought some heated criticisms from Milwaukee professors. Nonetheless, the new salary increase allocation system based on comparing UW salaries with groups of peer institutions across the nation was sensible and did help UWM remain competitive.

Eric Schenker, Dean of the School of Business Administration since 1976, speaking at the annual Marcus Forum in September, 1992.

During Horton's chancellorship UWM reached out to the Milwaukee business community in a number of ways. One of the most important UWM units in this effort was the School of Business Administration. During the 1980's the school rapidly expanded to accommodate the escalating student demand for both undergraduate and graduate degrees. As the largest business school in the region, UWM's School of Business Administration produced a very high percentage of the MBAs employed by local business and industry, particularly in the field of accounting. By 1990 the school boasted a faculty of 65 and a student body exceeding nineteen hundred. It offered undergraduate, masters, and Ph.D. degrees.

GROUNDBREAKING FOR THE NEW BUILDING FOR THE SCHOOL OF ARCHITECTURE AND URBAN PLANNING, NOVEMBER 1, 1991. LEFT TO RIGHT: SARUP DEAN ROBERT GREENSTREET; GOVERNOR TOMMY THOMPSON; AND CHANCELLOR JOHN H. SCHROEDER.

Dr. Eric Schenker, a member of the UWM economics faculty since 1959, was appointed Dean of the School of Business Administration in 1976. An energetic administrator with many contacts in the business and political communities, Schenker moved quickly to capitalize on student demand for business education and business demand for university research and technical assistance to spur growth. Under his leadership and with the support of the chancellor, Schenker established close ties with the business community through the School of Business Administration Advisory Council, a high-powered group of top business leaders that actively involved itself in developing the school.

Dean Schenker also launched a number of specialized programs designed to help the Milwaukee business community. The most notable of these was the Executive MBA program, established in 1974. The program enrolled approximately 25 middle-level executives in an intensive two year program which held classes exclusively on Fridays and Saturdays. Since its beginning, the Executive MBA Program has produced more than 400 alumni, many of whom have risen to prominent positions in the public and private sectors. Through its many programs, the Business School has served thousands of businesses and made the school an integral part of the business community. Indeed, the school showed that in many ways the new frontier of the urban mission at UWM had become economic development.

UWM's participation with business in the Horton years and perhaps even more obviously under Chancellor Clifford Smith was not restricted to the School of Business Administration. Business and economic development programs could also be found in the College of Engineering and Applied Science, the Urban Research Center, the Graduate School, and the Division of Outreach and Continuing Education. The College of Letters and Science developed a master's program in industrial and labor relations.

Chancellor Horton fully expected the Milwaukee business community to reciprocate the effort UWM was making. What he wanted were large financial contributions to the UWM Foundation. Although a good start had been made in organizing private fund raising through the foundation in the 1970s, both the organization and its assets remained disappointingly small. In concert with leading members of the foundation's board of directors such as Roger L. Fitzsimonds of the First Wisconsin Bank and Frank J. Pelisek, a partner in the law firm of Michael, Best and Friedrich, Horton declared in 1981 that UWM would raise $5,000,000 in the next three years. The campaign was called the "Key to the Future," and it appealed for funds to help UWM continue to attract outstanding faculty and students. Public funds, it was argued, only provided for the most basic costs of running the university. Only private funds could provide "the margin of excellence" that could allow UWM to progress.

ALTHOUGH UWM'S IS PRIMARILY A COMMUTING STUDENT BODY, TRADITIONAL CAMPUS LIFE GOES ON IN THE THREE HIGH-RISE TOWERS OF THE SANDBURG HALL DORMITORIES.

Given the previous record of private giving, many faculty doubted that Horton's goal could be reached. With his typical vigor and flair for publicity, Horton opened the campaign at an outdoor rally held at the eastern end of Wisconsin Avenue outside the headquarters of Northwestern Mutual Life Insurance Company. His gamble paid off as the very immensity of the target figure seemed to fire everyone's imagination. The foundation board of directors served as an effective fund raising force which zealously combed through the business leaders of the city seeking donations. By the end of the campaign nearly six million dollars had been raised and the future of the UWM Foundation was assured.

In 1985 the campus was disappointed to learn that the popular Horton was leaving to become president of the University of Oklahoma. A huge dinner at a downtown hotel testified to the high regard of his university colleagues as well as of the general community. He left the university in far better shape than he had found it.

Horton's departure meant at least a year of interim leadership while the glacially slow search and screen process sought a new chancellor. The now familiar nervousness over a change in leadership gripped the campus, and there was concern that it would be hard to find anyone nearly as good as Horton. Vice Chancellor Norma Rees, who was named acting chancellor for the 1985-86 academic year, had earned generally high marks as the chief academic officer of the campus. However, memories of the charismatic Horton caused many faculty to make unflattering and often unfair comparisons. Rees should have commanded serious consideration for the appointment as chancellor, but the timing was not right. In 1988 she left Wisconsin to join the Massachusetts Board of Regents of Higher Education in Boston, and her undeniable talents led to her appointment in July, 1990 as president of The California State University in Hayward.

VICE CHANCELLOR NORMA REES, WHO SERVED AS ACTING CHANCELLOR 1985-86.

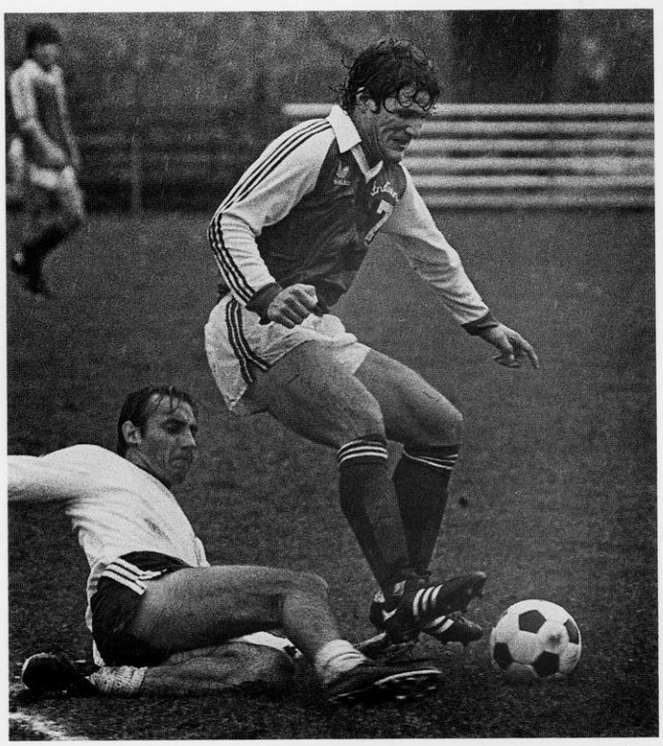
During her year as acting chancellor, Dr. Rees organized an important long range planning effort that involved faculty, staff, alumni, and business and community leaders. The group was chaired by Frank J.


BULL
DURHAM

Pelisek and met for many months to hammer out a series of recommendations that together represented a new vision of the urban university. In May of 1986 the group issued its report that asserted "a major, doctoral research university" was essential to Milwaukee's future. The report went on to argue that the Milwaukee area "wants and needs the educational opportunities, applied and basic research, scientists, scholars and the many intellectual, literary and artistic resources the university offers the metropolitan region." The fifteen recommendations envisioned a UWM more involved with the community and applying its expertise to such issues as the faltering public school system and the problems of the mentally and physically disabled. International programs, fine arts, minorities, and economic development were all subjects of specific recommendations. In some ways the Pelisek report codified changes that were already taking place in UWM's programs, but the very fact that such a university/community group had met to map future development showed how far the institution had come since the 1960's.

UWM has sought to facilitate enrollment of students of all ages and stages in life. The Kunkle Day Care Center provides day care services for students, staff, and faculty.

The search for UWM 's fourth chancellor was, if possible, even more political than ever before. Faculty wanted a leader like Frank Horton who could bring resources to the campus; many women faculty felt the time had come for a woman chancellor; and African-Americans noted that there was not a single black chancellor in the UW System. Businessmen, for their part, wanted no retreat from UWM's commitment to their interests. The passion and publicity surrounding the search process demonstrated just how important UWM had become to Milwaukee and the state. When the search process was completed, UW System President Kenneth Shaw announced that Dr. Clifford Smith would be the new chancellor. Smith, who is black, came from Oregon State University where he had been director of the Radiation Center and head of the Department of Nuclear Engineering. During his career he had held major university posts and several executive positions in the Environmental Protection Agency. He had also once worked for the giant Bechtel Corporation.



