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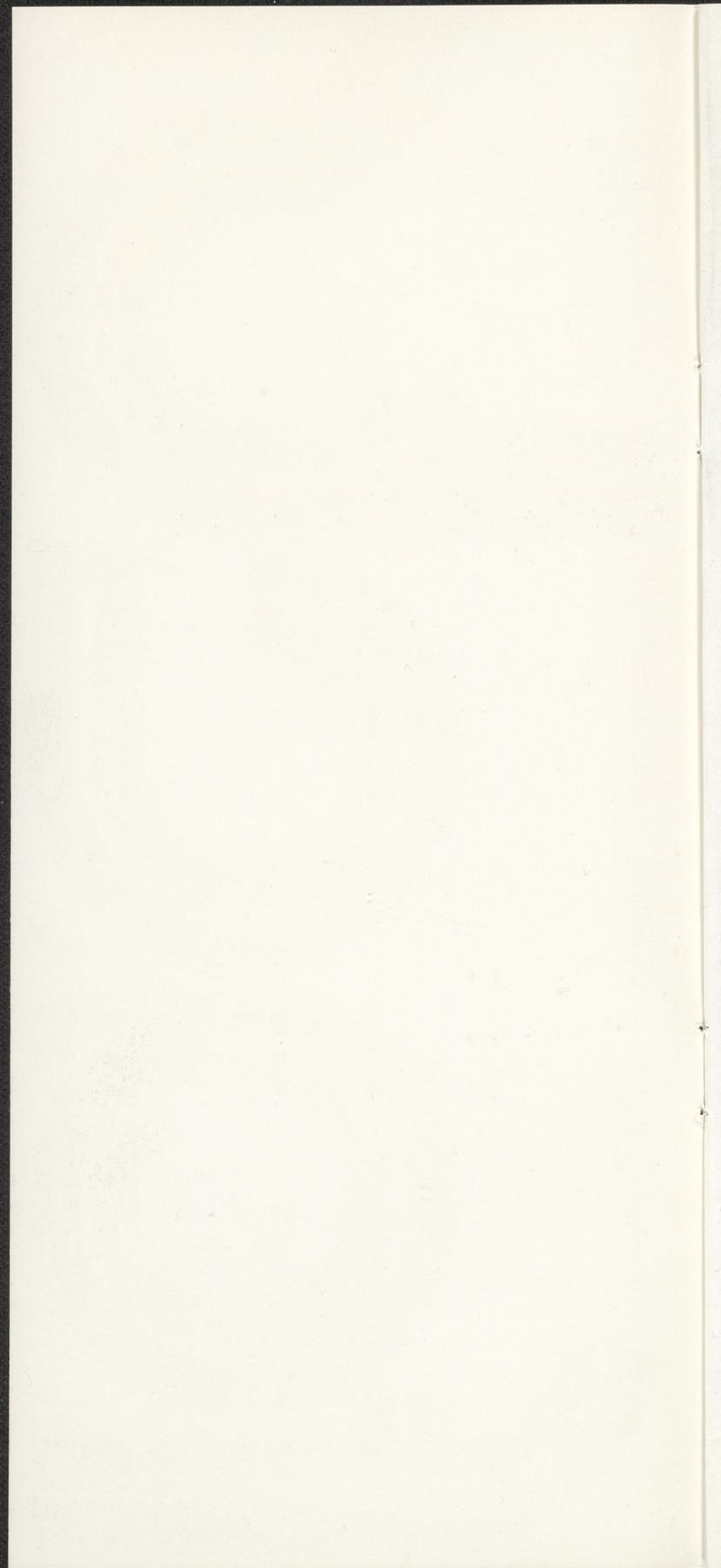
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The