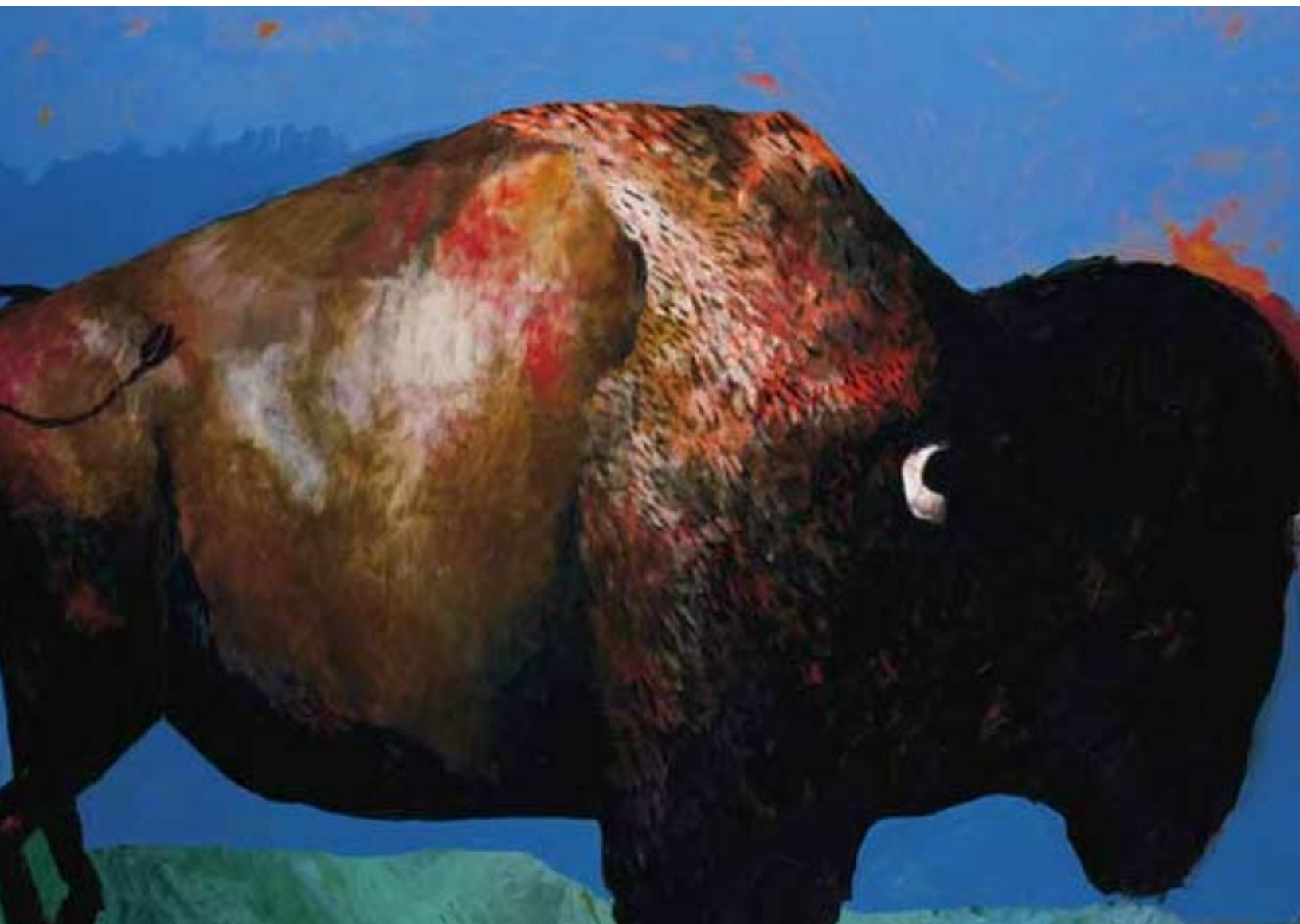


NDSU NORTH DAKOTA STATE UNIVERSITY FALL 2000
magazine



INAUGURAL ISSUE

NDSU Volume 1 Number 1 FALL 2000
magazine



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NDSU *magazine*

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EDITOR'Snote

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If only we could bottle the feeling at commencement.

I say that every year, just after the parents and grandparents and friends have appeared at the ceremony, dressed up and puffed up, taking photos and giving hugs. Faculty put on their academic garb and become fans who applaud the hard work—both personal as well as academic—for which the students are recognized. Students, in a couple of short hours, are transformed into alumni and are ready for whatever comes their way.

If only we could bottle the buzz at commencement. I'm fond of such summarizing statements. I think the process of coming up with pithy statements is a way of getting to the heart of a matter. Truths need not be complicated.

Navigating day-to-day life at a university, on the other hand, can be complicated. Financial aid forms and registration regulations, class projects, exams and essays, social lives and student activities are the tip of the iceberg. Similar to that of, say, a very large family, there are discussions and disagreements, triumphs and near misses all day every day.

But at graduation ceremonies, we put aside all that business and savor the achievement, the immense satisfaction of having cleared the hurdles and reached our goals.

It is my great privilege to be involved with launching *NDSU magazine*, a medium for “bottling,” a chance to capture the pride and possibility of those Saturday mornings in May.

I ALWAYS KNEW I HAD THE BEST JOB ON THE CAMPUS, MAYBE IN FARGO, MAYBE IN NORTH DAKOTA . . . Members of the faculty tend to be marooned in their classrooms, labs and departmental coffee lounges. Administrators are expected to hobnob with others of their ilk, all the while attending meetings of numbing length.

Support personnel are trapped in their little cubicles save occasional excursions to the Union or the Bison Turf.

But our jobs, in the Office of Communications and University Relations, in the words of a well-known graphic designer of the day, were to “get out, walk around and report the scene.”

What a treat! We had the privilege, pleasure and honor of meeting a whole lot of NDSU’s people over the years—students, faculty, administrators, support staff and, most of all, its graduates. And the perfect excuse to sit down and ask them to tell us about themselves, take their pictures and write about them. And we even got paid for doing that.

Bob Crom, Don Schwartz, Beth Rochefort and Tom Goodale had set the tone for the Office of Communications and University Relations well before I got there. It was September of 1963. Bob had just

Jerry Lingen had taken over the Alumni Association about the same time I joined the staff as news bureau editor. He was so hopelessly understaffed (himself and a secretary), that he seemed grateful for any help we were willing to give—editing *Bison Briefs*, putting Homecoming banquet programs together, or volunteering to attend an alumni chapter meeting in Des Moines, Madison, Indianapolis, Kansas City or Zap.