Soccer became a varsity sport in 1973 and UWM has been a national power ever since. The 1979, 1980, and 1990 teams have been invited to the NCAA tournament.

Smith served less than four years as chancellor, which was not enough time to leave a deep imprint on the campus. Like Werner Baum he was a political and social conservative who worked well with business leaders. On the other hand, he disappointed some minority and women faculty who thought he should be more aggressive in recruiting, promoting, and rewarding these groups.

The new chancellor joined his two predecessors in pressing the faculty to increase funded research. To underline his commitment, Smith changed the title of the Graduate School dean to Dean of the Graduate School and Research. In addition he arranged to

increase the salaries of particularly productive scholars. These and other measures helped accelerate the growth of externally funded research. By the end of 1990 annual extramural funding reached $10 million

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Space Needs, Again

Smith, again like his predecessors, had to address the chronic space problem. He fought hard and with considerable success to obtain new buildings. When the Lapham Hall Science Center addition, which was thought fully approved, suddenly came under renewed attack, Smith and Assistant Chancellor Mueller persuaded the State Building commission to honor past pledges. Other projects approved during Smith's administration included an expansion of the Student Union and a new Architecture and Urban Planning building.

The most controversial building proposal of the late 1980's was the School of Business Administration building. Despite its great size, the School of Business Administration occupied cramped quarters in Bolton Hall. The need for a building had long been obvious, and Dean Schenker had lined up an impressive array of politicians and business leaders to support the proposal. The UW-Madison School of Business also wanted a new building, which led to a somewhat heated exchange between the two campuses as to which of the business schools would get priority. Eventually new buildings for both campuses were approved.

The Professional Theatre Training Program offers a graduate degree in all phases of theater and has established UWM as a recognized center of theater training. Vivian Nesbitt and Steve Folstein in "A Midsummer Night's Dream," 1990.

Chancellor Smith understood, as did Frank Horton before him, that the UWM Foundation was vitally important to UWM. With the same boldness as his predecessor, Smith announced a three-year $10 million fund raising effort known as the "Second Century" campaign. Once more the challenge roused the foundation board, the campus, and the community. By 1989 nearly $11 million had flowed into foundation bank accounts. Unlike the first campaign, faculty and staff actively joined in the effort. An All University Campaign Committee, co-chaired by Virginia Haas and Frank Cassell, raised several hundred thousand dollars.

Margery Deutsch, conductor of the UWM Symphony Orchestra, leads the orchestra through a variety of on- and off-campus concerts.

During his relatively short term in office, Chancellor Smith made important contributions in several areas of university programming. One of the most important was in the School of Fine Arts, which boasted one of the nation's finest theater programs known as the Professional Theatre Training Program (PTTP). When the University of Delaware recruited the director and the faculty, thus depriving UWM of one of its major cultural assets, Smith declared that he would re-establish the PTTP. With community and legislative support, he obtained the necessary funds to hire a new director, Malcolm Morrison, who in turn assembled an outstanding faculty. The new PTTP has once more made UWM a national center of theater education.


THE UNIVERSITY OF WISCONSIN
1849
1885
UWM
1956
MILWAUKEE
UWM
23

Another area of concern for Smith was varsity basketball which had long languished at the lowly NCAA Division III level. With the Marquette basketball program in decline, the chancellor felt the time had come to move once more into Division I. Smith found strong support for his idea among students and alumni. He was most fortunate to find two individuals, Athletic Director Bud Haidet and Coach Steve Antrim, who were able to build a more competitive squad. The Smith years were important in other ways to the UWM athletic program. Men's varsity soccer continued to be nationally competitive and the team returned to the NCAA tournament in 1990. Women's varsity athletics, which had produced outstanding volleyball and basketball teams during the middle years of the decade, moved to NCAA Division I status in 1990.

THE SPRING COMMENCEMENT CEREMONY AT THE MECCA ARENA ON MAY 13, 1990.

In 1990 Chancellor Smith resigned to take the presidency of the General Electric Foundation. During his limited stay in Milwaukee he had made significant contributions to the research program, the physical plant, foundation fund raising, and athletics. An affable, engaging personality, Chancellor Smith made many friends both on and off campus.

Although Chancellors Horton and Smith were quite different in temperament, their policies were similar. Both sought to increase research funding, to develop UWM's influence in the Milwaukee business and political communities, and to modernize and expand the physical facilities. Both men had to spend a great deal more time away from campus developing support than had earlier chancellors. Neither man held the chancellorship in an era of prosperity. Restricted resources, enrollment limits, and even budget reductions were the norm during the 1980's. Enrollment remained around 25,000, and there were relatively few new additions to UWM's program array. The UW System's growth was also restricted in these years as the regents tried to maintain quality through higher tuition and enrollment limits. Legislators and governors added few dollars to the university's budget in the 1980's; new program initiatives had to be funded by reallocating budget from existing programs.

MRS. NINA SMITH AND CHANCELLOR CLIFFORD V. SMITH, JR.

The relative stability of the 1980's helped UWM's development as a major university. For the first time the campus was not flooded with more students than it could handle. Student services and physical plant facilities finally caught up with student enrollments. The quality of the faculty also continued to improve as the young faculty hired in the 1960's and 1970's matured as productive scholars while a continuing surplus of Ph.D.'s permitted UWM to hire superb new tenure track faculty in most fields. UWM's reputation as a university, already well-established nationally, finally was recognized in Milwaukee. Businessmen, political leaders, and the general populace had finally come to appreciate the significance of having a major public university in the community. By now UWM graduates were so numerous that they dominated many professions, including teaching, business, engineering,

librarianship, social welfare, and architecture. Governor Martin Schreiber (1977-79), Milwaukee Mayor Henry Maier (1960-88), and a host of state legislators, city councilmen, and Milwaukee County supervisors had graduated from UWM.

The UWM J. Martin Klotsche had left in 1973 was nearly unrecognizable. Klotsche had dreamed and talked of UWM as a major university. Fortunately he has lived to see his ambitions for the institution more than fulfilled. Yet the urban mission as he conceived it has changed and broadened over the years. In the 1960's UWM's leaders and faculty thought in terms of providing advice and expertise to the city. By the end of the 1980s UWM had come to understand that it could not stand apart from the community. Rather it had to become an active partner with many groups in addressing metropolitan problems. In the 1960s UWM concentrated on social and racial problems, believing these to be the essential concerns for urban universities. Twenty years later the institution had broadened it mission to include the importance of economic development. In the 1960s UWM saw its role in the context of Milwaukee and the United States. By the end of the 1980s the university had fully recognized and reacted to the reality of an interdependent world. Area studies programs, international relations programs, a huge increase in foreign students, and exchange agreements with universities in many countries were only some examples of UWM's growing world view.

UWM Panther basketball teams play most of their home games in the Klotsche Center.

A scant three and a half decades had passed since students had first enrolled in UWM. There had been only four individuals who had served as chancellor, and three of them had come from outside Wisconsin. Many UWM faculty had come to question the wisdom of selecting chancellors who had little knowledge of UWM or the Milwaukee area. These individuals felt that UWM was now a mature institution with many faculty who had risen through the ranks to high administrative positions. They asked why one of these should not be selected as chancellor. Such a person, they argued, would probably stay in office longer and provide more continuity. Behind such views lay a deeper concern. Many UWM faculty had been disturbed by the politicizing of the search and screen process that had made the chancellorship less an academic than a political post. Worse, the short terms of Horton and Smith seemed to suggest that the UWM chancellor's position had become nothing more than a stepping stone to other jobs. Faculty now wanted a leader totally committed to UWM.

At the groundbreaking for the new School of Business Administration on April 16, 1992, are (left to right) Dennis Kuester (B.B.A., 1966), President of the UWM Foundation; Governor Tommy Thompson; Sheldon Lubar; and Attorney Frank J. Pelisek, both former Presidents of the UWM Foundation.

