A half million dollar telecommunication systems laboratory was recently bestowed upon UW-Stout by Ameritech Wisconsin. UW-Stout offers the only bachelor’s degree program in telecommunication systems in Wisconsin. Ameritech is the state’s largest telephone company.

“This is the only partnership of this kind we know of in the country in which a university and a telephone company have partnered to produce this type of laboratory,” stated Scott Simenson, program director for the B.S. degree in telecommunication systems. “It would have been impossible for the university to build and develop this type of technical lab on its own.”

The Ameritech Telecommunications Laboratory on UW-Stout’s campus replicates voice and data circuits offered by Ameritech. “Our lab is connected directly to the Ameritech central office in Menomonie,” Simenson said. “Ameritech provides a variety of voice (telephone) circuits ranging from analog to high-speed fiber optic lines used to support current and emerging digital services.”

Located in Fryklund Hall, this state-of-the-art telecommunications lab will be used to train tomorrow’s telecommunications managers. “We want to produce a well-rounded student who can work in a business situation and be up to date with the latest technology,” Simenson said.

He noted that the telecommunications industry is rapidly evolving, changing almost daily, and there is a demand for graduates in this area. “Expertise is hard to find because it is all so new,” he said. Simenson said that graduate employment is 100 percent, and he gets two or three calls a week from companies looking for graduates of this program.

Students graduating from this program enter the business world as managers of telecommunication services for their respective employers. They are responsible for evaluating, buying, configuring, managing and upgrading services and systems that allow companies to communicate and conduct business in today’s worldwide marketplace.

“Our telecommunication systems major was developed in response to the needs of the industry,” stated UW-Stout Chancellor Charles W. Sorensen. “However, we could never offer the quality program that we have without the support from companies such as Ameritech. We deeply appreciate the company’s commitment to assist us in serving the needs of our students, who will go on to leadership positions in business and industry worldwide.”

“Ameritech is proud of its commitment to help prepare the next generation of telecommunications business leaders to take its place at the head of the class in the 21st century,” said Ellen M. Gardner, president of Ameritech Wisconsin.

Simenson noted that there is still a lot of work to do. “The laboratory being constructed to support the telecommunication systems degree program will continue to evolve and support a systems approach to the industry,” he said. “Ameritech has provided the university with the transmission foundation in the telecommunication field. The next step is to add equipment designed to control, switch and monitor networks.”

Simenson said that UW-Stout is trying to build a contemporary telecommunications laboratory which is reflective of what is happening all around the world today in regard to the telecommunications field. “The industry is being impacted with convergence or combining circuits and services,” he said.

“We are becoming a global society, and we want Stout students to be prepared to meet the needs of this society,” Simenson said. “Our students need to understand the technologies of today, but they also must be able to help lead organizations into the future by being able to integrate a wide range of information technologies into the business operations of their companies.”
 Employers visiting campus in record numbers

When employers like Kraft, General Mills or Marriott not only come to a campus to recruit employees but also send personal letters or e-mail directly to students and faculty, it seems to be a student’s market and, according to LaMont Meinen, director of UW-Stout’s Placement and Co-op Services, right now, it is.

According to UW-Stout’s most recent report, employment stands at 98.7 percent, and UW-Stout graduates report employment in 30 states. Not only are companies sending personal letters, some are flying students from a given major directly to the employer’s place of business. “This past year has clearly been a student’s market for most of UW-Stout’s majors,” Meinen remarked.

“And there’s more good news,” Meinen said. “More employers than ever are coming to our campus, and many have multiple positions open.” Meinen added that Marriott and Target, for example, send six or eight recruiters at a time.

“It has been challenging this year to meet the hiring needs of our recruiters,” Meinen said. “Recruiting activities are becoming more aggressive, especially for those students in applied math, telecommunication systems, packaging, construction and graphic communications management.”

Also, some companies that normally recruit just at Big Ten schools, are now coming to UW-Stout. General Mills is one of those.

Some of the most successful recruiters have tried a variety of strategies to attract students for interviews, according to Meinen. Some hire a co-op student every semester and use the returning students as ambassadors on campus. Some companies provide company tailored multicolor posters that are posted all over campus, or buy inserts in the Stoutonia. Others sponsor scholarships or donate equipment or supplies targeted to specific majors.

Companies also send weekly employment listings, post listings on the Internet, contact student organizations, hold video teleconference interviews and attend the annual Career Conference at UW-Stout.

“Many companies participate in Stout’s ‘Landing the Job’ course,” Meinen said. The one-credit class includes sections on interviewing, professional dress, dining and etiquette. Because of the success and continued interest among students and employers, Meinen said the course will be offered each semester prior to when interviewing begins.

UW-Stout also pays close attention to employment trends, Meinen noted, and keeps students abreast of those trends. The university receives numerous publications and bulletins such as “Recruiting Trends.”

“We want Stout students to be aware of the constantly changing dynamics and be prepared for the future,” Meinen said.

An extensive employer information library (above, left and right) and job postings (below, left) are among the many resources available to UW-Stout students through the Placement and Co-op Services office. The three-day Career Conference (below, right), held each October, attracted approximately 300 employers to the Stout campus.
Teaching technology teachers

Industrial/technology graduate program prepares tomorrow’s technology educators

Most people are aware that the world is evolving technologically at a ferocious rate. In fact, even technology teachers, not to mention lay people, experience difficulty keeping up. As the 21st century approaches, teachers and administrators in higher education are concerned because there are not enough educators adequately equipped to provide education in the new technology.

“Stout’s master’s degree in industrial/technology education is definitely addressing a need that’s out there,” said Len Sterry, professor in UW-Stout’s department of communications, education and training. “There is a tremendous shortage of technology teachers.”