Not surprisingly, one by one, that first group of people moved on to what they perceived to be greener (or at least warmer) pastures, but by then the pattern was well established, and in a somewhat different sense, continues to persist to this day.

LOOKING BACK ON THREE VERY STIMULATING DECADES, THERE ARE LOTS OF HIGHLIGHTS THAT STAND OUT:

- Being picked up out of a crowd of fellow tourists at the front gate of Windsor Castle by Irv and Marie Rector in the Burroughs Corporation’s sleek Daimler limousine and driven by “Reg,” the chauffeur, to their elegant flat on London’s Hyde Park.
- Sitting in the Washington Bureau of ABC with Howard K. Smith and Sam Donaldson on the night Richard Nixon turned over his tapes while NDSU’s

IT'S THE people



OPINION by Jerry Richardson

returned from a year’s leave which he had used to orchestrate a name change for the doughty North Dakota Agricultural College to that of North Dakota State University. It was a team of bright, young, enthusiastic people, eager to get on with their lives and careers.

Three of the five were single and therefore available for 50-60 hours a week or more. NDSU was a very big part of their (and all of our) lives. We attended the plays, concerts, football and basketball games, track meets, chaperoned fraternity term parties, attended alumni functions and banquets—quite a few of those perhaps a bit “above and beyond the call” of our job descriptions. It was taken for granted that you would put in eight hours in the office, then move on to other things during evenings and weekends.

John Lynch, chief of the network’s Washington Bureau, orchestrated the pool production from the White House.

- Getting a dinnertime phone call at home from Mike Hurdelbrink in Cleveland, announcing “Hey, I’ve got an idea for a story in *Bison Briefs*! Jim Critchfield has been under cover for 30 years with the CIA, but he’s retired now. I think he’d be willing to talk.” (It turned out that he was, having just gotten back from advising the Sultan of Oman on his country’s infrastructure.)
- Taking Bob Hendrickson’s picture and interviewing him in his office on the 50th floor of the Equitable Building in the heart of Manhattan.
- Listening to Ben Barrett recount how Maj. James A. Ulio, later Adjutant General of the whole U.S. Army in WWII, told him to suck in his stomach while standing in the ranks in front of Festival Hall.

- i Driving into San Francisco for a dinner in Chinatown with my wife, Lou, and Tom Smail, the only Bison player who had warmed the bench during our Camellia Bowl victory and didn't feel like celebrating. (The next year Smail was chosen MVP.)
- i Having Steve Sando come down from the class we taught in the old gym on the top floor of Ceres Hall and announce with a roll of his eyes, "We had the lecture on the history of type."
- i Having Gov. Art Link and his wife walk up to your table at a Memorial Union banquet and inquire politely, "Mind if we join you?" (It was the night Peggy Lee sang on the campus.)
- i Getting a four-word phone call from President Laurel Loftsgard in Old Main—"Can you come over?" It always made you feel like General Halftrack at Camp Swampy, getting a phone call from the Pentagon.

WE COULD GO ON . . .

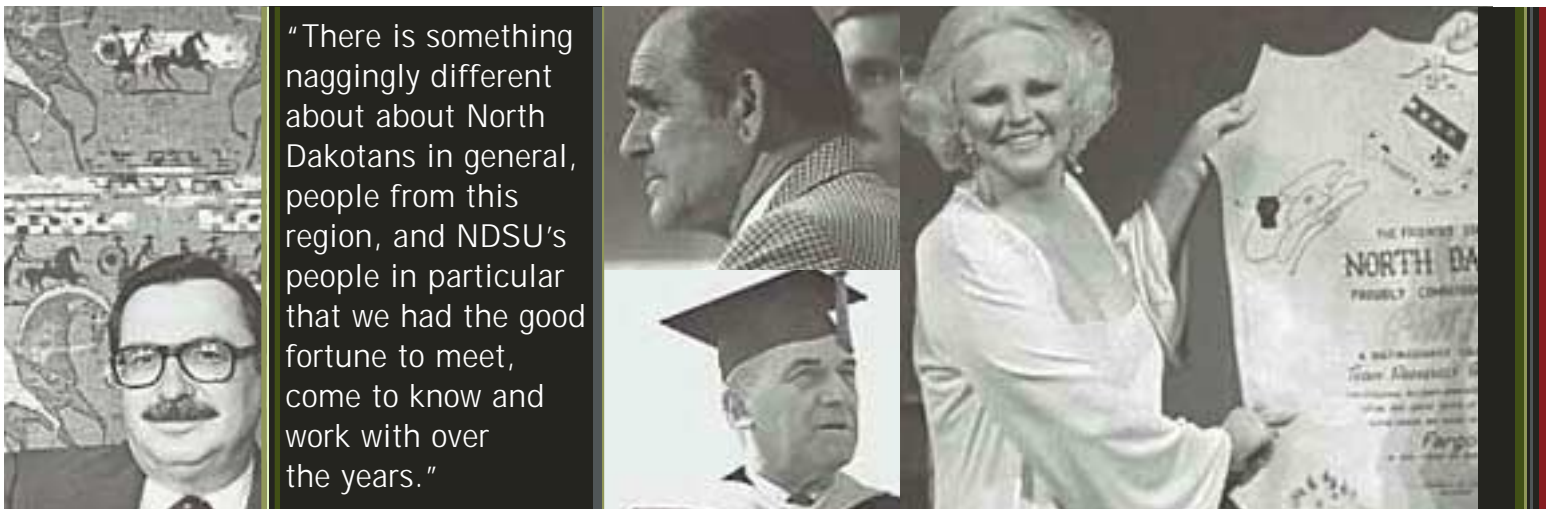
Those are just a few examples of why it was almost always fun to show up for work at the Office of Communications and University Relations on the first floor of Ceres Hall.

Korea; or Brookings, S.D., (all places we had the sometimes dubious pleasure of working and living)? Maybe not. With luck, you're likely to run into good ones virtually regardless of where you go.

Still, it may be a figment of our imagination or what a behavioral scientist might call "structuring your perceptions," there is something naggingly different about North Dakotans in general, people from this region, and NDSU's people in particular that we had the good fortune to meet, come to know and work with over the years.