University of
Wisconsin-Madison
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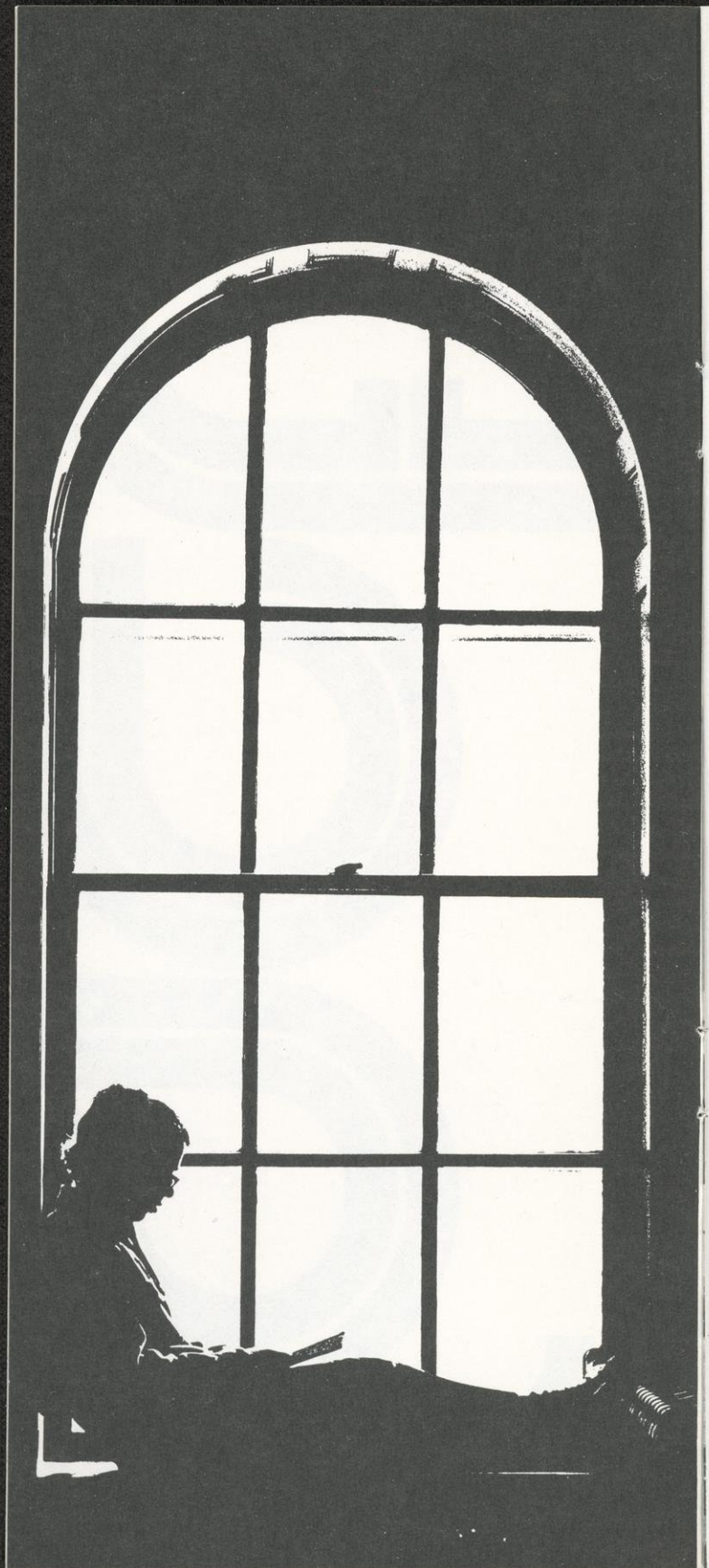