Such attitudes made Dr. John H. Schroeder the leading candidate as the next UWM chancellor. A professor of history, Schroeder had come to UWM in 1970 after completing his Ph.D. at the University of Virginia. He had


21
54

FERNE YANGYEITIE CAULKER, ARTISTIC DIRECTOR OF THE KO-THI DANCE COMPANY, ONE OF SEVERAL PROFESSIONAL PERFORMING GROUPS AFFILIATED WITH UWM'S SCHOOL OF FINE ARTS.

earned the respect of his faculty colleagues as an outstanding teacher and scholar, whose two books on 19th century American history were well known in their field. Over the years, he had served as assistant chair of the department, an associate dean in the College of Letters and Science, and vice chancellor for academic affairs. When Smith left, Schroeder became interim chancellor in the fall of 1990. His candidacy for the position of chancellor had near universal support within UWM and from leaders of the UWM Foundation board of directors. Although quite young at 46 when he became interim chancellor, Schroeder had broad experience. As interim chancellor in 1990-91 he moved to create new relationships with city and county leaders. Additionally, he asked that the 1985 Pelisek report, which he had helped draft, be updated. Frank J. Pelisek again led the effort to reframe the earlier recommendations in light of changes that had occurred in the intervening years. Given the depth and breadth of Schroeder's support, few were surprised when President Shaw named him chancellor. In the fall of 1991 he was inaugurated.

Like his four predecessors, Chancellor Schroeder confronts a host of difficult challenges. As a long-time member of the UWM faculty he brings considerable perspective to his role. With Schroeder's appointment history becomes current events. He represents the present and future. It is appropriate, therefore, to conclude this account of UWM's past with some of the new chancellor's reflections on the future of UWM, taken from his inaugural address on October 4, 1991.

H. CARL MUELLER (B.A. 1967), ASSISTANT CHANCELLOR FOR UNIVERSITY RELATIONS FROM 1980 TO 1988, SPEAKING AT AN ALUMNI SCHOLARSHIP EVENT. MUELLER HAS SERVED AS A MEMBER OF THE UWMAA BOARD OF TRUSTEES SINCE 1989.

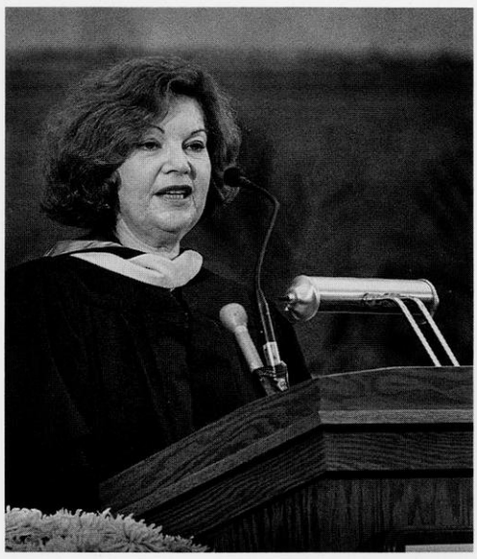
From the Inaugural Address of John H. Schroeder

Our task and our challenge in the years directly ahead is to become the pre-eminent urban university envisioned by UWM's founders. We must continue to build an institution characterized by intellectual excitement and academic excellence. One which reflects the great diversity of this community and is accessible to all segments of the community. One which is characterized by a challenging and open academic environment in which all of us can study, teach, and pursue knowledge without harassment, intimidation or discrimination—and one which is linked in dynamic, creative, and cooperative ways with the community it serves.

Photo courtesy of Milwaukee Journal

Sandra Schroeder, who has served as Assistant Dean of the School of Architecture and Urban Planning since 1978, and Chancellor John H. Schroeder.

Although the challenges appear daunting and the agenda is long, this university is well positioned to accomplish its mandate. We have a strong faculty, a fine academic staff, a dedicated classified staff, good facilities that will become better in the near future, and the collective will to complete the task. Like our founders, we will need to be impatient, determined, relentless. We will need to combine the best from our past experience with new and untested ideas. We will need to leaven traditional values with boldness and innovation. We will need to form new, stronger links to business, education, the arts, and public agencies as we revitalize existing community partnerships.



Ethel Sloane, associate professor of biological sciences, presided at the installation of Chancellor John H. Schroeder on October 4, 1991.

In the past, universities have been accustomed to telling people what they had to know, and how they should learn it. In the future, we will need to listen to what our constituents tell us about what they need and how we should provide it.

As we face the future, we can be sure that many obstacles lie ahead. The 1990s are not likely to be known as "flush times" for higher education. It will be tempting to recite the real and ready-made excuses we have—low salaries, outdated equipment, short supplies, and tight budgets.

As we weigh our situation, however, we would do well to remember our founders. They too faced hard times, limited resources, and formidable obstacles. But they refused to let their problems become their epitaph. We must do no less.

Important Events In the History of UWM

1848
Establishment of the University of Wisconsin in Madison.

1866
Establishment of a normal school (teacher training) system with a Platteville campus.

1880
Legislative authorization for a normal school in Milwaukee.

1885
Opening of a Milwaukee Normal School at 18th and Wells Streets.

1892
Day and evening class instruction by UW faculty begun in Milwaukee.

1909
Normal school moved to new campus at Kenwood and Downer Avenues.

1919
Credit class instruction for World War I veterans begun by UW in Milwaukee.

1927
Normal school becomes Milwaukee State Teachers College with four-year bachelor's degree.

1928
UW Extension opens Milwaukee Center at 6th and State Streets.

1951
Milwaukee State Teachers College becomes Wisconsin State College with liberal arts.

GEORGE A. PARKINSON, DIRECTOR OF THE MILWAUKEE EXTENSION CENTER FROM 1945 TO 1956, BECAME VICE PROVOST FOR ADMINISTRATIVE AND BUSINESS AFFAIRS AT UWM 1956-58.

1955
Legislature authorizes merger of WSC and UW Milwaukee Extension Center.

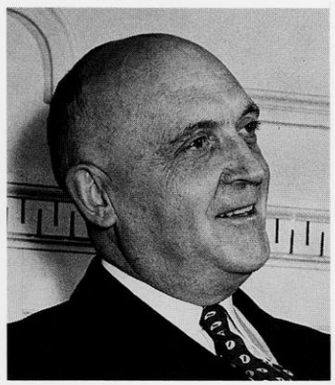


PHOTO COURTESY UNIVERSITY OF WISCONSIN-MADISON ARCHIVES.

EDWIN BROUN FRED, PRESIDENT OF THE UNIVERSITY OF WISCONSIN AT THE TIME OF THE MERGER WHICH CREATED UWM, GUIDED THE EARLY STAGES OF THE UNIVERSITY'S DEVELOPMENT.

1955
Fine Arts Quartet launches Summer Evenings of Music; becomes resident faculty in 1963.

1956
University of Wisconsin-Milwaukee (UWM) opens for classes in September.

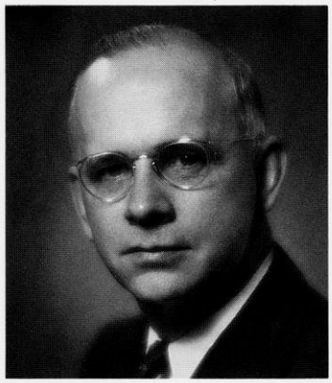


PHOTO COURTESY UNIVERSITY OF WISCONSIN-MADISON ARCHIVES.

IRA BALDWIN, VICE PRESIDENT FOR ACADEMIC AFFAIRS IN THE UNIVERSITY OF WISCONSIN IN 1956, COORDINATED THE EXTENSIVE PLANNING TO INCORPORATE THE UNIVERSITY INTO THE UW STRUCTURE.

1959
Decision confirmed to concentrate and expand UWM on Kenwood campus.

1961
Lapham Hall opened as first permanent building in campus growth.

1962-63
Gifts, grants, and contracts exceed $1 million for the first time.

MILLICENT FICKEN, PROFESSOR OF BIOLOGICAL SCIENCES AND ACADEMIC PROGRAM DIRECTOR FOR THE UWM FIELD STATION IN SAUKVILLE.

1963
Regents affirm major university status to be sought for UWM by 1975.

1963
First UWM Ph.D. degree, in mathematics, approved.

1963
Original Union (1956) enlarged and expanded (further expanded 1972).

1964
Public service radio station WUWM goes on the air.

1964
Milwaukee-Downer College Campus purchased (43 acres, 14 buildings) for $10 million.

1965
Graduate School separated from Madison campus unit.

1966
Center for Great Lakes Studies established.

1966
School of Architecture authorized by Board of Regents, only one in Wisconsin.

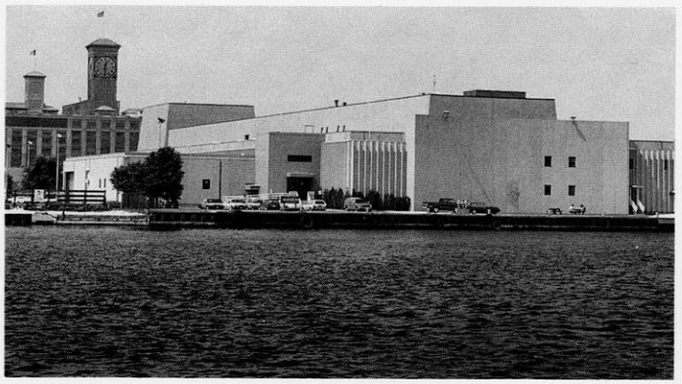
1967
Laboratory for Surface Studies established.