Basic decency; openness; approachability; the virtual absence of pettiness, pretense or snobbery. Qualities you can't quite put your finger on, but don't always encounter elsewhere. Whatever it is, we're convinced it's worth preserving and is not something to be taken lightly. It goes back to little things like having the state's governor call you by your first name. And regardless of where you run into NDSU's people—Washington, New York, London or Grassy Butte—those qualities seem to persist throughout their lives.

Is it truly a special place? Face it, it's probably not the Harvard of the Prairies, or the West Point of the Plains (as South Dakota State once described itself). What it is,



To be honest, of course, it wasn't always like that. There were those inevitable days when it seemed like I had the worst job in town.

The Forum didn't run a story you had knocked yourself out writing and checking for accuracy, and that everyone was expecting to see in the paper. (Ruined quite a few Sunday mornings at home.)

There were inevitably days like that.

The common thread in it all, however, as NDSU's new President Joe Chapman perceptively observed at his inauguration, was: "The people of NDSU."

Are they—NDSU's students, faculty, staff, administrators and alumni—really any different from any other random assortment of people you might run into in Seattle; Columbus, Ga.; Manhattan, Kansas; Inchon,

however, is exactly the kind of university Justin Morrill and his pals had in mind around the time of the Civil War, when they created a system of public universities intended to be "of, by and for the people of their states."

What's the message in all of this for members of the faculty, students, administrators, alumni and the Legislative Appropriations Committee? NDSU deserves the best you have to offer, to be prized, nurtured, respected and perpetuated. It's a legacy handed down from the people who created North Dakota and its land-grant university more than a century ago.

It was an honor and a privilege to have played a part in all of that. And quite a lot of fun as well.

PICTURED (LEFT TO RIGHT): Irv and Marie Rector, Don Schwartz, Les Pavek, Arthur Link, H.R. Albrecht, Peggy Lee

Chem lab? No problem



PICTURED (LEFT TO RIGHT):
Wiest, Ellingson, Gelling, Yang

Science geeks? Not likely

Distinguished guests, on a tour at North Dakota State University, enter a chemistry lab, perhaps with unexamined preconceptions about what they'll hear and who is likely to tell them the good news. Their expectations, though not necessarily articulated before entering the room, are neatly shattered by reality.

Victoria Johnston Gelling begins to describe the work of the research group. A collection of chemists and polymers and coatings scientists are developing and testing coatings for aircraft, working to find a way to reduce corrosion but to not cause cancer in humans, the flaw of the currently most successful option. She prefaces a description of how they test coatings by saying, "We simply ..." and then proceeds to outline a process that is anything but simple.

Gelling is extremely articulate and clearly knows her stuff. With her doctorate nearly completed, at only 25, she is on her way to stardom, at least in the world of chemistry.

Her colleagues in the lab are equally impressive.

Michelle Wiest, 21, a member of the university's national championship softball team, exudes a quiet confidence and has to be coaxed to admit that chemistry appeals to her because she's good at it. With a little more nudging, she allows that a career in chemistry makes sense because everything—literally—involves chemistry. She may, on the other hand, go to medical school. She has a few months to decide.

Lisa Ellingson graduated from her high school and Fergus Falls (Minn.) Community College the same year, 1996, completed her undergraduate degree in chemistry with a polymers and coatings option by 1999, and immediately entered graduate school. Now 22, she has already worked with the National Gallery of

Art on a project involving conserving and refinishing bronze outdoor sculptures of artists such as Rodin and Moore.

Polymers and coatings and chemistry at NDSU also have attracted the interest of international scholars. Xiaofan Yang has been, along with Gelling, Wiest and Ellingson, in the same lab since 1997. Her experiences, ranging from waiting out a cultural revolution in China before being able to attend the university to now having a career that means she sometimes lives thousands and thousands of miles away from her husband, are instructive to the rest of the lab colleagues.

The Department of Polymers and Coatings at North Dakota State is nationally and internationally recognized, and

one of a handful of academic departments to specialize in coatings. Industry, government and academia all compete vigorously for the opportunity to employ NDSU's graduates. In fact, Yang's presence here is a testament to the reputation this NDSU department holds. Ask her if it is as famous as some here like to think and she says, "Actually, yes." She came to this lab from a postdoctoral position at the University of Wales in Cardiff.

Not to put too fine a point on the gender issue, but there are few female role models in chemistry or polymers and coatings. And there are stereotypes that assume scientists are, by and large, male people.

When these women travel to present their research findings, as they did recently at NASA, for example, tourists and scientists alike are shocked to meet them. Tourists assume they are on holiday and seem hard pressed to comprehend the breezy response, "Oh, we're going to present research at NASA." Scientists assume they've just barely