**The University of
Wisconsin-Madison
1970-71**

University News and
Publications Service,
19 Bascom Hall,
Madison 53706

16000-6



The University

The University of Wisconsin is a public land-grant institution founded in 1849. In the past 121 years it has earned a reputation as one of the great world centers of higher education. In overall faculty quality, Wisconsin ranks among the few top universities in the nation on the basis of data provided in a recent study by the American Council on Education. Over the last 40 years it has ranked second in the nation in the number of doctorates awarded.

Honored here and abroad is the "Wisconsin Idea," which holds that it is the mission of a university to serve the public which supports it. That educational idea is mirrored in the slogan, "The boundaries of the campus are the boundaries of the state," paraphrased from a statement of President Charles R. Van Hise in 1905, "I shall never be content until the beneficent influence of the University reaches every family in the state." Also highly respected is the University's dedication to academic freedom, movingly expressed by the regents in 1894 as "that continual and fearless sifting and winnowing by which alone the truth can be found."

Enrollment on all 16 campuses in fall, 1970-71, is 67,874, a 4 percent increase over a year earlier. Wisconsin students come from all

counties of the state, all 50 states, and 105 foreign countries. The faculty includes the equivalent of more than 7,591 full-time professors, instructors, and assistants.

The University's functions within the post-high school systems of the state are coordinated by the Coordinating Council for Higher Education. The governance of the University is vested in a 10-member Board of Regents. Nine of the members are appointed by the governor for nine-year terms; the tenth is the state superintendent of public instruction, ex officio. Faculty members on all campuses elect an assembly of 76 members. A Faculty Council of nine members serves as its executive committee.

The state legislature approves budgets for the University and other state agencies for two years at a time. UW regents then adjust the budget to annual needs.

Regents approved a budget of \$278,823,206 for the fiscal year beginning July 1, 1970, for all campuses. State taxes provide about 40 percent of this sum, or \$114 million. The other 60 percent comes from such sources as the federal government, more than \$51 million; gift and trust income, \$12 million; and student fees, more than \$38 million.



The largest sums will be spent on instruction, more than \$81 million; research and experimental farm operations, more than \$61 million; and adult education and public service, and University Hospitals, more than \$22 million each.

The central administration, located in Madison and headed by the president, charts the state-wide development of all campuses and programs. The University is organized into six units, each headed by a chancellor:

The historic **Madison campus**, where the University got its start, is covered on pages 9-15. For details on **University Extension**, see page 16.

UW-Milwaukee offers teaching, research, and public service programs appropriate to its metropolitan location and its urban orientation. Enrollment is 20,822. Four areas of concentration are especially relevant to the urban industrial society:

Urban Studies, Contemporary Humanistic Studies and Fine Arts, Lake Studies, and Surface Studies. The main UWM campus in the northeastern residential section of Milwaukee, between Lake Michigan and the Milwaukee River, was formed in 1956 by the union of the old Wisconsin State College and the Milwaukee Extension Division. Land and buildings of

the old Milwaukee Downer Seminary and College were added later.

UW-Green Bay and **UW-Parkside** were authorized by the state legislature in 1965 as degree-granting institutions to serve the needs of the rapidly growing northeast and southeast areas of the state. Instruction began on their new sites in fall, 1969.

UW-Green Bay is geared to "people and the world in which they live." Hence the names of the units: College of Environmental Sciences, College of Community Sciences, College of Human Biology, College of Creative Communication, and School of Professional Studies. The main campus at Green Bay, occupying a wooded 600-acre site on the shores of the bay, and the freshman-sophomore campuses at Manitowoc, Marinette, and Menasha, share a single faculty and central library collection. Enrollment at all campuses is 4,171.

At UW-Parkside, theoretical work is concentrated in the College of Science and Society, and applied work in the School of Modern Industry. The main 700-acre campus next to Petrifying Spring Park in Kenosha County is itself a natural arboretum, and planners have designed the campus to retain its wooded character. Freshman-sophomore Instruc-

tion is offered at campuses in Racine and Kenosha. Enrollment at all campuses is 4,102.

The **University Center System** offers the first two years of University study on seven campuses around the state. The mission is to provide high quality, fully-transferable freshman-sophomore programs to commuting students. The campuses are closely integrated with the degree-granting campuses and provide excellent geographic distribution of higher educational opportunity. The campuses are Baraboo-Sauk County, Baraboo; Marathon County, Wausau; Marshfield-Wood County, Marshfield; Rock County, Janesville; Sheboygan County, Sheboygan; Washington County, West Bend; and Waukesha County, Waukesha. Enrollment at all is 4,391.

A Brief History

1838: A bill to establish a university "at or near Madison, the seat of government" is passed by the Wisconsin territorial legislature and approved by Governor Dodge.

1848: Wisconsin's first state governor, Nelson Dewey, approves the act incorporating the university and vesting government in a Board of Regents.

1849: A preparatory class of 17 is enrolled in a borrowed room.

1850: The first chancellor, John H. Lathrop, is inaugurated.

1851: North Hall, costing \$20,000, is opened to students.

1854: The first baccalaureates are conferred, upon Levi Booth and Charles T. Wakeley.

1855: South Hall, costing \$21,000, is completed.

1859: Old Main Hall, now Bascom, is completed at a cost of \$63,200.

1860: Enrollment sags in wartime; doors are opened to women via the Normal Department.

1866: UW is designated a land-grant college under the Morrill Act.

1872: State Legislature begins appropriating funds annually for UW support.

1885: Farmers Institute and Agricultural Short Course established, marking the start of University Extension.

1890: Babcock milk test devised, showing how UW research can solve public problems.

1910: U.S. Forest Products Laboratory founded near the campus, signifying U.S.-state cooperation in conservation of natural resources.