1967
First stage of library building occupied; second stage 1974; completion 1987.

1968
Center for Twentieth Century Studies established.

1969
Elective Faculty Senate created to represent faculty's statutory authority.

1970
Sandburg Hall dormitories opened with capacity for 2,150 residents.



THE CENTER FOR THE GREAT LAKES STUDIES MAINTAINS THE GREAT LAKES RESEARCH FACILITY AT THE MILWAUKEE HARBOR ENTRANCE.

KATHLEEN E. WOODWARD, PROFESSOR OF ENGLISH AND COMPARATIVE LITERATURE AND DIRECTOR OF THE CENTER FOR TWENTIETH CENTURY STUDIES.

1971

Merger of UW and Wisconsin State University campuses to form UW System.

1974

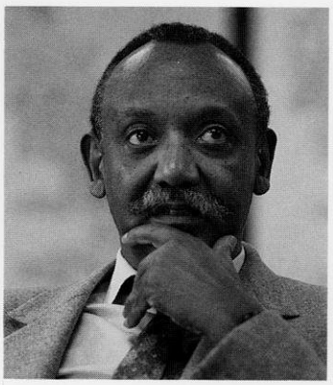
UWM Foundation formed to coordinate and expand private fund-raising.

1975

Urban Research Center established.

1978

American Geographical Society collection moved from New York City to UWM Library.



PROFESSOR HAROLD ROSE OF SOCIOLOGY AND URBAN AFFAIRS HAS MADE A MAJOR CONTRIBUTION TO TEACHING AND RESEARCH IN THE UNIVERSITY'S URBAN MISSION.

1981

Enrollment (headcount) peaks at 26,663, 4,570 of it graduate.

1981-84

Foundation's Key to the Future campaign exceeds its $5,000,000 goal by more than $900,000.

1983

Office of Industrial Research and Technology Transfer established in The Graduate School.

1984

University's visual arts collections and galleries dedicated as the UWM Art Museum in Vogel Hall.

1985

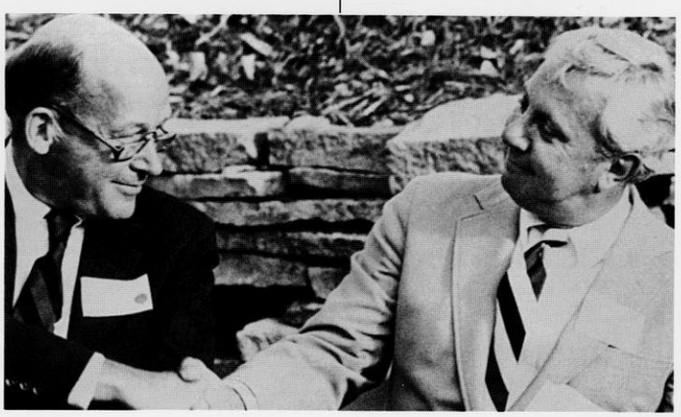
UWM's 17th Ph.D. program instituted in the School of Nursing.

1985

Coordination of most of UWM's community service functions reassigned to the Division of Outreach and Continuing Education Extension (DOCEE).

1986-89

Foundation's Second Century Campaign exceeds its $10,000,000 goal by nearly a million dollars.

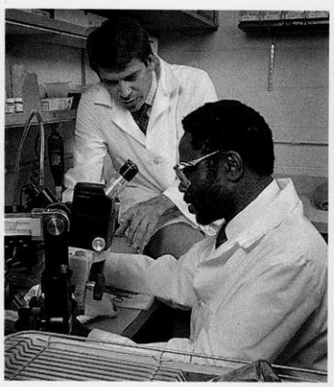


ROGER FITZSIMONDS (B.B.A. 1960, M.B.A. 1971) (LEFT), A FOUNDER OF THE UWM FOUNDATION, WITH CHANCELLOR FRANK E. HORTON AT THE SUCCESSFUL CONCLUSION OF THE KEY TO THE FUTURE CAMPAIGN, 1984.

SANDRA UNDERWOOD, ASSISTANT PROFESSOR OF NURSING, AT THE SILVER SPRING NEIGHBORHOOD CENTER. SCHOOL OF NURSING STUDENTS AND FACULTY MEMBERS PROVIDE A VARIETY OF HEALTH CARE SERVICES AT THE CENTER.

1990-91

Gifts, Grants, and Contracts exceed $10,000,000 for the first time.



WILLIAM WEHRENBERG (LEFT), PROFESSOR OF HEALTH SCIENCES AND ASSOCIATE DEAN OF THE SCHOOL OF ALLIED HEALTH PROFESSIONS, AND JOHN NDON, ASSISTANT PROFESSOR OF CLINICAL LABORATORY SCIENCE.

1991

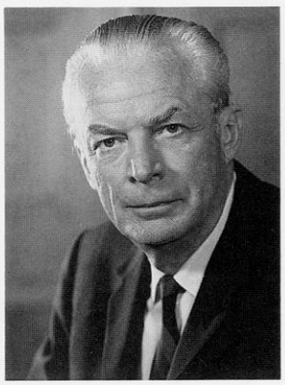
Ground broken for School of Architecture and Urban Planning building.

1992

Ground broken for School of Business Administration building.

UWM Chancellors 1956-1992

J. Martin Klotsche — 1956-1973



Johannes Martin Klotsche was born in Scribner, Nebraska, on November 28, 1907. He entered Midland College at age 13 and four years later he graduated with the highest scholastic average in his class.

He came to UWM (then Milwaukee State Teachers College) in 1931 as a history teacher. In 1942 he was appointed dean of instruction and, in 1946, named president of the college. In 1951 the institution was renamed Wisconsin State College, and in 1956 it became the University of Wisconsin-Milwaukee. Klotsche was appointed provost of the new university and in 1965 his title was changed to chancellor. He retired as chancellor in 1973, but remained on the faculty of the history department until 1978.

The author of *The Urban University and the Future of Our Cities* (1966), Klotsche served as president of the Association of Urban Universities. He also wrote a history of the development of UWM since its founding, *The University of Wisconsin-Milwaukee: An Urban University* (1972), *Confessions of an Educator* (1985) and, with Dr. Adolph Suppan, *Life Begins At 80* (1991).

Klotsche currently resides in Oostburg, Wisconsin.

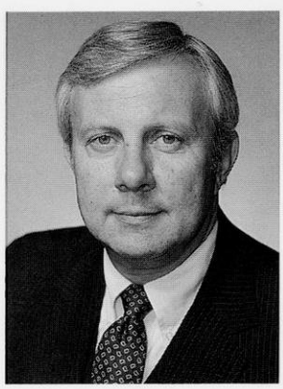
Werner A. Baum — 1973-1979

A native of Germany, Werner A. Baum came to the University of Wisconsin-Milwaukee in 1973 from the University of Rhode Island, where he was President. A professor of atmospheric sciences and geography, Baum received his B.S. degree in mathematics, his M.S. in meteorology, and his Ph.D. in meteorology, all from the University of Chicago. He began his academic career at the University of Maryland and spent 14 years at Florida State University, first as the head of the department of meteorology and later as vice president for academic affairs.

From 1963 to 1965, Baum was vice president for academic affairs and a professor of meteorology at the University of Miami. He left Miami in 1965 to assume the position of vice president for scientific affairs at New York University. In 1967 he was appointed by President Lyndon B. Johnson as Deputy Director of the Environmental Science Services Administration (now the National Oceanic and Atmospheric Administration).

Baum, who is retired, currently resides in Florida.

Frank E. Horton — 1980-1985

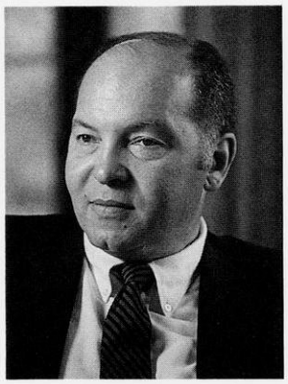


Frank E. Horton was the third chancellor in the history of UWM. An urban and transportation geographer, Horton received a bachelor's degree in business administration from Western Illinois University and a master's degree and Ph.D. in geography from Northwestern University. Before assuming the leadership of UWM, Horton served as vice president for academic affairs and research at Southern Illinois University at Carbondale.