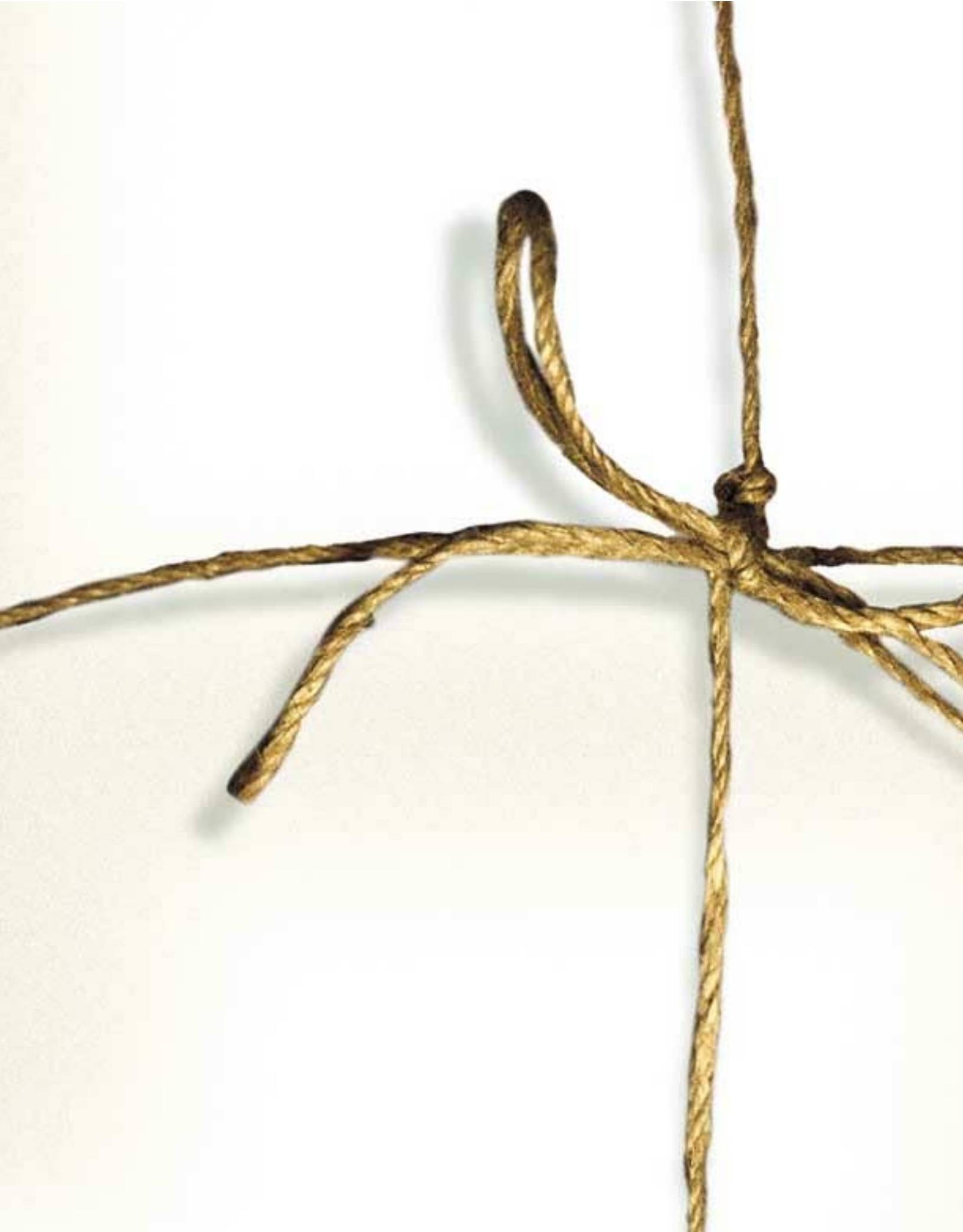
escaped from a snowstorm. "It's kind of fun to tell people you're in chemistry," says Ellingson, with notable understatement.

Even though people often assume that because they're female they're training to be high school chemistry teachers, this group exhibits much more enjoyment at breaking such barriers than annoyance, save one comment. "I'm getting tired of people saying 'I've seen the movie *Fargo*,'" Gelling admits.

The various stints of the four women are about to come to a close. Graduations and contract completions are looming in May, but they will keep in touch, both as future leaders in the study of corrosion as well as friends.

— L. McDaniel







TILES

that
bind

The strength of the emotional tie people hold for their alma mater is fairly obvious. They wear sweat-shirts from their university and put stickers on car windows. They give money for scholarships and brag about the athletic teams.

North Dakota State University's alumni—and employees and friends—have leapt at the chance to make their support known very publicly. Some 1,000 floor tiles have been snatched up, at \$200 to \$1,000, both to support the new Alumni Center as well as to make a statement about the experience of being part of NDSU.

A look at four examples follows.

— Stories by M. Fredricks



— b. alkofer

STUV



Every time a person puzzles, “Stu who?” Dennis Smith gets his wish.

It’s not exactly bells ringing and angels getting wings, but there’s a nice story behind this tile at the North Dakota State University Alumni Center.

It says “Stu.”

It’s the story of how legendary BMX racer Stu Thomsen came to have his name etched in stone on the NDSU campus even though he never set foot here.

It all started back in the late ’70s when Thomsen, nicknamed “Stompin’ Stu” because he regularly stomped the competition, was taking the fledgling sport by storm. He was the American Bicycle Association’s first No. 1 professional. While riding for Huffy during the mid-’80s he was also the highest paid, with his own signature frame sold in department stores around the country. Just about every BMX-racing kid in the nation wanted to be Stompin’ Stu.

Smith, then a junior high schooler in White Bear Lake, Minn., was no exception. “I was just an amateur. I was good, but nothing exceptional,” Smith says. “Stu Thomsen was *the* professional. He was known by everyone in the sport.”

In the early ’80s, Thomsen went into a terrible slump. He couldn’t win, couldn’t qualify for final races and finally dropped out of the national scene. “The word was that he was out training and trying to fix whatever was wrong,” recalls Smith. “Then, the month preceding the Grand Nationals in 1983, Stu Thomsen came out of hiding and started to win. It was as if he was an entirely different person. He came up with the idea for the phrase ‘Stu Who?’ He had buttons and banners, and in BMX you put your name on your gear, so he had ‘Stu Who?’ across his back. He won the Grand Nationals that year—in fact, he completely dominated—and he continued to get back to the level that he once was.”

Meanwhile, Smith raced for a couple of weeks each summer on the national ABA tour. He adopted the phrase “Stu Who?” to push himself, and friends and family used it to cheer him on. Smith won two national championships, one in 1983 and another in 1984, and was twice ranked in the world’s top 10. He rode his final race in 1985 and that fall arrived at NDSU, bringing with him “Stu Who?”

“Most of my closer friends were familiar with the sport, but no one I knew at NDSU had raced,” Smith

says. “‘Stu Who?’ was in my vocabulary, and everyone in my group always talked about it. It was a unique, unusual term, and it spread by word of mouth.”

Soon, when a Bison athlete did something outstanding, exuberant calls of “Stu Who?” filled the stadium. “When we’d be at a basketball game and Joe Regnier (BS ’89, business administration, all-time Bison scoring and rebounding leader), who we knew, dunked the ball or did something good on defense, we would yell, ‘Stu Who?’ then slap high-fives. It was said when you did well on an exam, when you got a job that you wanted or something good happened on the job.”

Smith earned his bachelor’s degree in business administration in 1990. As he walked across the stage that warm day in May, “Stu Who?” echoed throughout the auditorium. He joined AT&T in Minneapolis and stayed with the company for 10 years. In 1996 he started night school at William Mitchell College of Law, St. Paul, Minn., and graduated in January. Calls of “Stu Who?” again filled the commencement hall.

When Smith learned of the Walk of Pride, he immediately knew what he wanted to do. “‘Stu Who?’ symbolized excellence. It is something that, when I hear it—although it’s not said much anymore in my life—I think back to NDSU,” he says. “I thought it would be a good story to tell our children and it could be carried on.”

