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REGULAR MEETING OF REGENTS
OF THE UNIVERSITY OF WISCONSIN

Madison, Wisconsin

Held in the President's Office

Saturday, February 7, 1959, 9 A. M.

President Renk presiding

PRESENT: Regents Bassett, Konnak, Laird, Renk, Rennebohm, Steiger, Watson.
(Regent Rennebohm entered the meeting at 9:20 A.M.)

ABSENT: Regents Gelatt, Jensen, Werner.

Upon motion of Regent Steiger, seconded by Regent Konnak, it was
VOTED, That the minutes of the postponed regular meeting of the Board
held on January 17, 1959, be approved as sent out to the Regents.

RECOMMENDATIONS OF THE PRESIDENT

- Degrees -

1. That upon the certification of the Registrar, the following degrees be granted and confirmed:

Date of January 12, 1959

BACHELOR OF LAWS

John Francis Aulik
John Hammond Pellette

Upon motion of Regent Watson, seconded by Regent Steiger, recommendation
No. 1 listed under Degrees was adopted.

Upon motion of Regent Konnak, seconded by Regent Watson, it was VOTED, That the actions taken by the President of the University since the last meeting of the Regents, relating to appointments, resignations, leaves of absence, and change of status of personnel with rank less than that of Associate Professor, which are included in the file of employment forms presented at this meeting, and the non-resident tuition remissions, be approved, ratified, and confirmed.

President Elvehjem presented the recommendation for the acceptance of gifts and grants.

Regent Konnak suggested that at some future meeting information might be given to the Regents as to how a gift or grant is handled after it is accepted, with particular reference to the staffing of the project, the assignment of space, the obtaining of equipment, etc. President Renk suggested that perhaps such a report could be presented at the May meeting.

President Elvehjem reported that a Faculty Memorial Fund has been established to which contributions will be made, from time to time, in memory of deceased members of the faculty, with the fund to be used for financial aids to students interested in teaching.

Upon motion of Regent Steiger, seconded by Regent Konnak, it was VOTED, That the gifts and grants listed in EXHIBIT A, attached, be accepted; and that the Vice President - Business and Finance be authorized to sign the agreements.

President Elvehjem presented the following two recommendations relating to the establishment of a National Defense Student Loan Fund at the University of Wisconsin - Milwaukee, and the establishment of a National Defense Student Loan Fund at the University of Wisconsin, Madison, and its Extension Centers:

- (1) That \$11,815 furnished by the Office of Education, Department of Health, Education and Welfare, Washington, D.C., be accepted as the Federal capital contribution for the establishment of a National Defense Student Loan Fund at the University of Wisconsin - Milwaukee, to be administered in accordance with the provisions of Title II of Public Law 85-864, and that \$1,313 be allotted from the Student Loan Fund Interest Account to the National Defense Student Loan Fund, University of Wisconsin - Milwaukee, representing the one-ninth (1/9th) contribution by the University required by the terms of the program.

(Cont.)

2. That \$37,697 furnished by the Office of Education, Department of Health, Education and Welfare, Washington, D.C., be accepted as the Federal capital contribution for the establishment of a National Defense Student Loan Fund at the University of Wisconsin, Madison, Wisconsin, and its Extension Centers, to be administered in accordance with the provisions of Title II of Public Law 85-864, and that \$4,189 be allotted from the Student Loan Fund Interest Account to the National Defense Student Loan Fund, representing the one-ninth (1/9th) contribution by the University required by the terms of the program.

President Elvehjem called attention to the fact that in addition to the funds provided by the federal government for these student loan funds, the University is required to contribute to the funds one-ninth of the amount. Dean Luberg reported that there will probably be more funds forthcoming from the federal government for this purpose in September, 1959, but pointed out that such additional funds depend on congressional appropriations. In answer to a question, Dean Luberg reported that the present provisions of this law require that each student receiving a loan must sign a loyalty oath, but that a bill has been introduced in Congress to eliminate the loyalty oath from the provision of this law.

Regent Watson moved the approval of the above two recommendations, the motion was seconded by Regent Konnak, and it was voted.

University of Wisconsin - Milwaukee Faculty Document 66, regarding parking at the University of Wisconsin - Milwaukee had previously been referred by the Regents to the University administration for study and subsequent report to the Regents. President Elvehjem presented the following report:

"Charges for parking on the Madison campus have been in effect since September 1952.

"On October 18, 1958, the Regents took the following action:

'That parking on the University of Wisconsin - Milwaukee campuses be on a fee basis, said fees to be determined from time to time by the Regents.'

"The University Administration recommends that the above action be reaffirmed and that the schedule of charges be worked out in cooperation with the Administration and Faculty of the University of Wisconsin - Milwaukee."

Upon motion of Regent Konnak, seconded by Regent Laird, it was VOTED, That the recommendation of the University administration relating to parking on the University of Wisconsin - Milwaukee campuses be approved.

President Renk introduced Dean Frances Zuill who talked on "Home Economics at the University of Wisconsin". (Copy of Dean Zuill's statement is attached as EXHIBIT C.)

Following Dean Zuill's report there was considerable discussion of the science requirements for home economics students, and of requirements to permit students to elect home economics courses, and requirements relating to transfers of credits in connection with home economics courses. President Renk suggested that these matters should be the subject for consideration by the Educational Committee of the Regents.

Vice President Peterson presented the report of the Vice President - Business and Finance.

Upon motion of Regent Steiger, seconded by Regent Rennebohm, it was VOTED, That recommendation No. 1, listed under the Report of the Vice President - Business and Finance (I. Recommendation) (EXHIBIT B attached), be approved, ratified and confirmed.

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Upon motion of Regent Watson, seconded by Regent Steiger, it was VOTED, That the Report of Action Approved Since the January 17, 1959, Meeting of the Board by Mail Vote of a Majority of Members of Board numbered II., listed under the Report of the Vice President - Business and Finance (EXHIBIT B attached), be approved, ratified and confirmed.

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The Vice President - Business and Finance presented, for the information of the Regents, a Report of Action Taken by the State Building Commission on February 4, 1959, Affecting the University (see Item III. of the Report of the Vice President - Business and Finance, EXHIBIT B attached).

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Upon motion of Regent Konnak, seconded by Regent Rennebohm, it was VOTED, That the Reports of Actions Taken numbered IV. and V., listed under the Report of the Vice President - Business and Finance (EXHIBIT B attached), be approved, ratified and confirmed.

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The Vice President - Business and Finance presented, for the information of the Regents, a Report of Actions Taken (pursuant to Regent authorization of March 14, 1942) (see Item VI. of the Report of the Vice President - Business and Finance, and Exhibit B-1 appended to EXHIBIT B attached).

The Vice President - Business and Finance presented the report of budget transfers on January 16, 1959 and February 2, 1959, for the information of the Regents. (See Exhibit B-1 appended to EXHIBIT B attached).

Regent Laird presented the report of the Educational Committee.

Upon motion of Regent Laird, seconded by Regent Watson, it was VOTED, That Professor Rafael Lapesa, of the University of Madrid, be appointed Herbert F. Johnson Visiting Professor in the Institute for Research in the Humanities, for the academic year 1959-60; salary \$15,000 for the year; charge to a gift from the Johnson Foundation, fund 47-2688.

Upon motion of Regent Laird, seconded by Regent Konnak, it was VOTED, That Henry Hoge be appointed Associate Professor of Spanish and Portuguese, University of Wisconsin - Milwaukee, beginning with the academic year 1959-60; salary \$8,000 for the academic year; to be provided in the 1959-60 budget.

Upon motion of Regent Laird, seconded by Regent Watson, it was VOTED, That the retirement of George J. Barker, Professor of Mining and Metallurgy, on January 31, 1959, be approved; and that he be granted emeritus status, effective February 1, 1959.

Upon motion of Regent Laird, seconded by Regent Steiger, it was VOTED, That, upon recommendation of the President of the University, the stipends for graduate teaching and research assistants, and for fellows and scholars, be increased beginning in 1959-60 on the basis of the rates listed below:

(Cont.)

	<u>1958-59</u>	<u>1959-60</u>
(1) Teaching Assistants (10 months, full time rate)		
New	\$3,600	\$3,750
Experienced	3,700	3,850
Special	3,800	3,950
(2) Research Assistants (half time rate)		
10 months	1,650	1,715
12 months	1,980	2,058
(3) Fellows and Scholars		
Fellows	1,550	1,610
Scholars	1,050	1,100.

Regent Bassett presented the report of the Business and Finance Committee.

Upon motion of Regent Bassett, seconded by Regent Rennebohm, it was VOTED, That the Executive Committee be authorized to approve the Schedule of Costs and to authorize the award of contracts by Wisconsin University Building Corporation for the Eagle Heights Apartments Elementary School.

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Pumping station

Upon motion of Regent Bassett, seconded by Regent Steiger, it was VOTED, That the Executive Committee be authorized to approve the Schedule of Costs and the award of contracts for the Lake Mendota Water Intake.

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Upon motion of Regent Bassett, seconded by Regent Rennebohm, it was VOTED, That the Executive Committee be authorized to approve the Schedule of Costs and to authorize the award of contracts by Wisconsin State Agencies Building Corporation for the Service Tunnel for the New University Heating Plant.

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Upon motion of Regent Bassett, seconded by Regent Rennebohm, it was VOTED, That the Vice President - Business and Finance be authorized to sign a cooperative agreement with Sawyer County for cooperative forestry research for a period of twelve years.

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Upon motion of Regent Bassett, seconded by Regent Steiger, it was VOTED, That, upon recommendation of the Kemper K. Knapp Bequest Committee, \$50,000 be transferred from the Kemper K. Knapp Trust Fund to the Student Loan Funds, to be added to the Kemper K. Knapp Loan Fund No. 2. The use of these funds for student loans shall be reviewed annually by the Kemper K. Knapp Bequest Committee, which may, at its discretion, recommend the termination of the use of these funds for student loans and the return of these funds to the Kemper K. Knapp Trust Fund as the loans are repaid. Any interest earned on loans made from this fund shall be credited to the Kemper K. Knapp Trust Fund. Loans from this fund to students shall bear interest at the following rates:

- (a) Zero per cent to three per cent until the date of graduation or of leaving school.
- (b) Six per cent from the date of graduation or leaving school until the maturity of the note, which normally should not exceed two years beyond the date of graduation or of leaving school.
- (c) Eight per cent from the date of maturity until paid in full.

Upon motion of Regent Bassett, seconded by Regent Steiger, it was VOTED, That the Vice President - Business and Finance be authorized to have an appraisal made of the properties on Lake Street designated as the site for the Extension Division office building.

Land purchase
Upon motion of Regent Bassett, seconded by Regent Steiger, it was VOTED, That the Vice President - Business and Finance be authorized and directed to negotiate with property owners for the acquisition of property needed for the new Chemistry Building and for the property at 1117 West Johnson Street, and that the Executive Committee be authorized to act for the Board in requesting funds from the State for the purchase of the aforesaid properties and in authorizing the purchase of specific parcels.

President Renk reported that the Regent-Faculty Conference Committee will meet for one or two hours on Friday afternoon, March 6, 1959.

Regent Rennebohm reported as Chairman of the Special Regent Committee on Agricultural Lands. Referring to a statement that had been made in the State Senate to the effect that the University is in the shopping center business, Regent Rennebohm requested that everyone be told that the University now has nothing whatever to do with the Shopping Center; and that the members of the Board of Regents and of the University administration have nothing to do with the Shopping Center and are not members or directors of the corporations which have been established to develop and operate the Shopping Center. He explained the organization of the corporations which had been formed for this purpose and described briefly the progress that was being made by these corporations.

Regent Watson, Chairman of the Special Regent Committee on Future Development of the University, reported that the Committee had not met on the preceding day because some of the members were absent and some of the others had not had an opportunity to review the answers submitted by the University administration to the questions previously submitted to the Committee. President Renk suggested that the Special Regent Committee on Future Development of the University meet on Friday afternoon, March 6, 1959, following the meeting of the Regent-Faculty Conference Committee.