1925: Wisconsin Alumni Research Foundation is incorporated to provide research funds.

1928: Memorial Union is opened as center of campus social education.

1945: UW Foundation is organized to assist in fund-raising.

1954: \$5 million Memorial Library is dedicated.

1956: Milwaukee Extension Division and Wisconsin State College are merged to form The University of Wisconsin-Milwaukee.

1959: UW scientists supply weather instruments for Explorer VII satellite.

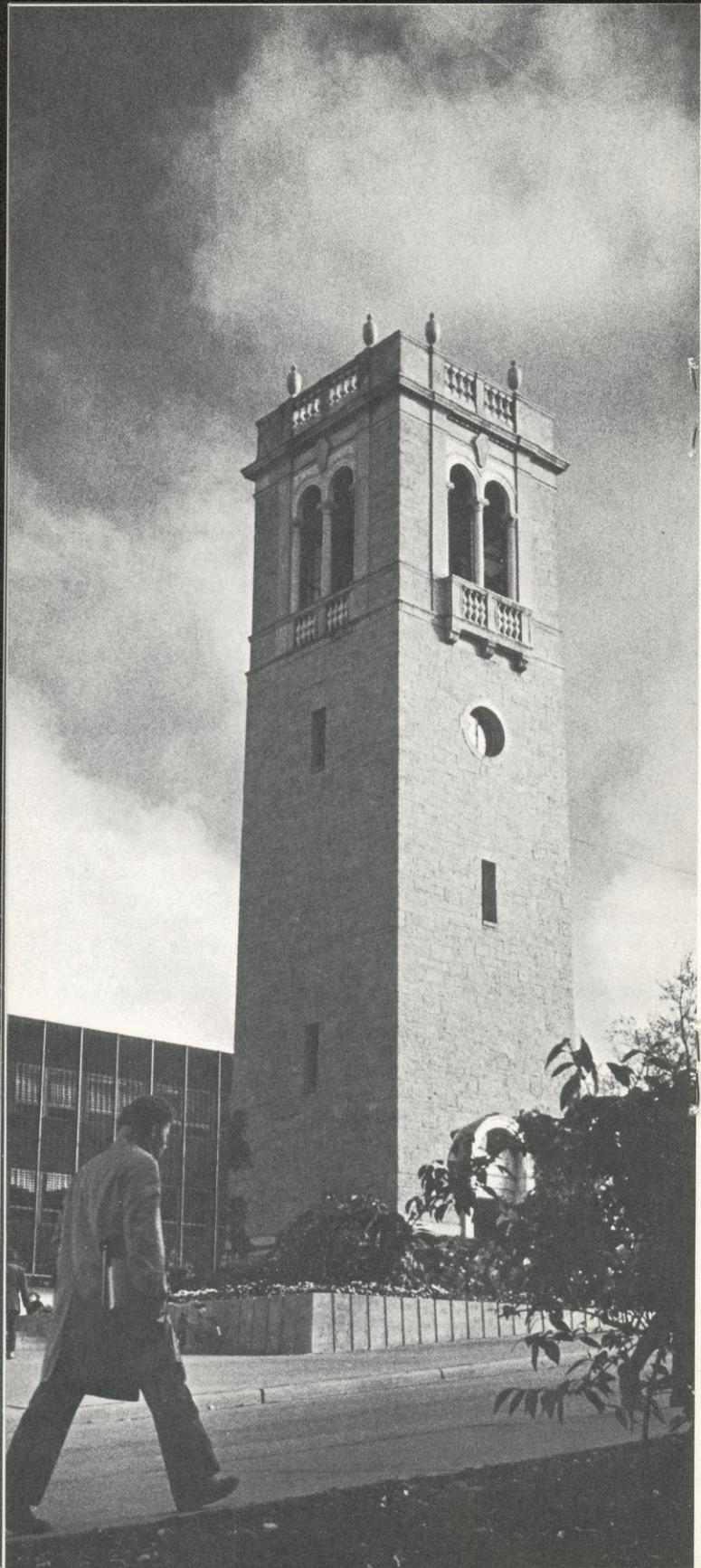
1962: First high-rise campus building, 11-story Van Vleck Hall, is completed.

1964: University Center System becomes a separate unit.

1965: Legislature assigns UW responsibility for building and operating new degree-granting campuses in the northeast (Green Bay) and southeast (Racine-Kenosha area, Parkside).