The Alumni Association Board of Directors, concerned the phrase might be a derogatory comment, initially rejected the request. Smith settled on the first name.

“When you look at the tile, what’s the first thing you think?” he asks.

Stu who?

“Exactly.”

The ABA calls Thomsen, who continues to race BMX and mountain bikes for Redline Bicycles, “... perhaps the biggest name our sport has ever had.” He is the first person to be inducted into both the ABA BMX Hall of Fame and the U.S. Bicycling Hall of Fame.

As for Smith, he is a senior global account manager at SBC Communications, Minneapolis. He and his wife, Madison, live in Maple Grove, Minn.



KEEPING *the* FAITH

Ray York is not an arrogant guy, by any means. But he's confident enough that all of his children will attend NDSU to carve their names in stone.

York, who is a member of Alpha Gamma Rho fraternity, received his bachelor's degree in animal science in 1971. He and his wife, Kay, a 1971 graduate of Minot State University, now farm near Kenmare, N.D. "I gained a lot from NDSU while I was there," says Ray.

"This was a good way to give something in return."

At the time, two York

children were students at NDSU. Jarvis completed a degree in agricultural systems management; Jarly, a member of Alpha Gamma Delta sorority, graduated in apparel and textiles. Confident that their two younger daughters, Joanna and Jenica, would attend NDSU, Ray and Kay listed their names on the tile as well.

Joanna entered NDSU in 1999. All that remains is for Jenica, a high school sophomore, to follow.

York isn't pressuring his youngest: "I told her she can go wherever she

wants, but I think she'll graduate from NDSU, too, so we wanted her name on the tile.

"As our kids grow up, they can show the tile to their children, our grandchildren," says York. "It's nice for our family." ×

MAMA BISON remembered

Dorothy Eberhart was a woman of generous proportions with a warm, welcoming smile, the quintessential campus cafeteria matron. She

also was generous with portions, in extra helpings heaped on the plates of Bison athletes, and in words of encouragement and advice.

For 24 years she was a touch of home away from home. She was Mama Bison, known simply as "Mama" to the coaches, trainers and students who ate in the Residence Dining Center.

Eberhart went out of her way to provide a personal touch for her extended family, looking for "monotony breakers" such as special holiday dinners, a January Circus Night and Cram Snacks during exam weeks. "We get as personal with our students as they want to," she once said. "If they want to bring in a favorite recipe from home, we'll try it out."

She developed an interest in student-athletes and their needs, meeting special menu requests and providing ice and sick trays to injured players. Although she had never attended a basketball game before joining NDSU, she and her husband, Walt, soon had season tickets for basketball and football.

"She was just a really critical part of our program," said Jim Wacker, former NDSU football coach, now athletic director at Southwest Texas State University, San Marcos. "She thought of our athletes as her own, and was kind of like a mom to them. The players and coaches looked to her for that kind of support, and it was always there. She was a very special lady."

Eberhart also attended as many out-of-town games as possible. On one such trip, NDSU students talking to her on CB asked if she had "a handle," then suggested "Mama Bison." Wacker started using the name around campus and it stuck. In later years she parked her car with "MABISON" plates in a spot marked, "Reserved for Mama Bison."

"She loved being called 'Mama Bison,'" said her daughter, Doris Hebert, who purchased a tile in her mother's honor with sister Pan Hall. "It's a neat legacy for Mom and all that NDSU meant to her."

She retired in March 1988, the same month her cafeteria was dedicated the Dorothy Eberhart Dining Center. She died Sept. 8, 1991. ×

COLLEAGUES HONOR *role model*

In the fall of 1977 Patricia Beatty, associate professor of psychology at NDSU, was hospitalized due to complications from multiple sclerosis. Not to be deterred, Beatty taught classes at the hospital. "She held class in a seminar room there because that's what she was, a professor," says Verlin Hinsz, professor of psychology, an NDSU undergraduate at the time. "It wasn't her job, it was her calling."

"I can still see her sitting in the old Festival Hall teaching a class with about 300 students," said Sharon

Berry, BS '75, MS '83, psychology manager and director of training at Children's Hospitals and Clinics, Minneapolis. "She opened up the field of psychology so it was memorable, interesting and creative."

Beatty, who joined NDSU in 1969, retired in 1977 due to her illness, but maintained close ties to the Department of Psychology, serving on graduate committees, attending Friday colloquia and hosting social gatherings.

She also became a force for the rights of the disabled in North Dakota. She was instrumental in the passage of a 1980 Fargo city ordinance for more vigorous enforcement of handicap parking laws. In 1981, the mayors of Fargo and Moorhead chose Beatty as the local liaison for the United Nations International Year for Disabled Persons. During the 1983 North Dakota legislative session, a bill was introduced at her urging that allowed canine companions of persons with physical disabilities to enter public places.

"She did so many things throughout her life, and they weren't for her, always for the benefit of others," says Hinsz. "Although she was an activist, that wasn't how she saw herself, but rather as someone who did things to make the world better for others."

In 1998 psychology faculty donated funds for a tile in Beatty's honor on the Walk of Pride, and she selected the words inscribed there herself: Role Model. Beatty died Dec. 20, 1998, at the age of 58, having never seen the tile that has become her campus memorial. ×

TRIBUNE COLUMNIST LIKED WHAT SHE SAW

This column by Betty Mills appeared in the *Bismarck Tribune*
Oct. 13, 1999, just after the Alumni Center dedication.

NDSU ALUMNI TAKE WONDERFUL CARE OF SCHOOL

Two new buildings were dedicated during homecoming last week on the campus of North Dakota State University, in Fargo. An engineering building and the Alumni Center will both add significantly to the education of students who pass through their doors and to the future of the university itself.

Interestingly enough, the Alumni Center was built entirely with private funding, \$3.5 million of it, and many of the donors were there for the ribbon-cutting. One wall on the second floor contains sketches of those who gave at least a million dollars, graduates all of what was once derisively called “the cow college.”

“There’s still a lot of room here for more pictures,” someone said. No doubt, as the years go by, those spaces will be filled.

The center is an attractive building, blending in with the other campus architecture and constructed with the typical North Dakotan attitude about being useful as well as good looking. In addition to offices for the Alumni Association and Development Foundation, there are several handsomely furnished conference rooms, since this center is intended not only to serve alumni but to add to the capacity of the university to provide educational opportunities for diverse interests.