The Secretary read a copy of a resolution by representatives of Bayfield, Burnett, Douglas and Washburn counties, directed to the Wisconsin Legislature, requesting assistance in negotiating with mining companies for mining rights on publicly owned lands in those counties, including assistance from proper governmental agencies, such as the University. Since the petition was directed to the Wisconsin Legislature rather than to the University, upon motion of Regent Konnak, seconded by Regent Watson, it was

VOTED, That the copy of the petition be received and filed.

President Renk reported that the next item of business related to the location of the Economics-Sociology-Anthropology Building, which subject had been considered informally by the Regents on the preceding day. Regent Steiger presented and moved the adoption of the following resolution:

That the Economics-Sociology-Anthropology Building be erected north and west of the Carillon Tower; and that the Regents designate the areas approximately as shown in Map A (the bowl, described in the report of the Advisory Committee on Campus Wooded Areas, dated November 21, 1958, and Muir Knoll) as John Muir Park to be a laboratory for studying the plants and animals of the region and an outstanding example of the landscape of Wisconsin. Such designation

(Cont.)

would act as a guide to the Campus Planning Commission and as a reassurance to both those who value the unusual educational opportunities provided by the wooded areas and those who cherish the beauty of the campus.

The motion was seconded by Regent Watson.

Regent Konnak inquired whether Regent Steiger would agree to the following changes in the resolution: (1) the insertion of the word "hereby" after the word "Regents" in the first sentence; (2) the substitution of the word "This" for the word "Such" in the second sentence; (3) the substitution of the words "is intended to" for the word "would" in the second sentence; and (4) the deletion of the word "both" in the second sentence.

Regent Bassett questioned whether the resolution presented by Regent Steiger was the same as the one considered finally by the Regents informally on the preceding day. He stated that he thought that the resolution considered on the preceding day specified only one building to be erected in the area. It was agreed that although that was the sense of the discussion on the preceding day, the resolution considered at that time did not specify only one building. Regent Bassett inquired whether the University Campus Planning Commission and the Regents clearly understand that this means only one building, and not a building consisting of several units with ramps connecting them.

Regent Steiger accepted the changes in the resolution proposed by Regent Konnak. Regent Konnak further suggested that the resolution be revised by adding after the word "That" at the beginning of the resolution the words "one building, to-wit:". Regents Steiger and Watson, having moved and seconded the original motion, agreed to the revisions suggested by Regent Konnak; and Regent Steiger read the resolution, as revised, to read as follows:

That one building, to-wit: the Economics-Sociology-Anthropology Building, be erected north and west of the Carillon Tower; and that the Regents hereby designate the areas approximately as shown in Map A (copy attached as EXHIBIT E) (the bowl, described in the report of the Advisory Committee on Campus Wooded Areas, dated November 21, 1958, and Muir Knoll) as John Muir Park to be a laboratory for studying the plants and animals of the region and an outstanding example of the landscape of Wisconsin. This designation is intended to act as a guide to the Campus Planning Commission and as a reassurance to those who value the unusual educational opportunities provided by the wooded areas and those who cherish the beauty of the campus.

Regent Konnak stated that he would not be opposed to making the vote on the motion unanimous except for the fact that he felt he should be recorded for posterity as voting against the motion, but he wanted Regent Rennebohm to understand that his negative vote did not mean that he was not willing to accept and go along with the decision of the majority.

Regent Bassett stated: "I would like to make a few things clear on the record for posterity, because other Boards and other Campus Planning Commissions will be looking at this problem. I am willing to vote on this motion only on cer-

tain conditions, that I believe we understand, realizing that this Board cannot bind future Boards of Regents of this institution. First of all, I think it is a mistake not to have completed the Commerce Building, back of us, as an alternative to this proposal. However, I accede to the greater knowledge of the Campus Planning Commission at this point. I would be unwilling to vote for this motion if it did not include a very clear designation as a Park Site and it is my intention that it will continue as a park so that there will be no further encroachment. If this meant any further encroachment, I would be strongly opposed. I think it should be clearly understood that we are talking about a single structure. I wish to add only one other thing - I am going to be hard to get along with as to the type of building that goes into the area. It must conform - and not be a poorly designed one - and be as beautiful as Muir Park. I know we cannot bind subsequent Boards. It is only on these understandings that I am willing to vote for these arrangements."

Regent Konnak stated that he hoped Regent Bassett's remarks would be extended into the minutes of this meeting, because Regent Bassett expressed Regent Konnak's intentions very well. Mrs. Laird stated that she would like to make one other point clear: that most of the Regents have been opposed to the overcrowding of this campus with buildings, and she felt that the record should be made clear as to why some of the Regents are opposed to this motion. She seconded Regent Bassett's remarks regarding the type of building that is to be placed in this particular location; and warned that the architecture of the building placed in this location must be watched very carefully.

A called vote was taken on the above motion, with Regents Bassett, Rennebohm, Steiger and Watson voting "Aye" and Regents Konnak, Laird and Renk voting "No". The motion was declared carried.

President Elvehjem reported that a suggestion had been discussed informally with the Regents on the preceding day for the establishment of Campus Planning Committees for the Madison and Milwaukee campuses to take the place of the present University Campus Planning Commission. He stated that the main reasons for the proposed re-organization are that the present University Campus Planning Commission has become a very large group and there are now two campuses to deal with. He distributed copies of an organization chart for the proposed committees with a sheet attached defining some aspects of the functions of these committees (copy attached as EXHIBIT F). He called attention to the fact that the two committees would meet separately, except to consider overall problems, and would meet jointly to consider building priorities. He proposed that the re-organization be made effective July 1, 1959.

Upon motion of Regent Watson, seconded by Regent Konnak, it was VOTED, That the following recommendations of the President of the University, relating to the establishment of the Madison Campus Planning Committee and the Milwaukee Campus Planning Committee to replace the University Campus Planning Commission, be approved:

- (1) That the University Campus Planning Commission and the Steering Committee of the University Campus Planning Commission be discharged,

(Cont.)

effective July 1, 1959; and that their duties and functions be transferred to the Madison Campus Planning Committee and the Milwaukee Campus Planning Committee, as of that date.

- (2) That the Madison Campus Planning Committee be created with the following membership and supporting and consulting staff:

Membership:

2 Elected by the University Committee
(one elected each year)
(also 2 alternates)

2 Elected by the Administrative Committee
(one elected each year)
(also 2 alternates)

Vice President - Academic Affairs
Vice President - Business and Finance
Director, Planning and Construction (Chairman)
State Chief Engineer, ex-officio

Supporting and Consulting Staff:

Superintendent of Buildings and Grounds
Secretary of the University Faculty (Secretary)
Institutional Planner, Architect, and Supervising
Engineer
Committee on Wooded Areas of the Campus

- (3) That the Milwaukee Campus Planning Committee be created with the following membership and supporting and consulting staff:

Membership:

2 Elected by the University Committee (Milwaukee)
(one elected each year)
(also 2 alternates)

1 Elected by the Administrative Committee (Milwaukee)
(elected annually)
(also 1 alternate)

Provost (Chairman)
Chief Business Officer of UW-M
Director, Planning and Construction (or designate)
State Chief Engineer, ex-officio

Supporting and Consulting Staff:

Superintendent of Buildings and Grounds (Milwaukee)
Secretary of UW-M Faculty (Secretary)
Institutional Planner, Architect, and Supervising
Engineer
(Cont.)

- (4) That the Madison Campus Planning Committee, which shall consider matters relating to the Madison campus and the Extension Centers, and the Milwaukee Campus Planning Committee, shall be directly responsible to, and shall report to, the President of the University; and that the two committees may hold joint meetings and shall meet as a joint committee to pass on total building priorities, with the Director of Planning and Construction serving as Chairman of joint meetings.

Regent Bassett stated that, in fairness, it should be said that the University Campus Planning Commission and the administration over the years have made great strides in planning the whole campus; and, in spite of some mistakes that have been made, have made tremendous improvements in the approach to planning the campus. He stated that the proposed re-organization is just another step to make the whole planning procedure more efficient.

President Elvehjem presented the seven recommendations on the Policy on University of Wisconsin Madison Campus Development which were approved by the University Campus Planning Commission on November 3, 1958, and which are included on pages 15 and 16 of "The Sketch Plan for the University of Wisconsin at Madison, A First Progress Report on the Development of a General Campus Plan, Department of University Planning and Construction - December, 1958" (copy attached as EXHIBIT D). President Elvehjem stated that these recommended policy statements were the result of very long and active planning on the part of the University Campus Planning Commission, and especially the group working with Dean Wendt. He stated that these policies will be the background for the future and more detailed planning, and will serve as a guide and a guarantee for the development, down through the years, of the beautiful campus which is so much desired.

Upon motion of Regent Konnak, seconded by Regent Steiger, it was VOTED, That, upon recommendation of the University Campus Planning Commission, the following statements of Policy on University of Wisconsin Madison Campus Development be approved:

1. In order to meet current needs and the needs which will be created by the expected increase in enrollment and other activities, the University must expand south of University Avenue, while at the same time continue to develop and improve facilities on the existing campus, as shown on Sketch Plan Study Map 6, DEVELOPMENT PLAN, October 1958.
2. To develop the existing campus and expansion areas effectively, it is necessary to create areas of varying densities, which reflect the frequency and intensity of use, generally as shown on Sketch Plan Study Map 6, DEVELOPMENT PLAN, October 1958.
3. Due to the expected increase in University population, it will be necessary for the University to provide additional housing, both for faculty and students. Tentatively, this housing should be developed in the areas shown on the Sketch Plan Study Map 6, DEVELOPMENT PLAN, October 1958.

(Cont.)

4. To accommodate the needs of the University Community, certain commercial and institutional establishments should be retained, and land for their expansion should be provided for, within and adjacent to the campus proper, as tentatively shown on the Sketch Plan Study Map 6, DEVELOPMENT PLAN, October 1958.
5. The guiding principles in the development of the circulation pattern on the campus and its vicinity should be the elimination of pedestrian and vehicular conflict, the elimination of excess vehicular travel on the campus, the concentration of parking to peripheral areas, and a restriction of intra-city through traffic, as much as possible, to University Avenue, Regent Street, Park Street and Breese Terrace, as indicated on the Sketch Plan Study Map 6, DEVELOPMENT PLAN, October 1958.
6. A system of both formal and informal green spaces, pedestrian greenways and wooded areas in addition to athletic fields, should be provided in the general manner shown on the Sketch Plan Study Map 6, DEVELOPMENT PLAN, October 1958.
7. In order to provide a desirable setting for the University and to prevent the blighting and deteriorating effects which urban universities sometimes exercise on development within the fringe areas, it is recommended that a University District, as outlined on Sketch Plan Study Map 6, DEVELOPMENT PLAN, October 1958, be recognized and that a joint planning program with the City of Madison be developed for that area.

Vice President Peterson suggested that it would be well to call attention to what is being done to increase the beauty of the campus. He mentioned such items as the development of the lower campus between the State Historical Society building and the Memorial Library, and the plans for construction of a new road and the pedestrian footpath along Willow Drive, and plans for future lookouts at lake level and higher observation points overlooking Lake Mendota.

Regent Steiger, Chairman of the Special Regent Committee on Acquisition of Land in Milwaukee presented and moved approval of the following recommendation of that Committee:

That the Executive Committee be authorized to act for the Board in completing negotiations for the purchase of the Milwaukee Downer Seminary property, adjacent to the UW-M Kenwood Campus, including the obtaining of option, requesting necessary funds from the State Building Commission, and completing the purchase.

The motion was seconded by Regent Bassett and it was voted.

President Renk noted that Dean Zuill, in her report to the Regents earlier in the meeting, had suggested the need for more modest rental dormitories. He suggested that the Regents consider including modest rental dormitories in the next dormitory construction program, but reminded the Regents that a partial subsidy is required to cover the cost of modest rental dormitories.

Upon motion of Regent Konnak, seconded by Regent Rennebohm, it was VOTED, That the meeting adjourn.

The meeting adjourned at 10:35 A.M.