He had been professor of geography at the University of Iowa and also served that campus as director of the Institute of Urban and Regional Research and dean for advanced studies. Horton was also a member of the Executive Committee of the National Association of State Universities and Land Grant Colleges, for whom he also chaired the Urban Affairs Division.

Horton left UWM to assume the presidency of the University of Oklahoma. He is currently president of the University of Toledo in Ohio.

Clifford V. Smith, Jr. — 1985-1990

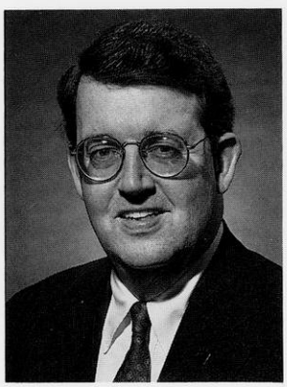


When he assumed the office of Chancellor at UWM, Clifford V. Smith, Jr. became the first black chancellor of a four-year degree granting institution in the UW System. A native of Washington, D.C., Smith grew up in Iowa City. He received his B.S. in civil engineering from the State University of Iowa, an M.S. in environmental engineering and water resources from the Johns Hopkins University, and a Ph.D. in radiological science, also from Johns Hopkins.

Smith came to UWM from Oregon State University, where he was head of the Radiation Center and the Department of Nuclear Engineering. He had previously served as special assistant to the chancellor of the Oregon State System of Higher Education and for two years as the director of the Council for the Advancement of Science and Engineering Education/Research for Industry. He had been a member of the faculty at several other universities including the City University of New York, Tufts University, the University of Massachusetts, and the University of Connecticut.

Smith currently is president of the General Electric Foundation in Fairfield, Connecticut.

John H. Schroeder — 1991-Present



John H. Schroeder was appointed Chancellor by the UW System Board of Regents on May 10, 1991. A native of Twin Falls, Idaho, he earned his bachelor's degree in history at Lewis and Clark College, Portland, Oregon, and both his master's and doctoral degrees in history at the University of Virginia. Schroeder joined the UWM faculty in 1970 as instructor in the history department. He was promoted to assistant professor in 1971, associate professor in 1976, and professor in 1986. He is a specialist in 19th century American history and has taught courses on the pre-Civil War era and the history of the American presidency. He is the author of *Shaping a Maritime Empire: The Commercial and Diplomatic Role of the American Navy, 1829-1861* (1985) and *Mr. Polk's War: American Opposition and Dissent, 1846-1848* (1973). Schroeder has earned two awards for distinguished teaching during his career at UWM, the Edward and Rosa Uhrig Award for Distinguished Teaching and the Amoco Distinguished Teaching Award.

In addition to his faculty duties, he has held a number of administrative positions including associate dean of the College of Letters and Science, assistant to the vice chancellor, and vice chancellor. He is the first Chancellor to be promoted from within the ranks of UWM administration since J. Martin Klotsche was named president of the then Milwaukee State Teachers College in 1946 and Provost (later Chancellor) of UWM in 1956.

Major Administrative Officers — UWM and Predecessor Institutions

Milwaukee State Normal School (1885-1927) Milwaukee State Teachers College (1927-1951) Wisconsin State College, Milwaukee (1951-1956)

President

John J. Mapel, 1885-1892
Lorenzo Dow Harvey, 1892-1899
Charles McKenny, 1900-1913
Walter Hewitt Cheever, 1913 (Acting)
Carroll Gardner Pearse, 1913-1923
Frank J. Mellencamp, 1923-1924 (Acting)
Frank E. Baker, 1924-1946
J. Martin Klotsche, 1946-1956

Milwaukee Extension Center, University of Wisconsin

Director

Charles M. Purin, 1927-1942
Ross H. Bardell, 1942-1945 (Acting)
George A. Parkinson, 1945-1956

University of Wisconsin-Milwaukee

Provost/Chancellor (Title changed from Provost and Vice-Provost to Chancellor and Vice-Chancellor January 8, 1965)

J. Martin Klotsche, 1956-1973
Werner A. Baum, 1973-1979
Leon M. Schur, 1979-1980 (Acting)
Frank E. Horton, 1980-1985
Norma S. Rees, 1985-1986 (Acting)
Clifford V. Smith, Jr., 1986-1990
John H. Schroeder, 1990-1991 (Interim), 1991-

Vice-Provost/Vice-Chancellor

George A. Parkinson, 1956-1958 (Administrative more than Academic Affairs)
Vacant 1958-1963
Charles Vevier, 1963-1969
John H. Romani, 1969-1971
William L. Walters, 1971-1981
Norman P. Lasca, 1981-1982 (Acting)
Norma S. Rees, 1982-1985
John H. Schroeder, 1985-1987 (Acting), 1987-1990
Kenneth L. Watters, 1990-1992 (Acting), 1992-

Assistant Chancellor, University Relations

Floyd Springer, Jr., 1964-1966 (Office of Director of University Relations created 1963)
Theodore J. LaTour, 1967-1970 (Director)
Lynn W. Eley, 1970-1972
Donovan W. Riley, 1972-1975
Frank A. Cassell, 1975-1976 (Acting), 1976-1979
H. Carl Mueller, 1979-1980 (Acting), 1980-1988
Jude Kaufmann, 1988 (Acting), 1990 (Acting)
Kathleen Woit, 1988-1990
Sandra Hoeh-Lyon, 1990-1992 (Interim), 1992-

Assistant Chancellor, Student Affairs

Robert E. Norris, 1956-1966 (Dean, Student Affairs)
David W. Robinson, 1966-1970 (Dean, Student Affairs)
Ernest Spaights, 1970-1979 (originally Assistant Chancellor for Student Services and Special Programs)
Meredith W. Watts, 1979-1981 (Acting)
Donald P. Hardy, 1981-1986
Carmen Mather Witt, 1986-1987 (Acting)
C. Scully Stikes, 1987-1989
William W. Mayrl, 1989-1992 (Interim), 1992-

Assistant Chancellor, Administrative Affairs

Alfred F. Fiorita, 1958-1959 (Acting), 1959-1964 (Director of Business Affairs)
William C. Komsi, 1964-1977 (Director of Business Affairs, later Assistant Chancellor for Administrative Affairs)
John J. Solon, 1967-1974 (Assistant Chancellor for Facilities and Services; duties added to Administrative Affairs 1974)
Hubert Hess, 1977-1978 (Acting)
Gilbert A. Lee, Jr., 1978-1984
Donald G. Melkus, 1984-

Academic Administration 1956-1992

Unless otherwise indicated, all titles are "Dean."

School of Allied Health Professions

Roslyn P. Warren (Acting) 1975-1976
Alan J. Weston 1976-1981
Ward K. Gates (Acting) 1981-1982
Erika Sander (Acting) 1982-1983
Frederick W. Pairent 1983-

School of Architecture and Urban Planning

John F. Wade 1968-1975
Anthony James Catanese 1975-1982
Robert Beckley (Acting) 1982-1983
Carl Patton 1983-1988
G. William Page (Acting) 1989-1990
Robert Greenstreet 1990-

School of Business Administration

Edwin R. Hodge, Jr. (Director, Division of Commerce) 1956-1958
James H. March (Director, Division of Commerce) 1958-1959
Herbert F. Klingman (Director, Division of Commerce) 1956-1966
C. Edward Weber 1966-1976
Eric Schenker 1976-

School of Education

Glen G. Eye (Acting) 1956-1957
Charlotte R. Major (Acting) 1957-1958
George W. Denemark 1958-1967
Frank M. Himmelmann (Acting) 1967-1968
Richard H. Davis 1968-1974
Henry D. Snyder (Acting) 1974-1975
Michael J. Stolee 1975-1984
Sam Yarger 1984-1992
Gail L. Schneider (Acting) 1992-

College of Engineering and Applied Science

James G. Van Vleet (Director, Division of Engineering) 1956-1960
George L. Elmergreen (Acting Director, Division of Engineering) 1960-1961
James G. Van Vleet (Director, Division of Engineering) 1961-1964
Philip C. Rosenthal 1964-1970
William L. Walters (Acting) 1970-1971
Richard G. Griskey 1971-1973
Michael N. Besel (Acting) 1973-1974
Fred Landis 1974-1984
Charles F. James 1984-

School of Fine Arts

Adolph A. Suppan 1961-1974
Robert W. Corrigan 1974-1984
Gerard McKenna (Acting) 1984-1985
Robert Hickok 1985-1989
Corliss Phillabaum (Acting) 1989-1990
James A. Sappenfield (Interim) 1990-1992
Will Rockett 1992-