1967: All-University Faculty Assembly of 59 elected members from all campuses is formed, with Faculty Council as executive committee.

1970: Elvehjem Art Center, built with some \$3.5 million in funds given by alumni and friends, is opened; only a few weeks after bomb kills physics researcher, damages Sterling Hall and nearby buildings.



UW-Madison

Located a mile from the state capitol on a series of hills overlooking Lake Mendota, the Madison campus is internationally known for educational quality, outstanding faculty, and physical beauty. Gathered together on the hills are the conglomerate of classic and modern buildings housing the Colleges of Letters and Science, Agricultural and Life Sciences, and Engineering; Business, Education, Family Resources and Consumer Sciences, Natural Resources, Nursing, Pharmacy, Graduate, Law, and Medical schools. About 4,945 courses are taught in 130 departments.

The major center for basic and applied research in the state, the Madison campus has been rated "distinguished" or "strong" in 26 of the 29 graduate fields considered by the American Council on Education. *Newsweek* magazine after a comprehensive survey rated UW "best in the Big Ten."

The University's primary purpose, as stated by the faculty, "is to provide an environment in which faculty and students can discover, examine critically, preserve, and transmit the knowledge, wisdom, and values that will help ensure the survival of the present and future generations with improvement in the quality of life."

Total acreage in the city

is 906. Included are the central campus, 569 acres; Picnic Point, 129 acres; and Eagle Heights, 186 acres. In addition, there are 516 acres at the experimental farms on the western edge of the city. Here also is the University Arboretum, 1,244 acres of nature study area.

The University has 348 buildings on the campus, with a book value of \$197 million, as of June 30, 1969.

Students

Enrollment at Madison is 34,388 in fall, 1970-71, a 3.3 percent drop from a year earlier. Of the total, 23,777 are Wisconsin residents. The campus experienced an increase in resident students, and a drop in nonresidents.

Undergraduate students who are residents of Wisconsin pay \$254 a semester in fees, and nonresidents pay \$899 in fees and tuition. Charges are higher for graduate students. These fees and tuition were in effect July 1, 1970; they are subject to change without notice.

The basic instructional fee for Wisconsin undergraduates is 25 percent of the average University-wide direct and indirect instructional cost per student. Nonresident undergraduates pay 100 percent of the above cost.

A typical two-semester budget for 1970-71 for a single undergraduate Wisconsin resident living on campus would look like this: Fees, \$508; books and supplies, \$125; room and board, \$1,150; miscellaneous, including recreation, travel, clothing, etc., \$475; adding up to \$2,258.

Financial aids for needy students are extended in the form of scholarships, loans, grants, and jobs. In 1969-70, students received \$6,275,000 (not including part-time campus jobs, except federal work-study jobs). In addition, students received about \$1.5 million in guaranteed loans from private lending agencies.

A special five-year program for students from low economic groups, established in 1966, enrolls more than 430 students.

Students have a voice in University affairs through the Wisconsin Student Association, student-faculty committees, the Union Council, governing bodies of living units, and student councils formed in many fields of study.

Students may choose to live in University Residence Halls, fraternities or sororities, cooperative houses, or privately-owned dormitories, houses, and apartments.

The major trend today on the campus is toward apartment living.

The Union provides meal and snack service; library, reading, and lunch rooms; record listening rooms; and movies, plays, concerts, and art exhibits.

The campus has inter-collegiate football, basketball, hockey, track, and other teams. Intramural sports include a wide variety from baseball to soccer. Wisconsin Hoofers sponsor white-water canoeing in northern Wisconsin or skiing in Switzerland.

Now available are programs of study abroad in Brazil, England, France, Germany, India, Italy, Mexico, and Spain.

For almost 80 years, students have published the *Daily Cardinal*. Now beginning its second year, the *Badger Herald* presents a conservative view. Madison students also put out the *Badger* yearbook and special interest publications such as the *Wisconsin Engineer* and the *Wisconsin Law Review*.

Faculty

The heart of the University, the faculty, includes the equivalent of 4,520 full time professors, instructors, and assistants. A tradition of the University is that a significant

degree of control of educational policies is in the hands of the faculty. The Madison faculty is represented by a Faculty Senate, launched in 1970.