Clarke Smith, Secretary

GIFTS AND GRANTS

GIFTS:

1. \$ 500.00 - M. Gerhard Dokken, Scarsdale, New York, an additional contribution in support of the "M. Gerhard Dokken Fund" to be administered in accordance with the terms of the fund as approved by the Regents on February 1, 1958. The fund is used to make loans to qualified students in the field of science by the Committee on Loans and Undergraduate Scholarships. (Student Loan Fund)
2. \$ 8,325.00 - Trustees of the University of Wisconsin Trust, Estate of Thomas E. Brittingham, support of scholarships to be awarded to foreign students as approved by the Regents at their meeting June 17, 1954. (47-45)
3. Mr. Lemuel R. Boulware, New York, a gift of securities having a value of \$1,135.00, to be added to the Wisconsin Eastern Alumni Scholarship Fund, given under the General Electric Company Corporate Alumnus Program. (47-541)
4. E. I. du Pont de Nemours and Company, Wilmington, Delaware, for the renewal of the du Pont Postgraduate Teaching Assistant in Chemistry, during the 1959-60 and 1960-61 academic years. The assistantship will provide funds per year as follows:

\$2,400 for an unmarried teaching assistant, or
\$3,000 if the appointee has a dependent child, plus
\$ 500 for the Department of Chemistry, plus an amount sufficient to pay tuition and fees.

The assistantship is to be awarded to a promising graduate student in Chemistry who will have had preferably a minimum of two years of experience as a graduate teaching assistant and have exhibited ability and interest in teaching and have established a good scholastic record. In exceptional cases candidates with only one year of experience will be considered. (47-518)
5. \$ 15,000.00 - E. I. du Pont de Nemours and Company, Wilmington, Delaware, for the renewal of a grant-in-aid for fundamental research in the Department of Chemistry, during the 1960-61 academic year, to be used in any manner decided upon by The University of Wisconsin, except for laboratory maintenance, new construction or endowment purposes. (47-878)

GIFTS AND GRANTS

GIFTS:

6. \$ 10,000.00 - E. I. du Pont de Nemours & Company, Wilmington, Delaware, a grant-in-aid of fundamental research in Chemical Engineering, during the academic year 1959-60 (\$5,000.00) and 1960-61 (\$5,000.00). (47-2810)
7. \$ 2,500.00 - Nekoosa-Edwards Foundation, Inc., Port Edwards, Wisconsin, fourth of ten yearly contributions for the support of THE NEKOOSA-EDWARDS PAPER COMPANY FOUNDATION FUND, to be used to support or compensate research fellows or trainees in either Medicine or Surgery, or to aid in the support of research in the field of Clinical Medicine or Surgery. Conditions of grant were approved by the Regents on September 10, 1955. (47-2082)
8. \$ 2,500.00 - The Dow Chemical Company, Midland, Michigan, to continue a fellowship in Chemistry for the year 1959-60. Preference shall be given to candidates of American citizenship. (47-2162)
9. Trustees of the General Electric Educational and Charitable Fund, Schenectady, New York, for renewal for 1959-60 of the General Electric Fellowship in Chemistry. The stipend will be \$1,750 for a single fellow, \$2,100 for a married fellow with no dependent children, and \$2,500 for a married fellow with one or more dependent children. Tuition and fees will be paid for the regular academic year, and consideration will be given to payment of tuition for the 1959 summer session, and in addition an unrestricted grant of \$1,000 will be made to the University of Wisconsin. (Fellowship account 47-148; unrestricted grant shall be credited \$500 to President's Special Fund, and \$500 to 47-148)
10. The Trustees of the General Electric Educational and Charitable Fund for the renewal for the 1959-60 academic year of the General Electric Fellowship in Energy Conversion, Transmission, and Utilization at The University of Wisconsin. This graduate fellowship is intended to include areas of new knowledge and understanding which are applicable to power fields as contrasted with electronics or control fields. In selecting the recipient, equal consideration may be given to outstanding candidates with backgrounds in such engineering departments as electrical, mechanical, and chemical, or in appropriate physical science areas. The stipends will be \$1,750 for a single fellow, \$2,100 for a married fellow with no dependent children, and \$2,500 for a married fellow with one or more dependent children. In addition, tuition and required fees for the fellowship winner will be paid, plus an unrestricted grant of \$1,000 to The University of Wisconsin. (47-2131) (President's Special Fund (Trust))

GIFTS AND GRANTS

GIFTS:

11. \$ 25.00 - Dr. Norman Becker, Fond du Lac, Wisconsin
100.00 - Mrs. Stephen Gavin, Fond du Lac, Wisconsin
25.00 - Dr. William Gilmore, Parkersburg, West Pennsylvania
150.00 to be added to the Robert C. Gavin Memorial Loan Fund
for Medical Students. (Student Loan)
12. \$ 150.00 - Dr. Ben M. Peckham, Madison, Wisconsin, a gift in memory
of the late Fanna Erickson, Madison, Wisconsin, for support
of the Programs in the Departments of Obstetrics and
Gynecology, Medical School. (47-2459)
13. Research Products Corporation, Madison, Wisconsin, a gift
of the equipment listed below to be used in the research
and instructional programs of the Departments of Mining
and Metallurgy and Chemical Engineering:
- 1 - Powers Temperature Controller Series #100 with Wiring
 - 1 - Reeves Variable Speed Transmission Size 00, Class E,
No. 122572
 - 1 - Syntron Vibro-Flow Feeder
 - 1 - Stainless Steel Bun Warmer
 - 1 - H.P.M. Co. Hydraulic Hand Press
 - 12 - 2" x 6' heavy Pyrex Tubes with Flanged Ends
 - 9 - Steel Trays
 - 1 - 2" Pressure Relief Valve
 - 1 - Pressure Gauge
 - 1 - Double Squirrel Cage Blower
 - 1 - Gas Hot Water Heater and Hot Plate
 - 1 - Crate of Heating Elements
 - 2 - Slabe Graphite
 - 1 - Pair Approx. 2" Dia. x 5" rolls mounted Miscellaneous
Fittings.
14. \$ 250.00 - Herman W. Falk Memorial Foundation, Inc., Milwaukee,
Wisconsin, for the support of a scholarship program
at The University of Wisconsin - Milwaukee. (47-2811)
15. Dynex Corporation of Pewaukee, Wisconsin, the gift of a
Dynex high pressure pump valued at \$336.00 for use in
the instructional and research programs of the College of
Civil Engineering.
16. \$ 25.00 - T. L. Finch, Canton, New York
500.00 - University of Wisconsin Foundation, a gift made by
Emeritus Professor Harry Steenbock,
525.00 additional contributions to be added to the
L. R. Ingersoll Memorial Fund, accepted by the
Regents on November 8, 1959. (Trust)

GIFTS AND GRANTS

GIFTS:

17. \$ 300.00 - The Insect Control Industries, Madison, Wisconsin, for the continuation of a scholarship in the College of Agriculture, Department of Entomology. The amount of the scholarship shall be \$150 annually and may be awarded to either a graduate or undergraduate student who shall be selected upon recommendation of the Department of Entomology by the Loans, Fellowships and Scholarships Committee of the College of Agriculture. Additional funds may be added to the scholarship from time to time. (15-219)
18. \$ 326.29 - Wisconsin Association of Insurance Agents, Madison, Wisconsin, for the support of cancer research in the Tumor Clinic, Medical School. (47-1038)
19. \$ 300.00 - The Milwaukee Foundation Committee, Milwaukee, Wisconsin, for the continuation of the James D. Shaw-Milwaukee Foundation Scholarship in Law for the 1959-60 academic year. (47-25)
20. \$ 800.00 - The Milwaukee Foundation Committee, Milwaukee, Wisconsin, to be added to the Emil Blatz-Milwaukee Foundation Scholarship Fund. Four scholarships of \$200 each are to be awarded by the Committee on Loans and Undergraduate Scholarships to students enrolled on the Milwaukee campus during 1959-60 academic year. (47-2347)
21. \$ 1,500.00 - The Milwaukee Foundation Committee, Milwaukee, Wisconsin, to be added to the Emil Blatz-Milwaukee Foundation Scholarship Fund. Five scholarships of \$300.00 each are to be awarded by the Committee on Loans and Undergraduate Scholarships to students enrolled on the Madison campus during the 1959-60 academic year. (47-789)
22. \$ 15.00 - Mrs. W. R. Marling, Madison, Wisconsin, an additional contribution to the cancer research fund given in memory of Mrs. Frank Zlatnik. (47-327)
23. \$ 5.00 - Mr. and Mrs. William G. Larson, Wauwatosa, Wisconsin
5.00 - Mr. and Mrs. Herbert Kropp, Wauwatosa, Wisconsin
10.00 additional contributions to the cancer research fund given in memory of Mr. Joseph Hunt. (47-327)
24. \$ 25.00 - Friends of the late Mrs. David C. Everitt, Milwaukee, Wisconsin, given in her memory for the support of cancer research in the Tumor Clinic, Medical School. (47-1038)
25. \$ 200.00 - Osco Drug, Inc., Chicago, Illinois, to continue support of a scholarship fund for pharmacy students in accordance with terms approved by the Regents on February 1, 1958. (47-2554)

GIFTS AND GRANTS

GIFTS:

26. \$ 25.00 - Associates of Dr. Gerhard W. Tank, Grants Pass, Oregon, given in memory of his father for support in connection with the Heart Research Program conducted by the University of Wisconsin Medical School and Hospitals. (47-2366)
27. \$ 200.00 - The Florists Telegraph Delivery Association, Unit G, Region 7, for the continuation of a scholarship in the College of Agriculture. The scholarship is to be awarded by the Dean of the College through Loans, Fellowships, and Scholarships Committee, upon recommendation of the Department of Horticulture, to a student majoring in commercial floriculture and who has demonstrated talent in this field. (47-288)
28. \$ 300.00 - Mount Horeb Community Welfare Association representing the share of the Mount Horeb Community Welfare Association 1958 drive for the rehabilitation of polio patients, Department of Physical Medicine. (47-2818)
30. \$ 20.00 - Mrs. Arthur Meier and family, Madison, Wisconsin, given in memory of Elsa Claussen Stanhope, to be used for research in the field of leukemia, Medical School. (47-2534)
31. \$ 12,262.67 - Alumni and friends of the Medical School, to be added to the Medical Library Building Fund. (Trust)
32. \$ 800.00 - Radio Corporation of America, New York City, for the continuation of the RCA Scholarship for the 1959-60 academic year. (47-393)
33. \$ 100.00 - Daughters of Demeter, Madison, Wisconsin, to be added to the Daughters of Demeter Student Loan Fund.
34. \$ 500.00 - The von Schleinitz Foundation, Milwaukee, Wisconsin, to continue the von Schleinitz Foundation Fellowship in German. The fellowship may be awarded at the discretion of the German Department either annually or every two years to an undergraduate or a graduate student of American birth who is deemed especially deserving. (47-620)
35. \$ 600.00 - University of Wisconsin Foundation, gifts of various donors, to be added to the School of Pharmacy Undergraduate Scholarship Fund. (47-1078)

GIFTS AND GRANTS

GIFTS:

36. \$ 900.00 - Central Bureau of Research of the American Otological Society, Inc., New York City, a gift to be added to the \$300 accepted July 26, 1958 to be used by the Department of Anatomy to enhance research being carried on by that Department and to provide funds for travel for departmental personnel. (47-259)
37. \$ 160.00 - University of Wisconsin Foundation, gifts of various donors, for use at the discretion of the Dean of the School of Pharmacy. (47-2286)
38. \$ 1,000.00 - Dr. C. W. Tomlinson, Ardmore, Oklahoma, to be added to the principal account of the Charles R. Van Hise Research Fellowship in Geology. (Trust)
39. \$ 255.50 - Friends and neighbors of the late James Hunt, given in his memory, for the support of cancer research in the Tumor Clinic, Medical School. (47-1038)
40. \$ 43.00 - Friends and neighbors of the late Harry Cody, Jr., Ripon, Wisconsin, given in his memory, for the support of Cancer Research in the Tumor Clinic, Medical School. (47-1038)
41. \$ 236.00 - Friends and neighbors of the late Joseph Hunt, Wauwatosa, Wisconsin, contributions given in his memory to be used for Cancer Research. (47-327)
42. \$ 960.00 - Lakeside Laboratories, Inc., Milwaukee, Wisconsin, for the support of a fellowship during the period January 1 to June 30, 1959, in the School of Pharmacy. (47-2821)
43. \$ 350.00 - Anonymous contribution to be added to the Anonymous Special Racial Background Scholarship Fund, to be awarded during the 1958-59 academic year to a worthy and needy student who is a citizen of the United States with special racial background, including, but not limited to Negro, American Indian, Mexican, Chinese and Japanese. (47-1040)
44. \$ 100.00 - Margaret Rupp Cooper, a gift for the continued support of a scholarship award, for the 1958-59 school year, for a member of the University Symphony Orchestra who plays harp. The award is to be paid to the student at the end of the current school year on the recommendation of the director of the orchestra. (47-2320)