The Graduate School

Karl E. Krill (Acting) 1965-1966
Karl E. Krill 1966-1971
Russell Fenske (Acting) 1971-1972
Richmond B. McQuistan 1972-1975
George W. Keulks (Acting) 1975-1977
George W. Keulks 1977-

College of Letters and Science

Joseph G. Baier 1956-1966
Roy G. Francis 1966-1969
Howard J. Pincus 1969-1972
William F. Halloran 1972-

Library (Director)

Donald A. Woods 1956-1962
Mark M. Gormley 1962-1970
William D. Moritz (Acting) 1970-1971
William C. Roselle 1971-1989
William D. Moritz (Acting) 1989-1990
Peter G. Watson-Boone 1990-

School of Library and Information Science

Frank L. Schick (Director) 1966-1971
Theodore Samore (Acting Director) 1971-1974
Doralyn J. Hickey (Director, School of Library Science) 1974-1976
Doralyn J. Hickey (School of Library Science) 1976-1977
Frederick I. Olson (Acting, School of Library Science) 1977-1979
Mohammed M. Aman 1979-

School of Nursing

Frances H. Cunningham (Director, Division of Nursing) 1964-1966
Frances H. Cunningham (Director, School of Nursing) 1966-1967
Inez G. Hinsvark 1967-1975
Louise C. Smith (Acting) 1975-1976
Mary E. Conway 1976-1980
Norma M. Lang 1980-1992
Mary H. Mundt (Acting) 1992-

International Studies and Programs

Donald R. Shea 1963-1970

Division of Outreach and Continuing Education Extension

Donovan Riley (Acting, Division of Urban Outreach) 1974-1975
Martin Haberman (DUO, later Division of Outreach and Continuing Education) 1975-1986
Daniel W. Shannon (DOCE, later Division of Outreach and Continuing Education Extension) 1986-

School of Social Welfare

Quentin F. Schenk (Director, School of Social Work) 1963-1965
Quentin F. Schenk 1965-1968
Max Kurz (Acting) 1968-1969
John W. Teter (Acting) 1973-1974
Gregory M. St. L. O'Brien 1974-1978
Stuart Kirk (Acting) 1978-1980
Fred Cox 1980-1989
Frank A. Cassell (Interim) 1989-1991
James Blackburn (Acting) 1991-1992
James Blackburn 1992-

At A Glance

School of Allied Health Professions (1975)

Frederick W. Pairent, Dean

Number of Undergraduates: 681
Number of Graduate Students: 77
Number of Faculty (full-time): 40

Degrees Offered: Bachelor of Science, Master of Science
Undergraduate Majors: Health Sciences, Health Information Administration, Clinical Laboratory Sciences, Occupational Therapy, Recreation, Speech Pathology & Audiology
Special Features/Facilities: Only School of Allied Health Professions in Wisconsin; only health information administration program and the largest occupational therapy program in the state; computer center; health career opportunity program for minority and disadvantaged students; administers the J. Martin Klotsche Center for Physical Education.

School of Architecture & Urban Planning (1966)

Robert C. Greenstreet, Dean

Number of Undergraduates: 618
Number of Graduate Students: 192
Number of Faculty (full-time): 32

Degrees Offered: Bachelor of Science, Master of Architecture, Master of Urban Planning, Doctor of Philosophy
Undergraduate Major: Architectural Studies
Special Features/Facilities: Master of Architecture degree is the only nationally accredited professional architectural program in Wisconsin; Ph.D. program in architecture is one of only 14 in North America; Master of Urban Planning is one of two nationally accredited graduate planning programs in the state. Strong student organizations in both architecture and urban planning. The Center for Architecture and Urban Planning Research is a UW System Center of Excellence.

School of Business Administration (1963)

Eric Schenker, Dean

Number of Undergraduates: 1,161
Number of Graduate Students: 738
Number of Faculty (full-time): 62

Degrees Offered: Bachelor of Business Administration, Master of Business Administration, Master of Science in Management, Doctor of Philosophy
Undergraduate Majors: Accounting, Finance, Production & Operations Management, Human Resources Management, Marketing, Management Information Systems, Real Estate & Urban Development
Special Features/Facilities: Three instructional microcomputer labs for business student use; excellent opportunities to participate in internship programs and professional business student organizations. It administers the Center for Economic Development and the International Business Center, as well as the Center for Business Competitiveness, a UW System Center of Excellence.

School of Education (1956)

Gail L. Schneider, Acting Dean

Number of Undergraduates: 800
Number of Graduate Students: 1,211
Number of Faculty (full-time): 87

Degrees Offered: Bachelor of Science, Master of Science, Doctor of Philosophy
Undergraduate Majors: Community Education; Elementary and Secondary Education; Educational Studies; Exceptional Education
Special Features/Facilities: Undergraduate computer lab; scholarships at junior level. Administers the Center for Behavioral Studies, the Center for Math/Science Education Research, and the Center for Teacher Education, a UW System Center of Excellence.

College of Engineering and Applied Science (1964)

Charles F. James, Jr., Dean

Number of Undergraduates: 1,280
Number of Graduate Students: 367
Number of Faculty (full-time): 64

Degrees Offered: Bachelor of Science in Engineering; Bachelor of Science in Applied Science; Master of Science; Master of Engineering; Doctor of Philosophy
Undergraduate Majors: Civil Engineering; Electrical Engineering; Engineering Science; Industrial Engineering; Materials Engineering; Mechanical Engineering; Computer Science
Special Features/Facilities: CEAS Advising Center, Co-op Education Program, student chapters of professional societies, many specialized laboratories and computer facilities. Administers the Center for Urban Transportation Studies.

School of Fine Arts (1962)

Will Rockett, Dean

Number of Undergraduates: 1,160
Number of Graduate Students: 135
Number of Faculty (full-time): 87

Degrees Offered: Bachelor of Fine Arts, Master of Fine Arts, Master of Arts, Master of Science, Master of Music
Undergraduate Majors: Art, Art Education, Dance, Film,Inter-Arts, Music, Music Education, Theatre

Special Features/Facilities: 170 performances by faculty and students in 1989-90; Electro-Acoustical Music Center featuring studios designed for analog electronic generations, computer-based synthesis, and multi-track recording; theaters, recital halls, studios. Its Professional Theatre Training Program and Institute of Chamber Music, which includes the Fine Arts Quartet and the Woodwind Arts Quintet, are UW System Centers of Excellence. The School administers the UWM Art Museum.

The Graduate School (1965)

George W. Keulks, Dean

All graduate programs at UWM are administered by, and all graduate degrees are granted by, The Graduate School. Schools and colleges, and their departments, are responsible for the instruction itself.

In the early years, graduate programs operated entirely through the UW-Madison Graduate School. By 1965, when UWM became autonomous on the graduate level, there were 25 degree programs offered to a graduate student enrollment of 1,659.

Currently, 63 degree programs are offered, including 17 doctoral and 46 master's. For fall, 1992, there were 4,626 graduate students enrolled.

In the past 25 years, sponsored research has risen 14-fold. In 1956, UWM received one research award from an external source for $350. By 1965, total extramural funding had grown to $1 million, with research grants and contracts approaching $639,000. During 1991-92 UWM received $26.5 million in extramural funding and $10.7 million specifically for research.

Major Graduate School research centers are the Center for Great Lakes Studies; the Laboratory for Surface Studies; the Urban Research Center; and the Center for Twentieth Century Studies.

Since 1965, UWM has conferred more than 20,000 master's degrees and nearly 1,000 doctoral degrees.

College of Letters and Science (1956)

William F. Halloran, Dean

Number of Undergraduates: 12,177
Number of Graduate Students: 1,188
Number of Faculty (full-time) 387

Degrees Offered: Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science, Doctor of Philosophy.
Undergraduate Majors: Afro-American Studies; Anthropology; Applied Mathematics and Physics; Art History and Criticism; Biological Aspects of Conservation; Biological Sciences; Chemistry; Classics; Communication; Comparative Literature; Comparative Study of Religion; Course in Chemistry; Economics; English; Film; French; Geography; Geosciences; German; Hebrew Studies; History; International Relations; Italian; Linguistics; Mass Communication; Mathematics; Philosophy; Physics; Political Science; Psychology; Russian; Sociology; Spanish.
Special Features/Facilities: The College administers the Center for Latin America; the Greene Museum; Radio Station WUWM-FM; the Social Science Research Facility; the Field Station in Saukville; the Manfred Olson Planetarium; the undergraduate Honors Program.