There is plenty of gracious space and clusters of comfortable seating arrangements, so that it is easy to envision gatherings of old grads, back on campus for a festive occasion, meeting there in the setting that was built by them and for them.

And a lot of them were there the morning of the dedication, some easy to spot in sweatshirts emblazoned with Bison emblems or in green sports coats that had nothing whatever to do with golf tournaments. Others, stadium tickets in hand, were deep in conversation about the upcoming football game, and one small, gray-haired man was introduced to me with the phrase, “You maybe won’t believe this, but he played football for the Bison.” I believed him, but not without visions of a modern Bison fullback dancing briefly before me.

There will be many such Bison replays in that building in the coming years, as well as talk of careers and families, of old friendships and renewed commitment to the institution that launched their adult lives. Or, as one alumnus put it, “It made me believe in myself.”

Among the major donors for this building, there was a scattering of younger graduates, but primarily they were from my generation, children

of the depression, veterans of World War II and Korea. Many were second-generation Americans, frequently the first in their families to attend college.

For some, their college credits were accumulated in sessions sandwiched between the seasonal demands of farming. After all, this is our land-grant college, established by the federal government to promote and improve agriculture in the state through education and research, which it most certainly has done.

If, in earlier years, it was the country cousin, collegiate home to the kids wearing work boots and wardrobes out of mail-order catalogues, it has assuredly come into its own. That pride is reflected in the loyalty of its alumni and in the national recognition of its graduates—and its football team.

It seems strange to me, now, that I never considered going there, where so many of my cousins did, as did my brother, briefly, and my sister. That such major decisions are sometimes made through youthful whim is not a notion to bring peaceful rest to parents.

As I watched the joyful reunions of old classmates, I felt a few pangs of regret for the “might have beens,” but also enormous pride as a North Dakotan in all the university has given to its students and in what it has become.

If college graduates sometimes grow weary of the letters that pursue them, often before the ink has quite dried on their diplomas, we should all hope that the alumni associations of this world continue to pursue and promote, and that we, the targets, forgive their elegant nagging. They have accomplished much, these organized alumni—scholarships, buildings, curriculum improvements and an understanding on campuses everywhere that the university continues to be important to those who have long ago left its classrooms.

Sure, these donors enjoyed the hoopla—and the tax breaks—but basic to their generosity was the belief that they were giving back a share of what had come to them as a result of their years at the university.

It is, in the modern vernacular, a win-win situation, a heartwarming example of the theme line for an early weekly soap: “All that we put into the lives of others comes back into our own.” ×

Reprinted with permission from the *Bismarck Tribune*. Betty Mills is a freelance writer. She has written a weekly column for the *Bismarck Tribune* for 16 years.



catherine

Cater

Catherine Cater has been an educator since 1940. She joined the English faculty at North Dakota State University in 1962, and though she officially retired in 1982, has remained very active in students' lives. The Catherine Cater Humanities Lecture Series was established in 1986 in recognition of her advocacy of humanities in higher education.

excerpts

I doubt that one ever is wise. I don't really know what wisdom is.

I like obstacles.

I'm a rotten cook.

Absolutes are very difficult to come by.

I used to bat (tennis) balls around. It was always love-nothing.

Ideas are not all equal, but there are many varieties of ideas. It is extremely important to examine all aspects of ideas.

Being a teacher is very serious work, but lots of fun.

Students are very fond of the question, "Who am I and what is the meaning of life?"

The success of the student usually prevails. Occasionally it doesn't.

Suspension of judgment is a very important part of learning.

Discerning facts from knowledge is most important.

Data are less significant than the integration of ideas and data that may produce, or may not produce, knowledge.

I do like John Donne. 'Go ahead and catch a falling star' is a lovely line.

NDSU is a public institution to which students 17, 18 and on up as old as they get can actually talk with a professor without fear of condescension for the most part and where they can question not only their own thinking but question the ideas of other people.

I think what we do is introduce students to what they will think about 100 years hence.

This emphasis on computer science is a phase we'll get over, because we'll use computers more wisely.

I have a principle—I don't teach in the summer. It's a period of restoration.

I have found travel very restorative, indeed. One sees other people, other places that distract one from whatever problems one has.

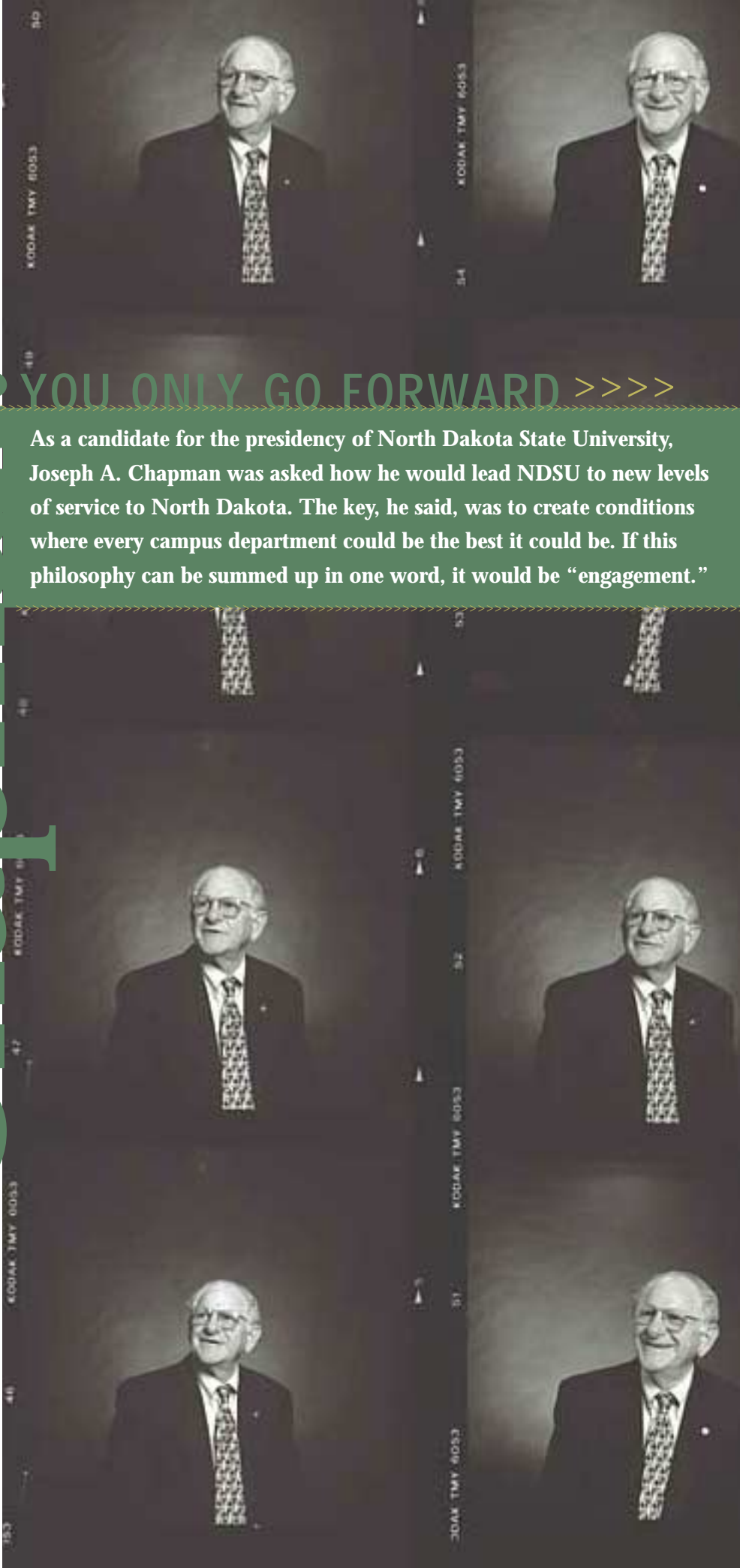
I like to write verse. I don't say poetry. Verse is on a lower level.