GIFTS AND GRANTS

GIFTS:

45. \$ 6,256.05 - University of Wisconsin Foundation, representing the proceeds of securities given by Earl E. Hunner, Tuscon, Arizona, to be used for the establishment of the "Earl E. Hunner Loan Fund" for qualified and deserving students, the administration of this fund to be under the rules and regulations of our University Committee on Loans and Undergraduate Scholarships.
46. \$ 100.00 - University of Wisconsin Foundation, Madison, Wisconsin, a gift from Hardware Mutuals of Wisconsin, Stevens Point, Wisconsin, to be added to the Insurance Library fund in the School of Commerce. (47-989)
47. \$ 12.00 - Various contributors, to be added to the Friends of the University Library Fund. (47-822)

GIFTS AND GRANTS

GRANTS:

1. \$ 3,700.00 - The Ford Foundation, New York City, an additional grant to stimulate scholarly publication in the humanities and the social sciences. The purpose of the program is to provide funds for the publication of new works of importance to scholarship in the humanities and the social sciences, broadly defined, under the discretion of the Press's editorial board. The grant is for the current fiscal year and is renewable for an additional two year period at the discretion of the donor - University of Wisconsin Press. (47-2329)
2. \$ 1,300.00 - Department of Health, Education and Welfare, Washington, D. C., a grant in support of research in the Department of Pharmacology, Medical School. (Saph - 69943) (484-2680)
3. \$ 3,136.72 - Larsen Company and Fox Valley Canning Company, Green Bay, Wisconsin, for the support of an industrial research project to study methods of improving Wisconsin beets and carrots used for canning, particularly by breeding better strains of these vegetables, Department of Horticulture. (47-2270)
4. \$ 6,500.00 - The Commonwealth Fund, New York, for the support of a fellowship in the Department of Medicine during the period March 1, 1959 through August 31, 1959. (47-2813)
5. \$ 4,600.00 - Eli Lilly and Company, Indianapolis, Indiana, for the support of a research program on the role of phospholipides in neurosecretion, Department of Physiological Chemistry, Medical School. (47-2814)
6. \$ 825.00 - Chesapeake Instrument Corporation, Shadyside, Maryland, for the continued support of an industrial research project, having for its purpose a study of the acoustic properties of milk, during the period ending June 30, 1959, Department of Dairy and Food Industries. (47-2415)
7. \$ 14,260.00 - American Cancer Society, Inc., New York, in support of research entitled "Metabolic Regulatory Mechanisms" for the period September 1, 1958 through August 31, 1959, Institute for Enzyme Research. (#P-36A)(47-2816)
8. \$ 9,373.00 - American Cancer Society, Inc., New York, in support of research entitled "Intermediary Nitrogen Metabolism of Placental and Fetal Tissue" for the period March 1, 1959 through February 29, 1960, Department of Physiological Chemistry. (#P-162A) (47-2817)

GIFTS AND GRANTS

GRANTS:

9. \$ 5,400.00 - National Dairy Council, Chicago, Illinois, for the support of a research project to study the effects of certain mineral nutrients in relation to blood vessel health and disease, Department of Biochemistry. (47-2819)
10. \$ 500.00 - American Cyanamid Company, New York, for the increased support of an industrial research project having for its purpose a study of the fungicidal activity and the transport and metabolism of a new guanidine acetate as a fungicide on plants, during the period April 1, 1958 to March 31, 1959, Department of Plant Pathology. (47-2440)
11. National Science Foundation, Washington, D. C., to support the following research projects:
 - 1) \$ 19,435.00 - "Antarctic Data Reduction and Publication in the International Geophysical Year Seismology Program," Geology Department. (Y/11.7/287 Amendment No. 1) (484-2522)
 - 2) \$ 9,980.00 - "Antarctic Data Reduction and Publication in the International Geophysical Year Gravity Measurements Program," Geology Department. (Y/5.6/286 Amendment No. 1) (484-2523)
 - 3) \$ 12,400.00 - "Summer Conference in Inorganic Chemistry for College Teachers of Undergraduate Chemistry," for a period of approximately twelve days, beginning August 3, 1959, Department of Chemistry. (G-7234) (484-2750)

GIFTS AND GRANTS

GRANTS:

12. National Institutes of Health, Bethesda, Maryland, to support the following research projects:
- 1) \$ 9,100.00 - For the construction and equipment of a Biophysics laboratory, for the period January 1, 1959 through December 31, 1959. (484-2741) (A-2854)
 - 2) \$ 23,000.00 - "Biochemical and Pharmacological Studies in Cancer Chemotherapy," for the period April 1, 1959 through March 31, 1960, Department of Oncology. (Cy-2832(C3)) (484-2743)
 - 3) \$ 500.00 - "Studies of Phosphate Transfer in Living Cells," for the period November 1, 1958 through October 31, 1959, Institute for Enzyme Research. (AF-7334-C) (484-2747)
 - 4) \$ 500.00 - "Purification and Biological Action of Pituitary Luteinizing Hormone," for the period November 14, 1958 through November 13, 1959. (GF-7460-C) (484-2746)
 - 5) \$ 5,184.00 - Grant in support of 8 Medical Student Part-time Research Fellowships, for the period January 1, 1959 through December 31, 1959. (FG-447) (484-2748)
 - 6) \$ 2,300.00 - "Motivation of patients in occupational therapy," during the period February 1, 1959 through August 31, 1959, Department of Psychology, Milwaukee Campus. (M-2906(A)) (484-2749)

SUPPLEMENTAL INFORMATION

February 1959

	<u>February 1959</u>	<u>Cumulative Totals 1958-59</u>	<u>Cumulative Totals 1957-58</u>
Gifts	\$ 78,091.51	\$ 769,658.50	\$ 519,711.62
Grants	<u>131,993.72</u>	<u>4,960,470.32</u>	<u>4,574,336.04</u>
TOTALS	\$ 210,085.23	\$5,730,128.82	\$5,094,047.66

The above totals represent funds received and pledged as of this date and are subject to adjustments which may result in variation in the actual receipts realized. Also, these totals do not include the value of equipment and other gifts in kind.

REPORT OF THE VICE PRESIDENT - BUSINESS AND FINANCE

to the

BOARD OF REGENTS

February 7, 1959

I. Recommendation

1. That the action of the Executive Committee in approving the following recommendation be ratified, confirmed, and approved:

That, subject to the approval of the Governor and the State Chief Engineer, a contract in the amount of \$16,600 be awarded to Northwestern Elevator Company, Milwaukee, on the basis of its low bid, for furnishing and installing an elevator in Agricultural Hall on the Madison Campus of the University; and that the Vice President - Business and Finance be authorized to sign the contract.

II. Report of Action Approved Since the January 17, 1959 Meeting of the Board by Mail Vote of a Majority of Members of Board (Presented for ratification, confirmation, and approval)

1. That, in accordance with the action of the Research Committee approving such an allotment, an allocation of \$10,000 be made from the Wisconsin Alumni Research Foundation Trust Fund established in 1942, to permit completion of the acquisition by the Regents of the Dr. Marvin Sukov Collection of Little Magazines and Literary Reviews.

III. Report of Action Taken by the State Building Commission on February 4, 1959, Affecting the University.

1. Appropriated \$200,000 for remodelling, equipment, and construction of temporary buildings at University of Wisconsin - Milwaukee, pursuant to Regent request of January 17, 1959.

IV. Report of Actions Taken - Contracts and Leases with United States Government for research work, educational programs and services requested by the Government for military personnel and veterans

<u>Agency</u>	<u>Contract No.</u>	<u>Mod. No.</u>	<u>Addnl. Funds Provided</u>	<u>Termination Date</u>	<u>Department</u>	<u>Fund No. (484)</u>
<u>ATOMIC ENERGY COMMISSION RESEARCH</u>						
1. Chicago Operations Office	AT-11-1-GEN-7	11	\$150,000	1/31/60	Physics	2745
2. Chicago Operations Office	AT(11-1)-64 Project 1	10	6,220	12/31/59	Biochem. & Bacty.	553
3. Subcontract - Oak Ridge Institute of Nuclear Studies	AT-(40-1)-GEN- 33 Subcontract 45	2	(Term Extended)	6/30/61	Medicine	(Conduct of Tests)
<u>ARMY RESEARCH</u>						
4. Quartermaster Research and Engineering Command	DA19-129-QM-1362 -	-	\$17,586.50	1/14/61	Dairy & Food Indus.	2752
5. Army Chemical Center	DA18-108-CML- 5753	9	(Term Extended)	3/15/59	Pharmacy	2014
<u>NAVY RESEARCH</u>						
6. Office of Naval Re- search	Nonr-1202(13)	-	\$20,000	1/31/61	Physiol. Chem.	2751
7. Office of Naval Re- search	Nonr-1202(06)	1	\$4,965	12/31/59	Geography	2438
8. Office of Naval Re- search	Nonr-1202(00)	12	(Allowance for sub- sistence expenses)	--	Various	--

IV. Report of Actions Taken - Contracts and Leases (Continued)

<u>Agency</u>	<u>Contract No.</u>	<u>Mod. No.</u>	<u>Addnl. Funds Provided</u>	<u>Termination Date</u>	<u>Department</u>	<u>Fund No. (484)</u>
9. Office of Naval Research	Nonr-1202(07)	1	\$55,900	7/26/60	Meteorology	2495

MISCELLANEOUS RESEARCH: SERVICE: INSTRUCTION

10. U.S. Dept. of Agriculture Agric. Research Service Crops Research Division	12-14-100-779(31)	2	Total cost of services, etc., to be furnished by University to Branch N.T.E. \$4,000 for Fiscal Year 1959 and ensuing Fiscal Years of agreement - Operation of Barley & Malt Laboratory			
11. U.S. Dept. of Health, Education & Welfare - Office of Education	SAE 8167	--	\$6,142	6/30/59	Education	2744
12. International Cooperation Administration	SCC-21715 (India Contract)	9	(Allocation of	12/31/59	Engineering	765
			budgetary items)			

V. Report of Actions Taken - Contracts and Leases Not in Excess of \$5,000 (Pursuant to Regent Authorization of January 12, 1957)

<u>Contractor</u>	<u>Project</u>	<u>Chargeable</u>	<u>Amount</u>
1. Carl J. Thier d/b/a Thier Hardware, DeForest	Inselman Farmstead - Arlington Plumbing Remodeling	Sec. 20.830(49) - Sale of Real Property (U.W. Fund 6-9) - Remodel. & Improve., Arlington	\$1,225.00
2. The Good Electric Co. Milwaukee	Switchgear Installation Main Bldg. - U.W.-M.	Fund No. 147	\$2,325.00

VI. Report of Actions Taken - Memorandum Agreement - U. W. Press (Pursuant to Regent Authorization of March 14, 1942)

(See Exhibit B-1, attached)

VII. Budget Transfers

(See Exhibit B-1, attached)

Memorandum Agreement - University of Wisconsin Press

Title of Publication

Author

Meaning, Mind, and Logic

Gustav Bergmann of
Iowa City, Iowa

Budget Transfers:

<u>Date</u>	<u>Amount</u>	<u>From</u>	<u>To</u>	<u>Purpose</u>
1-16-59	\$12,770	1-41 President's Unassigned	1-41 Buildings & Grounds \$10,770 - Equipment - Phys. Plt. 2,000 - Sup. & Exp- Phys. Plt.	Sprayers and chemicals for Dutch Elm Disease control.
2-2-59	300	1-41 President's Unassigned	1-41 Law School Equipment - Instruction	Electric typewriter

President's Unassigned Balance \$15,422.40

EXHIBIT B-1

EXHIBIT B-1

Home Economics at the University of Wisconsin
A Statement for the Board of Regents - February 7, 1959
Frances Zuill, Associate Dean - School of Home Economics

EDUCATION OF WOMEN

Home economics is a major field of study which serves women students, primarily, although not exclusively. The education of women is a subject that is receiving a great deal of special attention at the present time. The Commission on the Education of Women established by the American Council on Education in 1953 is focussing attention on this complex problem and pointing up the many different facets in the lives of women that need consideration. The determination of objectives in women's education is difficult because of the multiple roles they play in society, for the majority of college women will in the future be concerned with their roles as citizens, workers, homemakers, and parents. Studies seem to indicate that we deal with different motivations in the case of women than we do with men. It is self-evident that the changing nature of our times not only brings about changes in the roles of women, but also in the educational opportunities that are provided for them. Home economics is a field of study that emphasizes general education for home and family living and citizenship as well as preparation for a professional career. What women students want and need, how the needs are met in this university, the facilities that are or might be made available to them merit thoughtful consideration.