Members of the senior faculty are recognized for especially meritorious contributions with "named" professorships which usually carry higher salary, extra time for research, and extra clerical and research help. These professorships are named for noted educators who have passed from the campus scene—as for example, Conrad A. Elvehjem, late president and noted biochemist, or Frederick Jackson Turner, early famed professor of history; or for UW benefactors, usually alumni, such as William F. Vilas or Thomas E. Brittingham.

Since the beginning of the University, faculty members have contributed to new knowledge through their research efforts. Early studies were closely associated with agriculture and helped establish the state as America's Dairyland. Recently a world-known scientist and his team accomplished the first artificial synthesis of a human gene; and a weather satellite with an infra-red sensing device, designed and built by UW scientists to measure the earth's solar radiation budget, went into orbit.

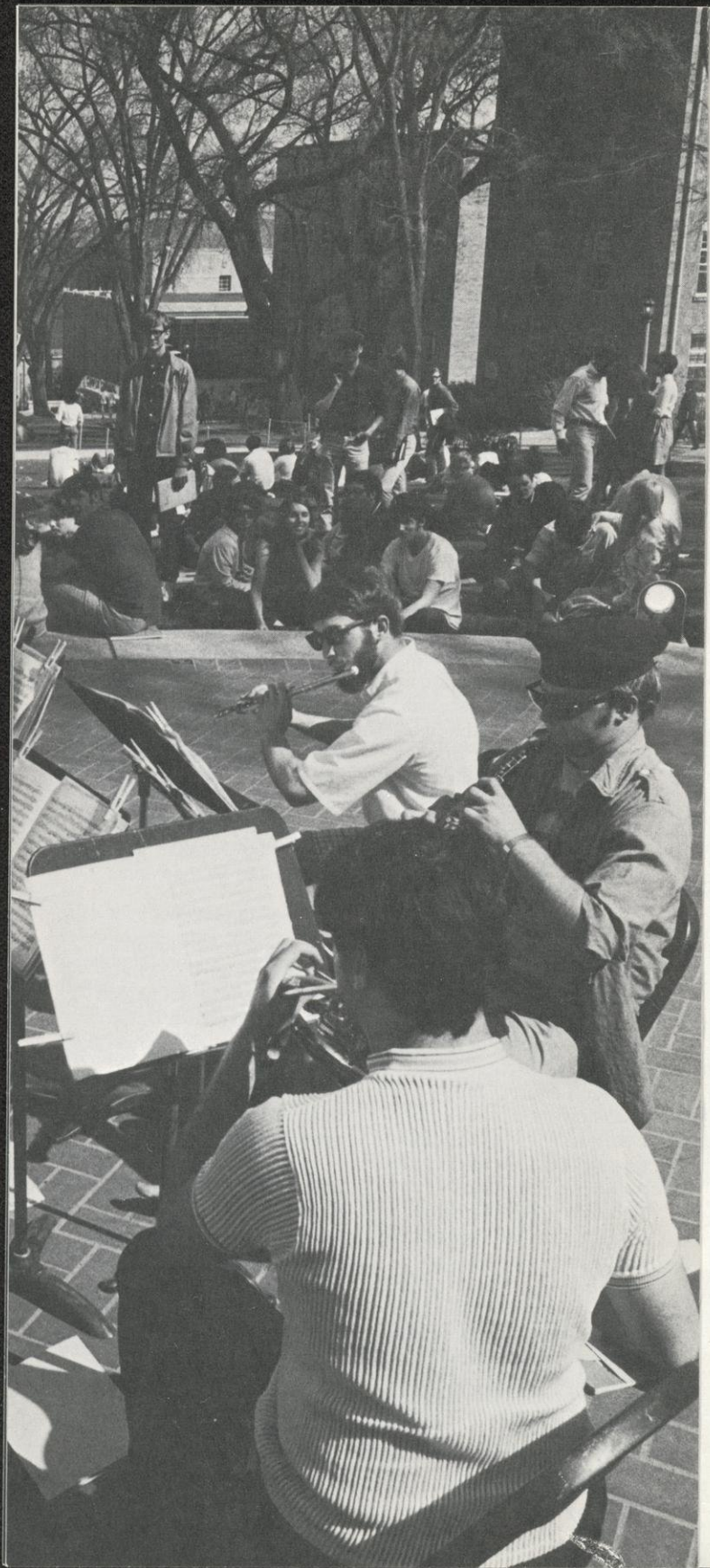
Libraries

The libraries have more than 2.3 million volumes. The Memorial Library houses 1,750,000 volumes in the social studies, humanities, and general sciences, and offers excellent study facilities for students.