Now I have the best of all worlds because I don't have to go to meetings. I can concentrate on students.

Chapman.

YOU ONLY GO FORWARD >>>>

As a candidate for the presidency of North Dakota State University, Joseph A. Chapman was asked how he would lead NDSU to new levels of service to North Dakota. The key, he said, was to create conditions where every campus department could be the best it could be. If this philosophy can be summed up in one word, it would be “engagement.”



Q A lot has happened at NDSU this last year, including the addition of doctoral and undergraduate programs and groundbreakings for the student Wellness Center, the Animal Research Center, and the Research and Technology Park. What do these activities say about where NDSU is headed?

A NDSU is an institution fully engaged with the citizens of this state; it is responsive, proactive, and it is an institution that is moving to the next level. I am a firm believer that you only go forward. If you look at all the great states that are on the move, all of them have great university systems. North Dakota has a fine university system, but we're heavily portfolioed at the undergraduate and two-year level. We don't turn out anywhere near the percentage of advanced degrees that these other states do. We're positioning NDSU to be the next level of research university that provides the engines for all those new ideas that can be generated to build the economy of the state.

Q How does NDSU help build the economy of North Dakota?

A First, we create an environment in which students not only want to stay in North Dakota, but one in which out-of-state students want to come to North Dakota. We can do that in a lot of ways. We need to provide the best possible faculty we can. We need to create an environment in which business people feel they are full partners with the university. Our Research and Technology Park is the perfect example of that. We need a place where businesses are not only the beneficiaries of the products that we turn out—such as our excellent students—but they are also actually helping to shape the direction we are headed as an institution. We need to always be sensitive to the traditions of the state, be it agriculture, business, and the like, but we also need to be realistic and realize the nature of all of the disciplines we represent is being impacted dramatically by new technologies.

Q Last year, a task force of legislators, business people and higher education professionals studied North Dakota's higher educational system and made a number of recommendations, including that individual campuses take greater responsibility for their own financial resources. What's your view of that?

A I think the state has every right to expect us to be good business people. This campus is an investment by the people of North Dakota in individual and collective economic well being and quality of life. We can leverage this investment through strategic partnerships with North Dakota, national and global businesses, as the authors of the Roundtable report suggest.

Q How concerned are you about attracting and keeping good faculty and staff?

A Keeping and attracting good faculty and staff is one of our highest priorities because students are our highest priority. Student learning occurs through faculty and staff guidance. Increased investments in people are critical to attracting and retaining quality faculty and staff, thereby increasing NDSU's educational standards.

We have set a goal of moving faculty and staff salaries to the mid-range of professional peers. We have a strong, positive environment at NDSU. We have pretty good facilities. We care about people. What we don't do well is remunerate our people well. Where this really catches up with us is that while we can recruit the very best people, retaining these new people is a challenge. We bring in a new assistant professor or staff person, get them up and running, and other people looking around from the outside just buy them from us. Now this year, using every tool at our disposal, we were able to keep some incredibly talented people that some very big universities wanted to hire away from us. We lost some but we retained others. We need to be aware there is a demand for the people we have here and we need to compensate them for their hard work.

Q Demographers say that if present trends continue, North Dakota will have a smaller and older population. Is it realistic for NDSU to set a goal of enrollment growth to 12,000 students?

A By doing nothing, we guarantee that the demographers are right. Conversely, we cannot accept this; and we need to invest vigorously in our future and our young people. Not only do we need to keep our young people here, but we need to reach out and create reasons for young people elsewhere to come here and be a part of North Dakota. That's where the universities have a critical role to play. We should be viewed—and increasingly we are—as a national resource. We need to broaden the number of disciplines we offer so we reach a broader segment of society and build a more diverse university, and thereby building a more diverse state economy.

Q How do you keep the focus on students while accomplishing these other goals?

A North Dakota State University exists to serve multiple stakeholders with service to students as paramount. You keep a focus on students by remembering that everything you do has an educational value. For example, in making an investment in the infrastructure of the Research and Technology Park, you ensure that there are components for students through internships, educational opportunity, or a chance to spend time in the business environment. Everything has to tie back to the students.

Student **muscle** builds **wellness center**



A \$5.2 million Wellness Center is under construction at the corner of 18th Street North and Centennial Boulevard, and should be completed in the fall of 2001.

When finished, students and visitors will see a beautiful structure that contains both the student health service and a fitness center for students. It will include a one-story clinic with exam rooms, offices and a pharmacy and a two-story building with a student lounge, locker rooms, drop-in child care facilities, a running track, workout machines and aerobics room. It will offer individual counseling and wellness education in fitness, nutrition and smoking cessation.