PRESENT DAY CONCEPT OF HOME ECONOMICS

Many people in schools and out of schools have a narrow or even wrong image of the subject, and carry erroneous impressions of what home economics students study. I should like to interpret the present day concept of home economics for you. In order to determine how home economics can best be developed it is essential that all who are responsible for future plans for it have an understanding of a modern program in this area of study.

Home economics represents a body of knowledge, principles and understandings that have been brought together, which have been derived from the physical, biological and behavioral sciences as well as from the arts and the home economics field itself, which have special significance for family living. In other words, it is a synthesis of subject matter drawn from the basic sciences, social sciences, humanities and arts and from research, learnings, and experiences of students of home and family life. Through this body of materials home economics contributes to the development of individuals for family and citizenship responsibilities and in many cases to preparation for productive careers identified with this field of learning.

From its earliest beginnings home economics has focussed attention upon the family and the home and the use of resources for the achievement of family goals--but the social and economic changes in society have brought about marked changes in the approaches to the subject. Because research has pushed forward the frontiers of knowledge in foods and nutrition, textiles and clothing, family economics and management, child development, housing and equipment, family health and home sanitation, the character of home economics has changed significantly. The old stereotype of home economics as a collection of household skills has long been discarded.

Dr. Hazel Stiebeling, Director of the Institute of Home Economics, United States Department of Agriculture, and who last week was given a Citizen's Award for outstanding research and leadership in this field describes the scope of home economics as follows: "Home economics is concerned with the basic needs and wants of people,--physiological, psychological and social--for food, clothing and shelter, for living together in the family and community. It is concerned with the relative utility and economy of various products and services that can satisfy these needs. It is concerned with acquiring knowledge and skills needed for managing time, money and other

By President Eisenhower

resources in such a way that the gap between present and desirable levels of living may be closed, or at least narrowed. It is concerned with the problems of motivating people to adopt new concepts and practices that may contribute to improved living for families."

But you need not rely upon the point of view of women alone. President James A. McCain, Kansas State College, who has had a long and close association with home economics said in a recent address that "Far from being an educational frill or side show, home economics is one of the most solidly professional courses now taught in our colleges and universities. In major higher institutions, first-rate doctoral degrees are conferred in such branches of home economics as textiles, foods and nutrition, and child development. Some of the finest research conducted in the Land-Grant College Experiment Stations is the product of home economics. Few educational disciplines are more vital to the national strength and security than home economics. Much of the phenomenal improvement in the health and strength of the American people during this century is directly attributed to nutritional studies by home economists and the dissemination of the findings of these studies by vocational homemaking teachers and the home demonstration programs of our Land-Grant College extension services."

The home economics curricula provide a good balance of science, social science, professional courses and electives. The program is sufficiently flexible to allow students to elect about 1/4 of their work in the humanities. From 1/4 to 1/3 of the total 124 credits are in professional home economics courses. These courses utilize the basic concepts from chemistry, biochemistry, bacteriology, physiology, economics, psychology, sociology and art and apply them to problems in foods and nutrition, textiles and clothing, family economics and management, interior design and the like. It should be emphasized that from 2/3 to 3/4 of the total credits are taken outside of the School of Home Economics. These outside courses are mainly in Letters and Science. Bacteriology and biochemistry are taken in the College of Agriculture, and physiology in the Medical School. Those who qualify for teaching are also associated with the School of Education. Those who are interested in business take courses in the School of Commerce. It is obvious that the home economics students have broad contacts within the university.

THE FUNCTIONS OF HOME ECONOMICS AT THE COLLEGE LEVEL

The functions of home economics differ in colleges according to the nature and purposes of the institution. In some the major emphasis is on instruction while in others there is equal emphasis on instruction, research, and extension services. At Wisconsin these three functions are closely interrelated and each enriches and strengthens the other.

Instruction

Two types of courses are offered in home economics. Some are organized mainly for purposes of general education while others are of a more technical nature leading to specific kinds of positions. Professional preparation for certain specialized fields of work is a major function of home economics instruction at Wisconsin and the reasons for this emphasis will be mentioned later. A large majority of students and parents consider training for a remunerative occupation one of the objectives of a college program in home economics. They look upon career or vocational preparation as a type of insurance for economic security. Professional training is therefore an important objective of home economics instruction at Wisconsin. The major fields of specialization are teaching and extension work, hospital dietetics, institution management, home economics in business and professions related to child development.

Normally there are from 40 to 50 graduate students working toward master's and doctor's degrees.

Home economics also provides service courses for other majors such as nursing, occupational therapy, physical medicine and commerce.

Research

Research is another major function of home economics. Research in home economics has developed more rapidly in the Land Grant Colleges than in other types of institutions. At Wisconsin home economics has been especially fortunate in having unusually fine support and cooperation from such departments as biochemistry, bacteriology, genetics, dairy industry, biometry, mechanical engineering and education. The first research worker was appointed in 1915 and one project in nutrition was supported by the Experiment Station on state funds. There are now 29 workers carrying 26 research projects in nutrition, experimental foods, family economics, housing, child development, textiles, and home economics education. These are supported by federal, state and industrial funds.

Extension

Still another function that home economics serves is in the Cooperative Extension program. The specialists in the subject matter departments work with the state extension staff, the 82 home agents in 70 counties, with the 4-H Club state and county agents and with the county lay leaders. The home economics resident and extension faculties are jointly responsible for the women's program and activities for such events as Farm and Home Week, Farm Field Days and a generous portion of the program for the Homemakers' Hour on W.H.A. radio station.

OPPORTUNITIES FOR EMPLOYMENT OF HOME ECONOMICS GRADUATES

The scope of employment opportunities and the demand for professional workers as well as the source and extent of supply are factors to be considered in determining the need for and character of a home economics program.

A publication by the Office of Education entitled "Some Figures on the National Picture of Present and Potential Supply of Home Economics Majors and the Demand for their Services" provides data on home economics enrollments, projected enrollments, projected supply of professional workers and the annual demand for home economics graduates in some of the home economics professions such as teaching, dietetics, food service and related nutrition fields.

There are now 26,000 home economists in secondary school positions in the United States. The annual vacancies run from 6,500 to 8,600. The potential supply runs from 3,200 to 3,500.

There are at present more than 8,000 home economics graduates employed in hospital dietetics. Annual vacancies run from 900 to 1,000. The American Dietetic Association reports that this figure represents 10 times the potential annual supply.

There are another 8,000 in food services, such as school lunch programs, student dormitories and other types of institutions. The National Restaurant Association estimates that there are 200 vacancies each year in the food service field. An additional 300 to 500 vacancies in related nutrition fields occur each year in research positions, public health, and the like.

The Federal Extension Service estimates that there are about 200 vacancies in the 3,000 counties of the United States at all times. These include home agents, assistant and associate home agent positions and 4-H women club agents, all of which require home economics degrees as basic qualifications for appointment. There are at present 400 counties or 13% in the nation that have not established home agent positions. Probably many would if qualified personnel were available. There are a

few more counties without home agents at present - i.e. - 25 counties in the eastern states, 130 in the central states, 133 in the southern states and 110 in the western states.

The Directory of Home Economics Women in Business published by the American Home Economics Association in 1958 shows that there are approximately 1850 home economists listed who are employed by food and textile industries, equipment industries, public utilities, trade associations, and in merchandising, journalism, radio, television, interior design, and many others. There are many more in business who do not maintain membership in this national association and consequently are not listed.

One of the projected trends reported by the Office of Education indicates the relation of supply to demand for professional home economics workers will become more acute. If the number of home economics majors and degrees granted remains the same as in 1953-54, if there is no increase in the proportion of Bachelor's degrees granted, and if the same proportion of graduates go into teaching, the number of teachers projected for 1965-66 would not even meet the 1955 demand for high school home economics teachers.

Extension, public utilities, merchandising, home economics in business and others frequently recruit their personnel from the teaching field. It appears that the shortage of home economics teachers will grow steadily worse as the school population increases. The turnover is very rapid in the young unmarried group of home economists so that vacancies are common and constantly recurring.

SOURCE OF PROFESSIONAL WORKERS IN HOME ECONOMICS

The Land Grant Colleges conferred nearly half of the total Bachelor's and Master's degrees (approximately 3127) in home economics in 1957. In the same year 12 institutions granted Doctor's degrees to 52 students and 92 granted Master's degrees to 817 students. It can readily be seen that the number receiving degrees cannot begin to meet the demand for personnel in home economics research, extension, instruction, business administrative and supervisory positions. The demand for home economists the country over is great. The estimated needs far exceed the potential supply.

FACTORS AFFECTING ENROLLMENT OF WOMEN

Questions are frequently raised as to the reasons why the supply of home economics graduates has not increased to more nearly meet the demand. Since there are more women in the university, it is frequently assumed that home economics should increase its numbers in the same proportion. Society has made many new demands upon universities for new types of professionally trained women. In response to these demands, the university has, in recent years, developed new fields for women, among them medical technology, occupational therapy, physical medicine, business education, elementary education and the 4-year nursing course. All of these areas have real need for professional workers. Elementary education and nursing have had nation-wide recruitment campaigns which have been effective. All of the professions for women are competing for a share of the increase in numbers of women who come to the campus. The most important outcome of the new developments is that women students have a wider choice of professions to which to match their interests and abilities.

Two other factors influencing the number of women on the campus that parents mention very frequently are housing of women students and the costs of education at the university. Perhaps new Chadbourne Hall will answer in part the lack of suitable housing, but it may not lower the costs of housing and food. More cooperative houses, like Zoe Bayliss House, might be one answer.

The size of the university and the lack of personal counselling are often mentioned by people in the state as reasons for sending their daughters to smaller colleges. The School of Home Economics has had a good counselling program for a number of years as has been indicated by the Board of Visitors in one of its reports to the Regents.

A committee in the School of Home Economics was appointed by Dean Froker in the spring of 1958 to look analytically at the home economics program to discover ways of improving and strengthening the curricula and instruction. Through a questionnaire which was answered by graduating seniors in 1958 and graduates in the combined years--1956 and 1957-- the committee has attempted to learn about their occupational status, marriage or plans for marriage, plans for future study, reasons for choosing the University of Wisconsin, their opinions regarding their majors, required courses, electives, their satisfactions and dissatisfactions, and suggestions for changes. The committee will soon be ready to make a progress report to the Dean and faculty.