Libraries are maintained in the Law School, 129,000 volumes; College of Engineering, 109,600; College of Agricultural and Life Sciences, 102,800; Medical School, 114,000; School of Music, 9,800; School of Pharmacy, 16,900; Biology, 25,700; Chemistry, 17,000; Geology, Geography, and Meteorology, 32,000; and Physics and Mathematics, 34,000.

Now under construction is eight-story Helen C. White Hall, on Park Street across from the Wisconsin Union Theater, which will house the undergraduate library on three floors, the Library School, and other departments and offices.

Also available, across the mall from the Memorial Library, is the Library of the State Historical Society of Wisconsin, with more than 750,000 items in its books and pamphlets collection; more than five million items in its manuscript collection; and 77,000 reels of microfilm. Unequaled in the field of western U.S. history, it has



one of the most important newspaper and periodical collections in the United States, from the later colonial period to the present.

Computing Center

Faculty members and students from more than 200 departments of the University use the Computing Center for numerical calculations and large volume data processing, for research and teaching. The several large-scale digital computer systems are financed by grants from the Atomic Energy Commission, National Science Foundation, National Aeronautics and Space Administration, and Wisconsin Alumni Research Foundation.

Cultural Opportunities

Both spectators and performers have opportunities galore on the campus. Concerts and recitals by students, faculty members, and visiting artists are weekly events through the academic year. Students with a degree of musical proficiency can join orchestras, bands, choral groups, or small ensembles.

The new Elvehjem Art Center houses the University's impressive collection of paintings, graphic arts, and sculpture; it is open 9 a.m. to 5 p.m. Monday through Saturday, and 1 to 5 p.m. Sunday. The Wisconsin

Union operates an art gallery for annual exhibits and special shows. Art works are on view at the Wisconsin Center and the State Historical Society.

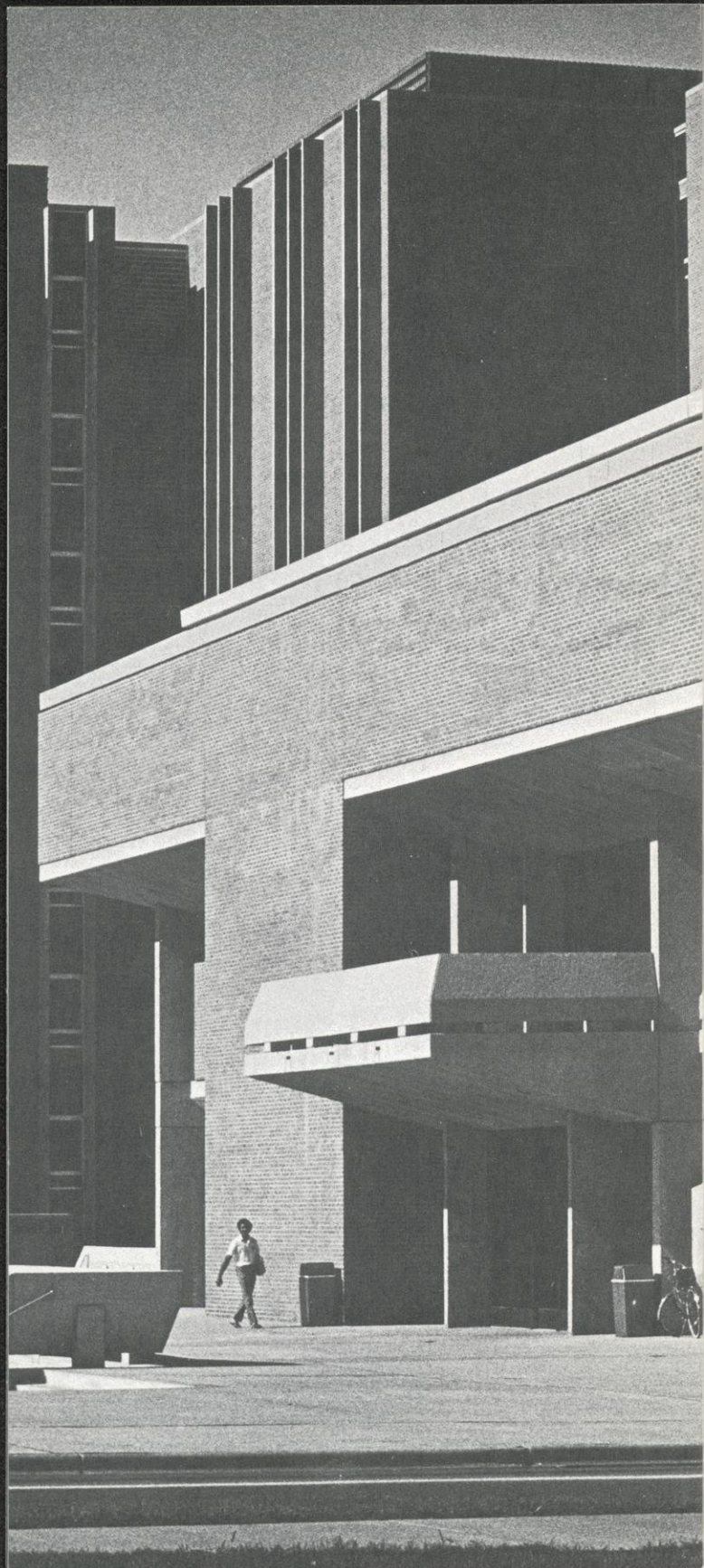
Since it opened in 1939 with the world-famed Lunts starring in *The Taming of the Shrew*, the Wisconsin Union Theater has offered an excellent stage and splendid acoustics for Wisconsin Players and visiting theater companies. A small theater at 2201 University Avenue called the Compass Theater is used for experimental productions.