Normally, a university building is funded with state dollars or private donations, but for this Wellness Center, students cut through the red tape. Students wanted it, fought for it and they're paying for it.

Student leadership has seen the project through a decade of development.

DeAnn Bjornson chaired the first committee in 1993-94. "We absolutely believed in the project from day one," said Bjornson, a marketing representative for Federated Insurance, Fargo. "We felt it should be for the students, from the students and available to the students. It was probably the project that I worked on as a student that taught me the most, affected me the most and made me the most proud."

Patterning their efforts after the students who organized the building of the original Student Union in the 1940s, the group did research, built support and developed a business plan. When they completed a study in 1995, they found out how rare it is to have a joint health service-fitness center. They could not find a single university that used the same model they were proposing.

That did not deter them, nor did the idea that they personally would graduate long before the center became a reality.

"The members of that first committee weren't self-involved at all," said Merideth Sherlin, an outreach coordinator in the NDSU admission office who was a member of the group. "All of them had NDSU's best

interest in mind, and it just goes to show the loyalty and dedication that develops with students here.”

It was a project that students would not allow to falter.

“It was just teamwork, the idea of sacrificing some things now for what’s going to happen later,” said Jonathan Bengé, a partner in the financial company Preferred Resource Group, Minneapolis, who chaired the group for two years. “We went from nothing really, just some research and an idea, to finishing a business plan and presenting it to the legislature and the State Board of Higher Education.”

The final business plan was presented to the House Appropriations Committee during the 1999 session by Jeremy Greene, 1997-98 committee co-chair and 1998-99 student president. “The center will be a landmark building for the west side of campus,” said Greene, now with Andersen Consulting, Minneapolis.

The sense of accomplishment is shared by Teresa Brandt-Zupancich, committee chair in 1996-97, manager of Appletree Fitness Center, Bloomington, Minn. “I was part of it, got to voice my opinion and got the chance to be in charge of different parts of the project,” she said.

The work of these people, and many others, was the catalyst to make the project a reality. Gary Narum, associate vice president for student affairs, advised the student committees from the beginning. “Because it was a great idea, students stayed with it. It wasn’t just one class buying in to this, it was year after year after year of students believing in it and providing the leadership to make it happen,” he said.

The student body clearly was in step with the leaders of this project. In 1998, students voted to fund the center through a \$38 per semester fee paid by full-time students. Bonds on the project will be paid off during the next 30 years.

“I can’t say enough good things about the center. It’s one of the greatest things that has happened in a long time on this campus,” said Tadd Tobkin, student president, noting that current students appreciate the hard work of those who came before them. “I’m glad they did it because it is going to be a beautiful, and busy, addition to campus.”

— S. Bergeson



PICTURED: Sherlin, Bjornson



TEACHING PRIVILEGE

A stylized logo consisting of the letters 'isa' in a lowercase, serif font. The 'i' and 'a' are connected by a thin, curved line that loops around the 's'. The logo is positioned to the left of the main title.

Higher education is one of the last areas of our society from which accountability has been demanded.

For decades we drifted along, secure in our ways, doing what we had always done. Then, 15 or 20 years ago, governing boards and state legislatures began saying, “OK, you say you are good teachers, and that what you do has a positive effect on students’ future lives, but now you need to show us.”

Public accountability of public institutions is a good thing. Fact is, in a democracy it is a necessary thing. And so, while we had some hurt feelings and did some grumbling about it, we developed assessment tools and evaluation instruments that tell us whether students are learning what we want them to learn and whether they think they’re getting what they, and their parents, are paying for.

This is all to the good, but the problem is that it tries to objectify a subjective experience—teaching and learning. It tries to put numbers on a process that is, in important ways, particular to each individual.

I have been privileged to be at NDSU for 26 years, and I am less sure about what good teaching is than I was the day I arrived. I admire colleagues who are dynamic and laid back, funny and serious, demanding and permissive, technologically sophisticated and technologically illiterate. The only common element I can see in these individuals in this most individualistic of professions is that they all like young people, and they all share a joy in the process of learning and discovery.

If you like young people, college teaching is one of the best jobs on earth, because not only do you get to work with them, but you get to do so at a time when they are reinventing themselves. After being defined by their parents, and then by their peers, they now have the opportunity to define themselves. They get into classes where they can really interact with teachers and engage materials, instead of thinking about the big game or the senior prom, and something clicks. They begin to appreciate learning and to see its relevance in their lives. Good teachers can see this happening, and share the joy of the experience, because it happened to them, too, usually in the same way.

One of the things I have learned about teaching over the years is that good teachers are pretty much wasted if you don’t have good learners, and we have very good learners at NDSU.

I have sometimes said that at NDSU we get good young people and try not to screw them up. I’m only being half

facetious when I say that. NDSU students come with the tools to learn. They are as well prepared by the secondary schools as any students in any region of the country. They are ready to do the hard work they need to do to get an NDSU degree—and make no mistake, NDSU is a tough school.

And our students are just plain good kids. They are people of honesty and integrity. They are down-to-earth people. They respect their families and communities. And they revere education and what it can do for them.

One reason the faculty here relates well to NDSU students is that most of us are the same kind of people. Most of us don’t have an overly-inflated view of ourselves, and we include far more overachievers than underachievers. Many of us were first-generation college students, and we understand the opportunities and responsibilities that involves. And many of us got our starts in land-grant schools like NDSU—sometimes at NDSU itself.

And what can you expect when you get to the other side of this process? Well, the first thing you can expect is a degree—what my Mom used to call “the middle class union card.” And it’s a valuable degree. Employers like the fact that this is a place where bright young people come and work hard to succeed. When they tell you at graduation that you are now equipped to compete with graduates from any university in the country, they’re not pulling your leg. The accomplishments of our alums show that is absolutely true.

You will also come out with friends, memories—and perhaps a spouse—that will last a lifetime. But you should also come out with some less tangible but equally important products. You should come out with an appreciation for learning and well-earned sense of accomplishment. You should have a fuller understanding of human nature and human diversity, and of the natural and social world in which you live. You should have a greater appreciation for family and community, and a willingness to give something back. In short, you should have some of the tools for living as well as for making a living.

Like I said, I’m not sure how all of this happens, and I certainly couldn’t put a number on it. I just know it does happen. And in the happening it gives both of us, students and faculty, gifts we will cherish forever.

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