THE NUMBER OF ELECTIVE STUDENTS

As stated earlier the School of Home Economics is primarily a professional school. The number of students outside of home economics who take work in this field is very small, except for those who take the required service courses offered for other professions. This we know is not due to lack of interest, but to difficulties that seem to arise whenever a student tries to include a course in her program. No course has been established especially for students in general courses and none is apparently wanted. In this respect Wisconsin is unlike such Land Grant Colleges as Illinois, Minnesota, Michigan State University, Purdue University, Cornell University or Pennsylvania and such State Universities as Iowa, Kansas, and Indiana. The Home Economics faculty feels that it has a contribution to make to the general education of women students in other parts of the university, but because of the philosophy in certain areas of this institution it appears unlikely that the School will have an opportunity to develop a course or courses primarily for the general education of women students outside of its own area. It is the strong conviction of the faculty that there are general education values in such courses as nutrition, child development, and family economics.

While certain courses have been approved as electives in the College of Letters and Science where the largest percentage of women students are enrolled they are not permitted to register for any of these courses without checking with the office of their Dean. Apparently this procedure acts as a deterrent.

If it is fair to judge from alumnae opinions and responses, and judgments of the student body as well as from the demand for graduates at all levels, it would appear that the School of Home Economics is progressing satisfactorily in its professional program, in research and in extension. In the future it is hoped that the School may have the opportunity to make a wider contribution to the University as a whole. The School is constantly appraising its program so that it may continue to enjoy the good reputation that home economics at Wisconsin has earned since it was established in 1904.

DOCUMENT 1365 - February 2, 1959

THE SKETCH PLAN FOR THE UNIVERSITY OF WISCONSIN AT MADISON
A FIRST PROGRESS REPORT ON THE DEVELOPMENT OF A GENERAL CAMPUS PLAN

DEPARTMENT OF UNIVERSITY PLANNING AND CONSTRUCTION

December, 1958

4-1-59

THE SKETCH PLAN FOR THE UNIVERSITY OF WISCONSIN AT MADISON

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THE SKETCH PLAN FOR THE UNIVERSITY OF WISCONSIN AT MADISON

I INTRODUCTION

A. DEVELOPMENT OF THE GENERAL PLAN

The development of a long range general campus plan can logically be divided into three steps:

1. Stage 1, The Sketch Plan, which is the primary subject of this report;
2. Stage 2, The Tentative (or working) Plan, which is based on the policies outlined in the Sketch Plan and which encompasses in preliminary and analytical fashion all the elements of the General Plan; and
3. Stage 3, The General Plan itself, which represents a synthesis and coordination of proposals and recommendations crystallized during the Tentative Plan stage.

B. GENERAL PRINCIPLES

Present day thinking and practice consider planning as a process of goal setting, policy formulation, and guidance and coordination of development based on a continuous study and analysis of the social, economic, technological and political forces which shape man's environment.

Under this concept a general plan for campus development will be neither a "site development plan" nor a "blueprint" for actual execution. Rather it should be regarded as a statement of physical growth objectives, principles, and policies applied to anticipated University needs and expressed in graphic form. It is from such a general plan that the architectural site development plans and the detailed engineering and working blueprints subsequently emerge in a logical manner.

C. GOALS OF A GENERAL PLAN

1. To define succinctly the kind of physical environment deemed most desirable for the various activities of the University.
2. To serve as a framework for more detailed site plans for the future development of the campus.

D. CHARACTERISTICS OF A GENERAL PLAN

To accomplish the goals enumerated, the General Plan must be:

1. Long range, endeavoring to shape the campus and its surroundings to accommodate needs as far ahead as can be safely predicted.
2. Comprehensive, including in its scope not only the entire geographic extent of the campus and its surroundings but also the physical elements implementing all aspects of student, faculty and staff endeavor.
3. Flexible, so that it can be adjusted to the ever altering needs and conditions of the University and anticipate the future in terms of the best concept of the time.
4. General, suggesting only in broad terms the quantity, quality, and location of all major features.

II OBJECTIVES AND PRINCIPLES OF THE SKETCH PLAN

A. OBJECTIVES

The primary objective of the Sketch Plan, is to show in very broad terms major planning objectives in order to establish basic development policies. Thus the Sketch Plan for the development of the University of Wisconsin should indicate, graphically and analytically, where and how the University should develop, indicate how the existing features of the present University Campus which have or may become deterrents to proper future development may be corrected, and indicate the studies and research required for the preparation of the detailed General Plan. Within this broad framework of the overall conception of the development of the University there should be a flexible plan to meet the demands of change.

From this plan come the statements of basic principles and policies which are required for the for the preparation of the more detailed successive stages of the General Plan.

B. PRINCIPLES

These objectives are embodied in certain planning principles governing the development of the Sketch Plan which are as follows:

1. To utilize the natural beauty of the site of the University of Wisconsin, making sure that new buildings enhance the setting and are appropriate to the space they will in part occupy.
2. To insure that the University does not spread unnecessarily; a university should express itself as an entity by means of a coordinated and coherent layout which results in efficiency of movement and use of space.
3. To use the principle of functional distribution of activities, i.e., related functions of the University should be grouped together in the most efficient manner.
4. To reserve sites within the development area close to existing groups of buildings to allow local expansion of already established departments and functional groupings.
5. To provide for reservation of large expansion areas to accommodate future facilities with large space requirements.

6. To develop density standards of use for various areas of the campus, densities determined by frequency and intensity of use per facility.
7. To minimize conflict between pedestrian and vehicular circulation, to eliminate excess vehicular travel on the campus, and to develop a separated protected pedestrian system of traffic.
8. To develop adequate parking facilities so located as to be consistent with a safe and effective circulation system.
9. To provide within the planning area such non-university operated service facilities as are needed to meet the requirement of a large student, faculty and staff body.
10. To separate University residential areas from academic and research functions of the University.

III THE PROPOSED SKETCH PLAN AND ITS ELEMENTS

In the preparation of the Sketch Plan, its component parts were examined in the light of the objectives and principles outlined above. The resulting elements constitute the Sketch Plan, its specific problems and objectives with an indication of some of the additional required studies.

A. UNIVERSITY EXPANSION AREA

1. As of September, 1958, the enrollment of the University on the Madison campus was 16,590 students. Current estimates, based on the present rate of growth and the continuation of present policies of admission place the enrollment for 1970 at 30,000 students or greater.
2. This increase in student enrollment will result in a commensurate increase in faculty, staff and related personnel. If the ratio of faculty and staff and student enrollment remains only at the present ratio, the resultant faculty and staff increase would be at least 75%.
3. In order to meet the needs of the expected increase in enrollment, faculty and staff, the physical facilities of the University must be improved and expanded. Based on the above projected University population, classrooms, laboratories, offices and service facilities would also have to increase by 75% by 1970. University housing would probably have to increase at a greater rate unless commercial developments can be greatly accelerated. Any changes in the composition of the enrollment and related personnel will affect the amount and type of facilities required by the University in 1970. Current projections of space needs of various functions, i.e., instruction, research, extension service, etc., are mostly short term, only projecting until 1963, or a period of five years. Additional studies are required to determine the needs of the various functions of the University for future periods.
4. It must be recognized that while the University owns a large amount of land west of the main campus out to Picnic Point and Second Point, this land is too far removed from the main campus to be used efficiently for general academic purposes. Also, some of the land, the filled-in marsh area, cannot be used economically for building.

5. Studies by the Department of University Planning and Construction have shown a marked concentration of University oriented activities in the area bounded by Francis Street, Dayton Street, Park Street, Regent Street, Lathrop Street, University Avenue, and the present campus. In this area, the University currently has definite vested interests, e.g., the College of Engineering presently located south of University Avenue, the old and new heating plants, the Field House, Stadium, Memorial Practice Building and various properties owned by the Regents and building corporations affiliated with the University.
6. In order to provide a compact campus with efficient functional relation of academic land use and subsidiary land uses, and to obtain the maximum utilization of land for the required expansion of the University, the University must continue to develop and improve facilities on the existing campus and also expand south of University Avenue, as shown on the Sketch Plan Study Map 6, Development Plan and Study Map 7, Planning Areas. As an indication of the size of the expansion area, the area tentatively shown on Sketch Plan Study Map 6 as proposed academic land use south of University Avenue totals 54 acres. This figure does not include streets but does include such existing academic land as the Engineering campus. By comparison, the existing main campus from Babcock Drive to Park Street has 56 acres in academic use. Future planning stages will refine the proposed land uses in the expansion area.

B. ACADEMIC LAND USE

1. In preparing a campus plan, a system of orderly, functionally related activities must be developed in order to obtain the most efficient use of space and resources.
2. Such a system is shown as consisting of areas of varying densities. These areas of varying densities describe two conditions: areas where physical facilities are developed in proportion to the number of students using such facilities; and areas of particular functional relationship of land use, i.e., the College of Letters and Science, the College of Engineering, the College of Agriculture, etc. Also, this density system provides a spatial reserve for future expansion needs (e.g., a low density area could expand to a medium density area, etc.). Detailed plans must be developed for the several density areas both for the existing campus and the proposed expanded campus. These studies will become part of Stage 2, The Tentative or Working Plan.

3. Generally, three areas of varying densities are proposed:

a. The High Density Area

The area of maximum general purpose classrooms, multipurpose facilities and highest concentrations of University population.

b. The Medium Density Area

The area of more specialized facilities, some professional institutions and a lower population concentration.

c. The Low Density Area

The area of the most specialized facilities and lowest population concentrations.

These density areas while very general in description at present, will be defined in future planning stages and will show densities of use, coverage and mass.

C. HOUSING

1. Student Housing

- a. With a 1958 enrollment of 16,590 students on the Madison campus the University can expect an enrollment of approximately 18,000 students on the Madison campus in the academic year 1959-60.
- b. Of this enrollment of about 18,000, nearly 5,000 students (4,950 or 27% of the enrollment) will be housed by the University. This figure includes existing housing spaces and spaces under construction in 1958. Comprising this figure housed by the University will be about 4,300 single students (30% of the total single students) and about 650 married students (17% of the total married students).
- c. If the present respective ratios of 30% of the single students and 17% of the married students are to be accommodated in University housing in 1970 the University would have to construct over 3,000 (3,230) additional spaces, because the University's share of the student composition would then total over 7,000 (7,110) single students and over 1,000 (1,070) married students. If the present ratio of single to married students is maintained the total University composition of 30,000 students would be about 23,700 single students and about 6,300 married students. However, it must be pointed out that these ratios are changing. National and State trends show an increase in the proportion of married and graduate students.

- d. The number of students not housed by the University would then increase proportionally. This increase would be about 8,700 students, from approximately 13,000 in 1959 to approximately 22,000 (21,800) in 1970.
- e. As the University development proceeds south of University Avenue into the area outlined as the Campus Proper on the Sketch Plan Study Map 7, Planning areas, a number of private rooming house accommodations will be displaced adding to the new housing that must be provided and intensifying the demand for private housing in the surrounding areas of the campus. Also, 80% of the students presently live within 3/4 of a mile of the campus, that is, within walking distance. It is highly desirable that this ratio be maintained or at least approximated in 1970. This means that most of the required additional housing, both University operated and private, will have to be located in the immediate vicinity of the campus proper (see the Sketch Plan Study Map 7, Planning Areas).

2. Faculty and Staff Housing

- a. As of September, 1958, the University was employing over 8,000 persons. The academic staff totaled 4,656, including non-instructional positions and the civil service staff totaled 3,595. An expanded enrollment of about 30,000 students in 1970 will result in a substantial increase in academic and civil service members.
- b. About 40% of the faculty members presently reside within 3/4 of a mile of the center of the campus, indicating a strong demand for proximity to the University among the faculty. On the other hand, the staff workers tend to scatter throughout the area surrounding the University. But here also, as the University expands, increased housing pressures will be brought to bear on the University area, by faculty wishing to locate near the University and by whatever staff members may be dislocated by expansion. This pressure will in all probability result in a spilling-over of the University affiliated population into the area adjacent to the expanded campus proper (see Sketch Plan Study Map 7).

3. Housing Recommendations

- a. University Housing. Student housing should be separated from academic functions but located as near as possible; additional married student and faculty housing should be developed in the area of existing development, i.e., the Second Point Area.
- b. Private Housing. New private residential accommodations for students, faculty and staff should be encouraged on the periphery of the campus proper, to meet the quantitative and qualitative needs of these University affiliated groups.