School of Library & Information Science (1966)

Mohammed Aman, Dean

Number of Graduate Students: 223
Number of Faculty (full-time): 8

Degree Offered: Master of Library & Information Science
Graduate Major: Library & Information Science
Undergraduate Certificate: Library & Information Science
Special Features/Facilities: Information Technology Laboratory housing a network of IBM-PC compatibles and Macintoshes for faculty and student use, and four additional programs to meet students' career goals: Coordinated (Double) Master's Degree Programs with English, History, Music, Geography, and World Affairs. Certificate of Advanced Study in Library and Information Science, Multidisciplinary Ph.D., and Wisconsin Department of Public Information (DPI) Certification. Statewide clearinghouse on Bibliographic Instruction.

School of Nursing (1965)

Mary H. Mundt, Acting Dean

Number of Undergraduates: 590
Number of Graduate Students: 183
Number of Faculty (full-time): 51
Degrees Offered: Bachelor of Science, Master of Science, Doctor of Philosophy
Undergraduate Major: Nursing
Special Features/Facilities: Nursing Center, Nursing Cultural Center, Nursing Learning Resource Center, Center for Nursing Research & Evaluation, Continuing Education/Outreach, Historical Gallery.

School of Social Welfare (1965)

James A. Blackburn, Dean

Number of Undergraduates: 811
Number of Graduate Students: 326
Number of Faculty (full-time): 22

Degrees Offered: Bachelor of Science, Master of Science, Master of Social Work, Master of Science in Criminal Justice

Undergraduate Majors: Social Work, Criminal Justice
Special Features/Facilities: Computer lab open to all students in the school; wide diversity of agencies available for field placements; strong liberal arts foundation in addition to professional coursework.

Division of Outreach and Continuing Education Extension (DOCEx)

Daniel W. Shannon, Dean

Number of Participants .....Approximately 30,000
Number of programs .....Approximately 2,000
Number of faculty and academic staff 60

DOCEx offers non-credit professional development and professional enrichment to students of all ages and stages of preparation. Many of its programs lead to certification in a variety of career fields related to social, economic, business, and government agencies and activities. Formats include lectures, seminars, conferences, workshops, counseling, and applied research, and utilize many media including radio, television, video discs, computers, and satellite transmission.

Major program units within DOCEx deal with Adult Development, Arts and Liberal Studies, Business and Management, Child and Youth Care, College for Kids, Consumer Affairs, Criminal Justice, Management and Training, Governmental Affairs, Pre-College Mini-Courses, Social Service, Transportation, Urban Community Development, and World Affairs. DOCEx also coordinates UWM outreach efforts by many of its schools and colleges.

Golda Meir Library (1956)

Peter Watson-Boone, Director

Over 3.6 million bibliographical items; 379,000 square feet; study capacity over 3,000 stations. Building of clean, undated classic design constructed in three stages: 1967, 1974, and 1987. Conference center and rare books on fourth floor.

On-line Library of Congress catalog; direct access to UW-Madison and Center for Research Libraries; generally open stacks; community access. Annual Morris Fromkin Memorial Lectureship on social justice; active Friends of the Library organization; University Archives; Area Research Center for State Historical Society's archival network.

Special Collections: American Geographical Society Collection (maps, atlases, exploration and travel literature, photographs), Shakespeare Research, Seventeenth Century Research, Camus Bibliography, Slichter and Hohlweck Civil War, Jagodzinski FDR, New Deal, and World War II, Harrison Forman and Kwasniewski photographs, *Little Review* papers, George Hardie Aerospace, and Layton School of Art.

The UWM Alumni Association (1965)

The UWMAA was incorporated November 12, 1965, to support and promote the university, its alumni, faculty, and students in the pursuit of UWM's goals and objectives.

The 24-member Board of Trustees is elected from the Association's membership, one-third standing for election each year and serving three years. The UWMAA participates in an Alumni Art Show, the Alumni Night Basketball Game, Class Reunions and Homecoming events, and the Athletic Hall of Fame Banquet.

The Association presents these awards:
- Distinguished Alumnus Award
- Gold Alumni Awards
- Award for Teaching Excellence
- Herman Kluge Senior Athlete Awards
- Community Service Award

The UWMAA joins with the UWM Foundation annually to offer the Outstanding Scholar Awards, which are full-tuition, four-year scholarships awarded to 10 Wisconsin high school graduates.

Officers for 1991-92

President: Robert P. Probst, Executive Vice President, Tamarack Petroleum; *First Vice President:* Patricia Fetterley; *Second Vice President:* James Cleary, Vice President, Firstar Corporation; *Treasurer:* Dennis Hollman, Attorney, O'Neil, Cannon and Hollman; *Secretary:* Sharon Schroeder, Plastic Components, Inc.

The UWM Foundation (1974)

The UWM Foundation was established on January 11, 1974 by civic leaders devoted to the promotion and betterment of the university. Today, with an asset base of over $15 million, the Foundation distributes about $3 million annually at UWM.

Fund raising efforts focus on scholarships, professorships, chairs and fellowships, UWM's Centers of Excellence, library collections, and special programs for schools and colleges. Activities are governed by a 40-member volunteer Board of Directors.

The first annual fund drive in 1977 netted $18,000 from 530 donors. In 1981, the Foundation's first all-university fund raising effort—the "Key to the Future" campaign, led by Chancellor Frank Horton and Foundation President Roger L. Fitzsimonds—exceeded its $5 million goal over a three-year period. In 1986, a three-year "Second Century" campaign led by Chancellor Clifford V. Smith, Jr. and Foundation President Sheldon B. Lubar brought in $10.8 million. In 1992, the Foundation raised over $4 million.

Officers for 1991-92:
President: Dennis J. Kuester, President, Marshall & Ilsley Corporation; *Vice President for Giving:* Robert E. Carlson, Executive Vice President, Northwestern Mutual Life Insurance Co.; *Vice President for Finance and Treasurer:* Edward J. Makovec, Jr., Retired Partner, Arthur Andersen Co.; *Vice President for Operations:* Edward J. Zore, Senior Vice President, Northwestern Mutual Life Insurance Co.; and *Secretary:* Jere D. McGaffey, Partner, Foley & Lardner.

The UWM Board of Visitors (1978)

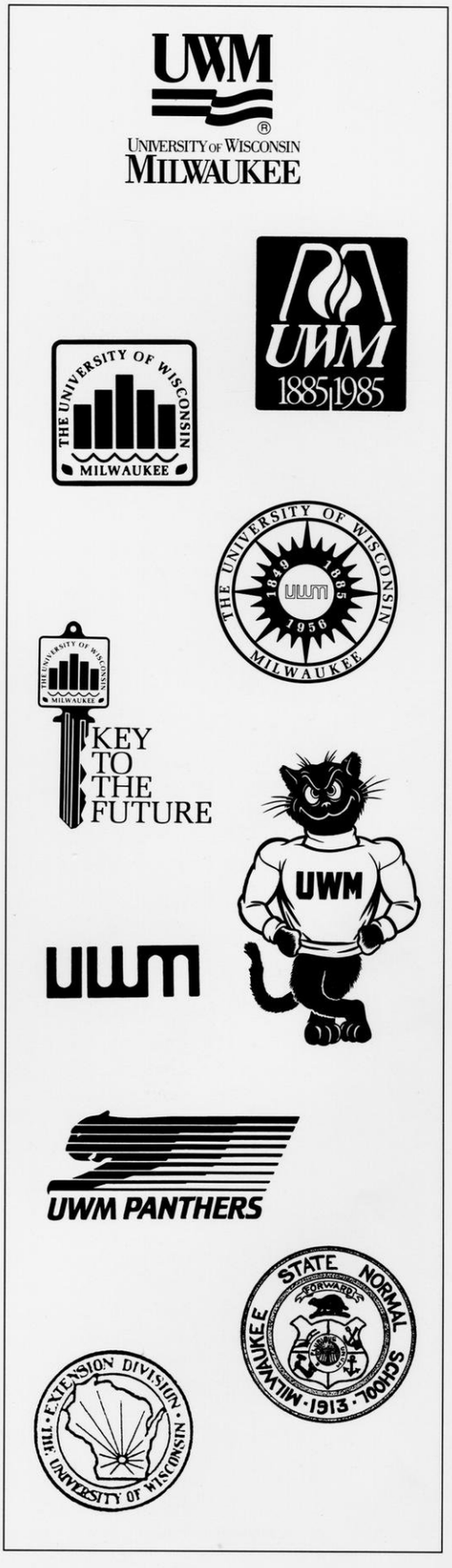
The UWM Board of Visitors was created by Resolution 1698 of the Board of Regents, adopted on July 14, 1978. The purpose of the Board, as outlined in that resolution, is:

- to become informed about the institution's mission, purposes, achievements, and problems;
- to advise and assist the institution's administration in communicating with faculty, students, prospective students, parents, alumni, government officials, and the general public;
- to suggest to the Chancellor ways to improve the institution's services to and relationships with the students, faculty, community, and state;
- at the request of the Regents, the System President, the Chancellor, or on its own initiative, to conduct inquiries into specific matters and make reports and recommendations to the Regents, System, and Chancellor.