Opportunities in radio, television, and film are offered students through the department of communication arts and stations WHA and WHA-TV. Two radio stations are operated by and for students in the dorm areas.

Date-lines, published weekly when school is in session, lists cultural and other campus events open to the public.

Museums

The Museum of the State Historical Society includes striking life-size exhibits of facets of pioneer and Indian life in Wisconsin. On view are a fully-stocked drug-store, print shop, carpenter shop, general store, and log cabin of early statehood; plus an exhibit on black history. Much space is



devoted to Wisconsin Indians; their clothing, weapons, tepees, and life styles.

Across the street in Science Hall is the Geological Museum, featuring life-size models of a Mastodon and a Glyptodon, as well as skulls, rocks, sponges, and shells of all geologic periods and areas. This museum is due for extensive remodeling soon.

The Zoology Museum in the lobby of Birge Hall holds specimens of various forms of land and sea life. This installation also is being remodeled.

Supporting Organizations

The **Wisconsin Alumni Association** was founded in 1861 "to promote, by organized effort, the best interests of The University of Wisconsin." The association sponsors 100 alumni clubs around the world to serve as "outposts of understanding for the University"; promotes continuing education; contributes funds; and fosters scholarship programs.

The **Wisconsin Alumni Research Foundation**, founded in 1925 to develop the Steenbock Vitamin D patents, has two objectives: to make available to the public some of the results of University research, and to

provide research and building funds. Almost \$50 million has been contributed.

The **University of Wisconsin Foundation**, established in 1945, actively solicits, encourages, and accepts gifts from a wide variety of sources to benefit the University. Over the past 25 years the foundation has given the University more than \$16 million.

University Extension

Bringing the University to the people—the Wisconsin Idea—is the function of University Extension. It began in 1885 when the Farmers Institute and Agricultural Short Course were established. For many years three agencies carried out its aims: general extension, agricultural extension, and radio and television. Then in October, 1965, the three were merged.

University Extension operates on a statewide basis, using the resources of all UW campuses. Students of all ages, wherever they live, may enroll in extension classes, independent study courses, conferences, and institutes to work toward UW degrees, follow vocational or avocational interests, or bring up to date professional and technical skills.

Wisconsin's educational radio station is the oldest and Wisconsin's educational TV is the third oldest in the nation. Wisconsin School of the Air—now in its 40th year of broadcasting—has enrolled more than 300,000 school children in approximately 80 percent of all Wisconsin schools. "College of the Air" brings University courses to students in their homes.

The Educational Telephone Network (ETN) was founded five years ago to meet a need for continuing educa-

tion throughout the state. Today ETN sponsors 165 listening stations and more than 1,000 programs. The instructor at ETN headquarters in Madison speaks over a telephone handset and is heard over a loudspeaker at each listening station, where listeners can pick up a phone and ask questions. This year 16 courses have been scheduled for such interest groups as public librarians, hospital supervisors, swine breeders, real estate salesmen, social workers, and free lance writers.