D. COMMERCIAL AND INSTITUTIONAL SERVICES

1. Land use studies prepared by the Department of University Planning and Construction indicate a concentration of commercial retail and service facilities located along State Street and University Avenue that are directly orientated towards the University. However, many facilities are inefficiently situated and compete with the University for land. Also, in the expansion of the University, some individual commercial facilities must be displaced.
2. Therefore, to accommodate the needs of the University, land for certain commercial facilities should be retained and improved in areas within and adjacent to the campus proper along State Street and University Avenue.
3. New commercial developments to serve the entire University area community should be encouraged along Regent Street in the City - University Joint Planning area.
4. The existing churches on State Street and University Avenue primarily serve the University's population and are particularly orientated towards the students. These churches should be retained and expanded where necessary in order to continue their service to the University. Other institutions, e.g., the YMCA and similar types should be retained and incorporated into the plan.

E. UNIVERSITY RECREATION

1. Playfields

- a. The major objectives in planning for organized recreational facilities is to remove conflicting demands for land use by separating these recreational facilities from academic areas but retaining proximity to student housing areas.
- b. In order to meet this objective existing organized recreational facilities should be improved by removing playfields or athletic fields from areas designated for academic use and by providing permanent athletic fields in suitable locations adjacent to existing student housing areas. To provide for future needs, playfield sites should be reserved adjacent to areas reserved for future housing. Where possible land unsuitable for building should be utilized for playfields.

2. Open Space

- a. On a campus site of such beauty as the University of Wisconsin possesses, pedestrian accessibility to open space, formal and informal, and wooded areas is necessary, while natural areas within building groups should be retained or developed. It is also necessary to provide in some locations paved areas where large groups of people may gather. The campus environment will be enhanced not only by architecture and planning but also by landscape design and detail.

3. Greenways

- a. At the present time the University is experiencing serious circulation problems, both pedestrian and vehicular. With an expanding University population the conflict of pedestrian and vehicular circulation will increase unless remedial measures are undertaken.
- b. To provide for safe and unhampered pedestrian circulation, new greenways, (planted walkways restricted to pedestrians) should be constructed in particular locations.

F. ENVIRONMENT

One of the Planning principles guiding the Sketch Plan was to utilize the natural beauty of the site of the University of Wisconsin, making sure that new buildings enhance the setting and are appropriate to the space they will in part occupy. Another principle is that as the University of Wisconsin represents the advanced educational thinking of the day, so must its new physical facilities represent the advanced architectural thinking of the day. In the past these principles have not been applied effectively on the Madison campus in many cases.

The environment of the University is made beautiful or ugly not only by its original natural site, but, by the continuing utilization of this site; by the three-dimensional relationship between its buildings in their height and mass; by the landscape treatment of spaces between buildings, both in planting and paving; by the architectural treatment of the buildings; by the careful alignment of streets, roads and walks; by the design and location of such features as signs and notices, lamps, benches, street directions and utility poles.

Improvement in design results not only in greater visual enjoyment but also in more efficient use of space and lower costs.

G. TRANSPORTATION AND PARKING

1. Private Vehicles

- a. In 1958 the campus parking was apportioned as follows: 55% to faculty and staff; 26% to students; and 19% vacant. The vacant spaces accommodate visitors to the University.
- b. While the students occupied only 26% of the total parking spaces in 1958, student automobile ownership presents serious problems in planning parking facilities. In 1958 there were 1,053 student parking spaces but 5,056 student automobiles registered, or some 20 student parking spaces per 100 registered student automobiles. However, 5,056 registered student automobiles represent some 30 registered student automobiles per 100 students. "Registered" student automobiles is emphasized here because at present it is not known what percentage of students owning automobiles and using them in Madison actually comply with registration regulations.
- c. The 55% of the total parking spaces occupied by faculty and staff members totaled 2,267 cars in 1958. This means 42 parking spaces per 100 faculty and staff members.

- d. If these proportions are maintained until 1970, a student enrollment of about 30,000 with a faculty and staff of over 8,000 would necessitate adding over 2,500 parking spaces.
- e. As noted above some 80% of the students and some 40% of the faculty currently live within 3/4 of a mile of the center of the campus. Presumably, these groups do not have to use private automobiles to journey from residence to the University. It is necessary to conduct further studies to see if these proportions will increase or decrease and their resultant demand on parking space. Also, it is necessary to analyze such features as: the vacancy ratio for visitor's parking to determine its efficiency in operation and location; and the effect of use and time restrictions on the traffic flow.

2. Public or Semi-Public Vehicles

- a. The University bus service currently operating on the campus has shown a marked increase in the number of passengers carried over the past few years. Indications are that additional bus service is necessary to handle current loads, even though the present peak load capacity is only in one direction during any one period, resulting in an almost empty bus on return trips.
- b. With the expansion of the University an extended bus service will be required. Further studies are required to find how the bus service may be operated more efficiently by developing more balanced loads in both directions of the bus route and what additional facilities are needed for a combined bus-parking operation.

3. Major Thoroughfares

- a. The principal thoroughfare problem of the University is University Avenue. Plans of the City of Madison include University Avenue as an integral part of the city's thoroughfare network. Despite the unpleasant feature of a major thoroughfare bisecting the campus, any planning for University development must accept this facility's continued existence and plan accordingly.

- b. The Department of University Planning and Construction has extensively studied improvement schemes for University Avenue and has forwarded its tentative improvement plan to the city for consideration. Any improvement of University Avenue will affect all traffic moving in, around and through the campus and its expansion area. University Avenue cannot be considered an isolated facility, but one that whose improvement has direct consequences on the use and development of all streets in the University Planning area.
- c. Consequently, the Sketch Plan Study Map 6, Development Plan indicates a tentative system of major thoroughfares and secondary roads developed in relation to proposed land use. The major thoroughfares indicated are University Avenue and Regent Street, while the secondary roads which are indicated are Langdon Street, Dayton Street, Park Street, Orchard Street, Randall Avenue and Breese Terrace in the area surrounding the campus and Charter Street, Babcock Drive, Walnut Street, Observatory Hill Drive, and University Bay Drive within the campus. It must be noted that this is but the first stage in a road system. In the next stage of the preparation of the Campus Plan, this traffic system will be analyzed in greater detail to provide for future needs of efficient circulation.

IV PLANNING AREAS

The immediate area surrounding the present Madison campus is characterized by crowded housing conditions in the residential section with scattered pockets of commercial and industrial use. A large number of conversions of single family homes into rooming houses and apartments has occurred in this area. The area is predominately old, physically, in that the age of most buildings is about 50 years, thus indicating a limited future life.

The area shown on Sketch Plan Study Map 7, Planning Areas, beyond that land designated as Campus Proper and tentatively bounded by Lake Mendota, Wisconsin Avenue, Johnson Street, Broom Street, West Washington Avenue, Chandler Street, Adams Street, Grant Street, West Lawn Avenue, Harrison Street, Regent Street, Ash Street, Van Hise Street, Highland Avenue, University Avenue and University Bay Drive is of definite University influence. Substantial numbers of faculty and students reside in this area. It is within the zone of 40% to 60% of its residents having University affiliation; in the entire area 52% of the total number of residents are affiliated with the University.

As previously noted in this report, the expansion of the University south of University Avenue will displace many residents with direct interest in the University. A large proportion of these residents will relocate in the surrounding area in a continuing effort to locate close to the University. Similarly, certain commercial facilities will relocate in this area. Consequently, definite housing and commercial pressures will be exerted in this area. There is every reason to expect this area to repeat the trend of conversion to rooming houses and similar conditions characteristic of the area surrounding the present campus. In other words, such blighting features as overcrowding and mixed incompatible land uses will merely spread out as the University expands.

While the University has no jurisdiction over land it does not own, it nevertheless directly influences land surrounding its campus and the converse is also true. Therefore, any planning for the University must consider development in this surrounding area.

Therefore, it is urged that a City-University Joint-Planning Area or University District be established and to combine the resources of the University and the City in studying the problems created by pressures on land use in this area; to cooperate in preparing plans for the prevention of any blighting influences by investigating e.g. the possibility of preparing Urban Renewal Plans for this area; and to cooperate in the preparation of circulation plans to alleviate traffic problems.

V RECOMMENDATIONS

In order to prepare the succeeding detailed stages of the General Plan, basic development policies must be defined and approved by the Board of Regents. Without such approval, further detailed investigation would be an inefficient use of resources and time.

This report illustrates the objectives, principles and background to the following policy statement, proposed for adoption by the Board of Regents, which will establish the framework for future planning and provide an interim guide for day to day decisions on campus development.

POLICY ON UNIVERSITY OF WISCONSIN - MADISON CAMPUS DEVELOPMENT

(Approved by the Campus Planning Commission 11/3/58)

1. In order to meet current needs and the needs which will be created by the expected increase in enrollment and other activities, the University must expand south of University Avenue, while at the same time continue to develop and improve facilities on the existing campus, as shown on Sketch Plan Study Map 6, DEVELOPMENT PLAN, October, 1958.
2. To develop the existing campus and expansion areas effectively, it is necessary to create areas of varying densities, which reflect the frequency and intensity of use, generally as shown on Sketch Plan Study Map 6, DEVELOPMENT PLAN, October, 1958.
3. Due to the expected increase in University population, it will be necessary for the University to provide additional housing, both for faculty and students. Tentatively, this housing should be developed in the areas shown on the Sketch Plan Study Map 6, DEVELOPMENT PLAN, October, 1958.
4. To accommodate the needs of the University Community, certain commercial and institutional establishments should be retained, and the land for their expansion should be provided for, within and adjacent to the campus proper, as tentatively shown on the Sketch Plan Study Map 6, DEVELOPMENT PLAN, October, 1958.

5. The guiding principles in the development of the circulation pattern on the campus and its vicinity should be the elimination of pedestrian and vehicular conflict, the elimination of excess vehicular travel on the campus, the concentration of parking to peripheral areas, and a restriction of intra-city through traffic, as much as possible, to University Avenue, Regent Street, Park Street and Breese Terrace, as indicated on the Sketch Plan Study Map 6, DEVELOPMENT PLAN, October, 1958.
6. A system of both formal and informal green spaces, pedestrian greenways and wooded areas in addition to athletic fields, should be provided in the general manner shown on the Sketch Plan Study Map 6, DEVELOPMENT PLAN, October, 1958.
7. In order to provide a desirable setting for the University and to prevent the blighting and deteriorating effects which urban universities sometimes exercise on development within the fringe areas, it is recommended that a University District, as outlined on Sketch Plan Study Map 6, DEVELOPMENT PLAN, October, 1958, be recognized and that a joint planning program with the City of Madison be developed for that area.