The office of the Assistant Chancellor for University Relations staffs the Board of Visitors.

Officers for 1992-93:
President: Robert Pietrykowski, Program Officer, Helen Bader Foundation; *First Vice President:* James DeNomie, Associate Director, Milwaukee Area American Indian Manpower Council; *Second Vice President:* JoAnn Ratcheson, Vice President of Marketing, Columbia Hospital; *Secretary:* Mildred B. Pollard, Teacher, Milwaukee Public School system.

Symbols of the University



Campus Buildings

A faculty committee on the names of campus buildings has sought to honor prominent and distinguished citizens of the state, in addition to preserving names from the former Milwaukee-Downer College and Seminary and recognizing the achievements of UWM's own students, faculty, and administrators.

To Honor Distinguished Milwaukeeans and Wisconsinites

Five such individuals—all but the first with a Milwaukee connection—are literary and scholarly figures. Hamlin Garland was an early local colorist in novels and short stories. Jeremiah Curtin grew up in Milwaukee, then traveled widely as ethnologist, folklorist, and translator. Increase Allen Lapham, the state's first scientist in an era of observation and classification rather than experiment, stimulated scholarly work in an age of materialism. A German immigrant Peter Engelmann, involved with the progressive educational ferment of nineteenth century Germany, translated such ideas into a practical school, the German-English Academy, later to become the Milwaukee University School on Hartford Avenue (now part of the University School of Milwaukee). The late Carl Sandburg, perhaps the nation's favorite poet, spent five years in the state as Socialist campaigner and newspaperman, and for a time lived a few blocks from the UWM campus.

Mitchell Hall is named for a distinguished Milwaukee family. Alexander, a Scottish immigrant, developed a local bank, the Milwaukee Road, and Bay View's iron and steel Rolling Mills. His son continued the local banking tradition and served as U.S. Senator. In turn his son Billy is credited with alerting the nation to the military potential of aviation after World War I. The Sandburg Dormitory Commons are named for William T. Green, a local black attorney whose brief career at the turn of the century included sponsorship of the state's civil rights law in 1895. The conference center recently developed in the former Marietta House is named for Edith S. Hefter, whose husband provided the funds for its restoration and conversion.

Buildings of the Former Milwaukee-Downer College Campus

Eight campus buildings retain names derived from their origins as part of the Milwaukee-Downer College and Seminary properties purchased by the State of Wisconsin for the university in 1961 and 1964. All but one of the designations during the Downer era reflect major benefactions to the College and Seminary. The exception is Sabin Hall (1928). Ellen C. Sabin was president of Downer College of Fox Lake, Wisconsin, from 1890 until she merged it with Milwaukee College for Women in Milwaukee in 1895 and began construction of a major new campus at Downer and Hartford in 1899; she retired in 1921 after guiding the institution in its most prestigious era.

Greene Hall (1904) and Greene Museum (1913) derive their names from the gifts to Downer of the family of Thomas A. Greene, a Milwaukee druggist and amateur collector of plants, minerals, and fossils. Edward Holton, a Milwaukee merchant, William Merrill, a prominent local businessman, and John T. Johnston, a leading Cream City banker and long-time Downer trustee, were recognized for their major benefactions in the first three buildings erected on the new campus 1899-1901. Louise Pfister Vogel, daughter of a founder of the city's largest leather tannery, contributed generously to both College and Seminary (1936). The present UWM administration

building, Chapman Hall (1937), was named for Alice G. Chapman, Downer's preeminent benefactor, who willed the money for a separate college library in 1935. The home of her father, Milwaukee department store owner T.A. Chapman, contained a teakwood room which was installed in the Chapman library and reinstalled in Jason Downer Commons on the Lawrence University campus after the merger of Downer with Lawrence.

Honoring UWM's Own

Ten structures and one site on the campus honor students, faculty, and administrators. Foremost among its students was Golda Meir, who became Israel's prime minister; the UWM Library carries her name in memory of her attendance in the Milwaukee State Normal School. Dorothy Enderis, also a student in the Normal School, long served as head of the Recreation department of the Milwaukee Public Schools; Enderis Hall serves the Schools of Education, Social Welfare, Allied Health Professions, and Library and Information Science. Edward Steichen, for whom a small courtyard is named, was an internationally acclaimed photographer who began his art career in Milwaukee as founder of the Wisconsin Art Students League, later to become a school which was incorporated into the Normal School as a predecessor of UWM's Art Department.

Pearse Hall, Purin Hall, Mellencamp Hall, the Norris Health Center, the Klotsche Center, and Cunningham Hall all honor individuals best known for their administrative roles: Carroll G. Pearse was president of the Normal School, 1913-23; Charles M. Purin director of the University of Wisconsin's Milwaukee Extension Center (Civic Center Campus), 1927-42; Franklin J. Mellencamp, long-time dean of men (1923-41) of the Normal School-Teachers College; Robert E. Norris dean of the faculty for the Teachers College, 1946-56, and first UWM dean of students, 1956-66; J. Martin Klotsche president of the Teachers College-State College, 1946-56, and provost-chancellor of UWM, 1956-73; and Frances H. Cunningham director and associate dean of nursing, 1964-70.

Three buildings recognize the special achievements of faculty: Ethel Kunkle, a long-time trainer of public school teachers, in the university's Day Care Center; Manfred Olson, a professor of physics who assisted in the atomic bomb project, in the planetarium; and Herbert Eugene Bolton, an internationally known historian of the nation's southwest who began his teaching career in the Normal School, in Bolton Hall.

From 1931 to 1986, when it was razed to permit construction of a home for the School of Business Administration, Baker Fieldhouse faced west on Maryland Avenue; it was named for Frank E. Baker, president of the Normal School, 1924-27, and of the State Teachers College, 1927-46, and a national leader in Progressive education.

For Further Reading

Marian Silveus, *The History of Milwaukee State Teachers College* (1941). Typescript in UWM Golda Meir Library. A brief narrative of the origins and the first half century of the Normal School-Teachers College, 1885-1941.

Louise W. Mears, *Life and Times of a Midwest Educator: Carroll Gardner Pearse* (1858-). (1944). A sketch of the Normal School's innovative President.

Frederick M. Rosentreter, *The Boundaries of the Campus/A History of the University of Wisconsin Extension Division, 1885-1945.* (1957). Describes UW's half century of evolution in Milwaukee.

Elisabeth Holmes, compiler and editor, *The Urban Mission Anticipated: A Biography of the UW Extension Center in Milwaukee.* (1976). A profile of the Civic Center campus of UW Extension just prior to the creation of UWM.

J. Martin Klotsche, *The University of Wisconsin-Milwaukee: An Urban University.* (1972). A narrative of UWM's first decade and a half by its Chancellor.

J. Martin Klotsche, *Confessions of an Educator: My Personal and Professional Memoirs.* (1985). A more personal account by UWM's first Chancellor.

Joseph G. Baier, *A History of the First Ten Years of the College of Letters and Science of the University of Wisconsin-Milwaukee 1956-1966.* (1975). A factual account of the College's first decade by its first Dean.

Molly S. Nealson, editor, *The Graduate School, Twenty Five Years 1965-1990: Excellence in Graduate Education and Research.* (1990). Evidence of UWM's research growth.

Donald A. Woods, *UWM Buildings: Some Pertinent Facts.* (2nd edition, 1977). Data on campus buildings built or acquired by 1977.

Merle Curti and Vernon Carstensen, *The University of Wisconsin, 1848-1925/A History.* (2 volumes, 1949). For background on the Madison campus.

Alan G. Bogue and Robert Taylor, editors, *The University of Wisconsin: One Hundred Twenty-Five Years.* (1975). Essays supplementing Curti and Carstensen.

The University Archives in the Golda Meir Library contain official records, administrative and faculty correspondence and files, files of student and faculty organizations, iconographic materials, and nearly complete sets of catalogues, class schedules, and other publications of UWM and its instructional units, as well as of its predecessor institutions, and of student newspapers, magazines, and annuals.