SKETCH PLAN

STUDY MAP 6

DEVELOPMENT PLAN

LEGEND

ACADEMIC

- HIGH DENSITY
- MEDIUM DENSITY
- LOW DENSITY

RESIDENTIAL

- UNIVERSITY HOUSING
- OTHER

COMMERCIAL

CHURCHES

PARKING

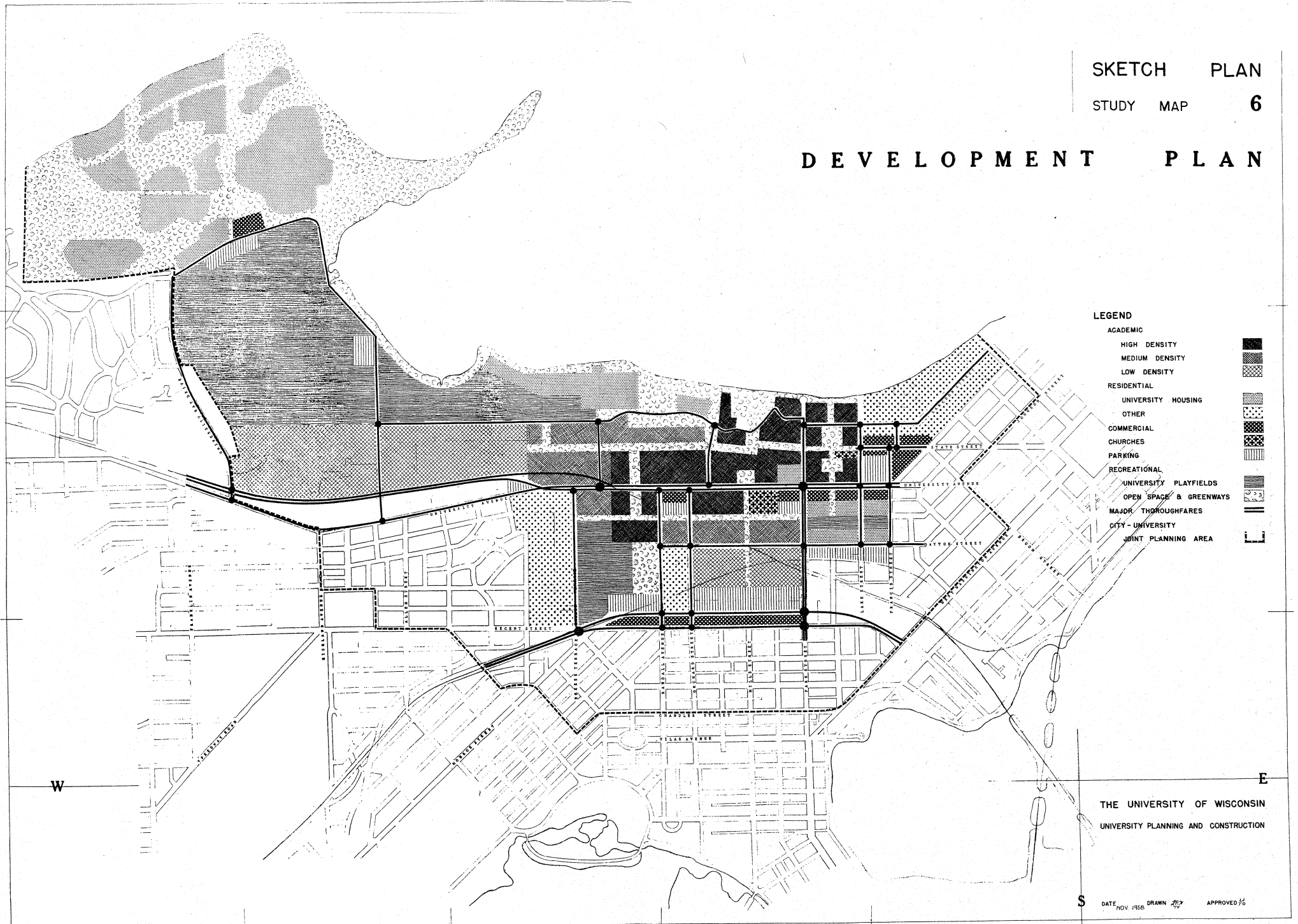
RECREATIONAL

- UNIVERSITY PLAYFIELDS
- OPEN SPACE & GREENWAYS

MAJOR THOROUGHFARES

CITY - UNIVERSITY

JOINT PLANNING AREA



THE UNIVERSITY OF WISCONSIN
UNIVERSITY PLANNING AND CONSTRUCTION

DATE NOV. 1956 DRAWN BY J. J. APPROVED BY J. J.

SKETCH PLAN

STUDY MAP 7

PLANNING AREAS

LEGEND

UNIVERSITY OWNED PROPERTY

REGENT'S TITLE

OTHER CORPORATIONS' TITLE

CAMPUS PROPER

UNIVERSITY PLANNING AREA

CITY-UNIVERSITY

JOINT PLANNING AREA

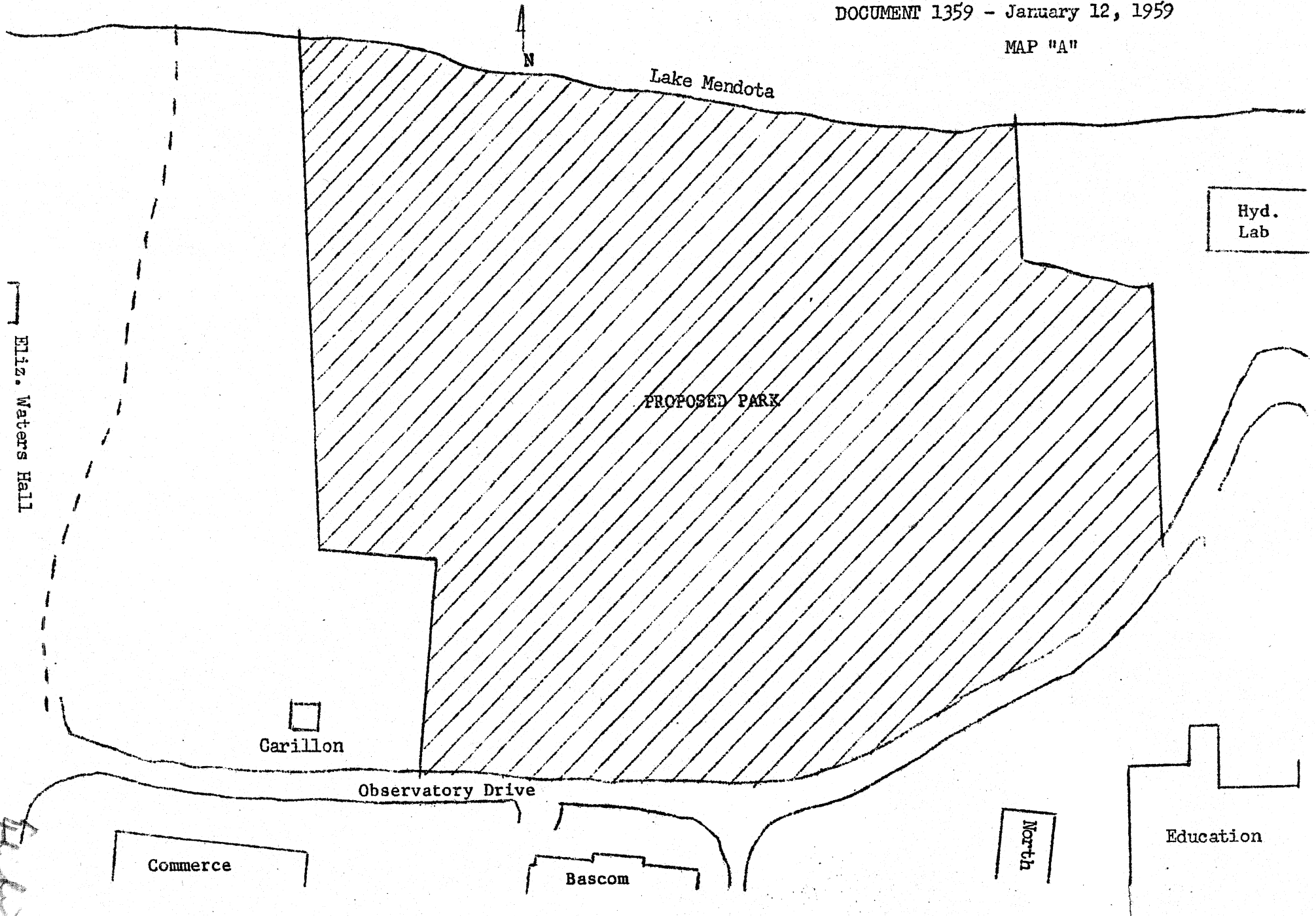
FIRST STAGE ACQUISITION

THE UNIVERSITY OF WISCONSIN
UNIVERSITY PLANNING AND CONSTRUCTION

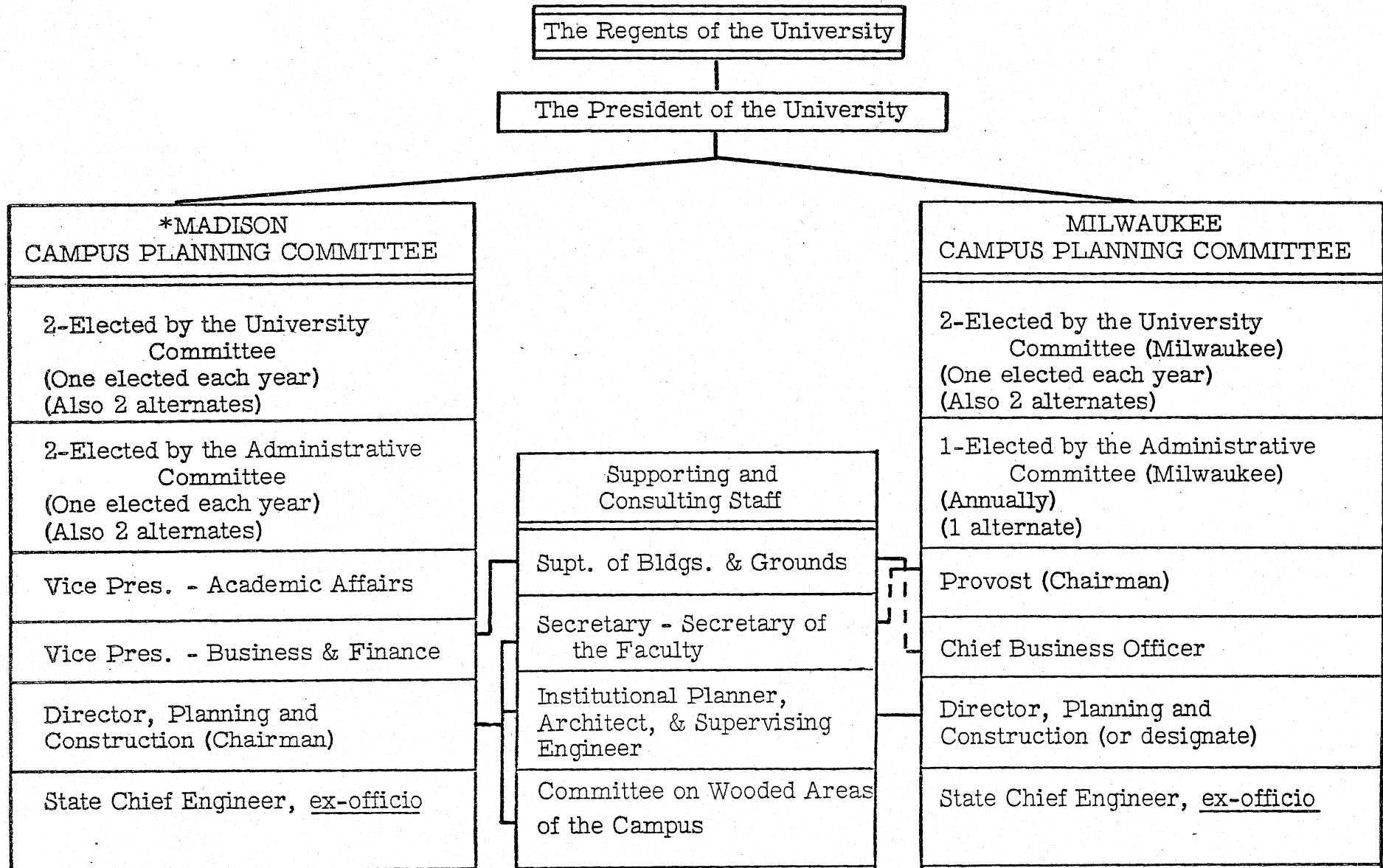
DATE NOV. 1950 DRAWN J.F. APPROVED L.J. T.D.

DOCUMENT 1359 - January 12, 1959

MAP "A"



ORGANIZATION AND OPERATION OF THE CAMPUS PLANNING COMMITTEE



*Extension Center questions to be handled by Madison committee.

Committees may hold joint meetings, and in any case the joint committee must pass on the total building priorities. Director of Planning and Construction to serve as Chairman of joint meetings.

Information to the committee will come from Colleges, Divisions, Departments, and Committees of the University.

Liaison and information from the committee

-- to the Governor, Legislature, Building Commission, Press, Alumni, and the Public:
to be handled by the President of the University.

-- to the Faculty:
to be reported by the staff members elected by the University Committee.

-- to the Deans and Directors:
to be reported by the staff members elected by the Administrative Committee.