According to Sterry, there are three reasons for that: technology programs are growing rapidly; the teaching of technology is being looked upon more favorably as it is realized how important technology is to society; and many teachers are reaching the age of retirement.

There is a great deal of interest in the master’s degree in industrial/technology education at this time, Sterry noted. The program serves two groups, he said. One group is those who have an undergraduate degree in technology education and are already certified to teach. The other group is people who have an undergraduate degree in a field other than technology education, but who would like to be certified to teach technology education. “People who may always have wanted to teach but have been employed in another field might be interested in this program,” he said.

“We have students in the program from 21 different undergraduate majors,” Sterry said, adding that students come from a wide variety of majors from physical education and social studies to agriculture and engineering. Those students also need to meet certification requirements. For them it would probably take four semesters plus a student teaching semester to be qualified to teach.

Technology is a nebulous term for many people. According to Sterry, people often struggle with the concept. However, with technology evermore inundating our lives, a clear definition has become necessary.

Sterry pointed to the following definition which is generally accepted by the math, science and engineering communities and is offered in the book Technology for All Americans: “Technology is the generation of knowledge and processes to develop systems that solve problems and extend human capabilities.”

According to Sterry, developing a personal concept of technology is best done throughout the school years. In fact, it is now believed that technology concepts should be introduced at the elementary level and built upon into high school.

Wisconsin has set academic standards for technology education in a publication put out by the Department of Public Instruction which Sterry helped prepare. Expectations of students’ knowledge of technology are set for as early as fourth grade.

Young people will definitely be needing knowledgeable, adequately prepared technology teachers. And UW-Stout will be ready to provide them.

Campus continues to change

Recreation complex improvements to provide added flexibility


Construction is expected to begin in September 1999. “We anticipate that the first phase will be ready by the fall of 2000,” stated Bob Johnson, director of UW-Stout’s Memorial Student Center and chair of the Recreation Complex Building Committee.

Where will $7 million come from? “The way in which it will be funded is unique,” Johnson said, adding that funds are not coming from taxes, tuition or yearly budget dollars, but from the community, special fund-raising efforts and the students themselves.

Johnson said that the student senate voted for each student to pay a segregated fee of $40.08 each year they are in school. “Universities all over the country are building athletic recreation complexes, and students are voting to help pay for them,” Johnson said. “It’s a positive attitude to want healthy activities and learn life-long leisure skills.”

The students will pay $3 million, and another $3.1 million will be raised in a fund-raising campaign conducted by the Stout University Foundation Inc. In addition, the city, county and school district have committed $850,000 over a 10-year period.

“The complex will be an enhancement to the community and surrounding area,” Johnson said. He added that it will have an economic impact in that it will bring more activities to the area in the form of camps and conferences. The public is welcome to use the tennis courts and grassy recreational areas as well.

A skating slab for ice skating and in-line skating is also planned as well as a ropes confidence course. An addition to the fieldhouse will include a new aerobics/multipurpose room, remodeled swimming pool, a climbing wall and a new, larger fitness center with additional equipment for the 2,400 members of the center.

The new 4,500-seat stadium will benefit from the addition of artificial turf. “We’re excited about that because it will give us much more flexibility,” Johnson said. “Artificial turf provides a multiple-use field,” he said. “Otherwise, use is limited to football.”

The artificial turf will benefit the intramural program as well. One sport can be played right after another, with no maintenance time in between. Flag football and softball are currently played off campus at city parks. Johnson said that bringing these sports back on campus will not only relieve the pressure on those parks but should increase participation. The fields will be lit for night play, and the artificial turf will permit activity later in the year as snow can be swept off.

Johnson noted. “We’re excited about this endeavor.” Johnson said. “It will be a beautiful complex and an excellent tool.”

New facility to replace aging Communications Center

By the year 2000, UW-Stout will boast another new $7.5 million building, this one funded by the state. The aging Communications Center will be replaced by a new facility which will be built directly south of the former Ray Hall site. Once the new facility is occupied, the former building will be demolished.

“It’s very unusual to get this new building because the state is not funding many new buildings,” said Annette Taylor, administrator of the division of Administrative and Student Life Services. “But they saw the great need, and it was decided that there would be so much remodeling to do that replacing it would be more efficient.”

Taylor said that up-to-date communications building is of upmost importance because of the vast telecommunications and distance education needs of the university. “The communications building houses a lot of very specialized equipment,” Taylor said. “Because of the television studio, distance education and university computer systems.” She noted that because of the specialized nature of the facility, media and telecommunications consultants are being used for the project.

A parking lot will be developed where the Communications Center currently stands. “The parking lot will be redesigned for more efficiency and to be more aesthetically pleasing,” Taylor said.

Construction of the new building is anticipated to begin June 1, 1999 and be completed a year later. Between the recreation complex, the communications building and new parking lots, even those students who graduated in the spring of 1998 will find a vastly different campus in the year 2000.

Recreation Complex

- Stadium
  - artificial turf
- Softball Fields
  - flag football fields
- Baseball Field
  - softball, football fields
- Archery
- Tennis
- Sand Volleyball
- Ropes course
- Addition
  - aerobics/multipurpose room
- Track
- Multipurpose Field
- Soccer Field
- Skating Slab
- Inline Skating Loop

A preliminary design for the new Communications Center
Grads challenged to “sift and winnow”

Kennedy Administration speech writer addresses UW-Stout graduates

“The world you studied in class last year will be a different world next year—and the year after that and the year after that—changing, challenging, shrinking.”

Sorensen recommended Thomas Jefferson as a role model for students. Jefferson was described at age 32 by one of his contemporaries as “a gentleman...who can calculate an eclipse, survey an estate, tie an artery, plan an edifice, try a cause, break a horse, dance a minuet and play the violin.”

“I am confident that Jefferson will be one of your role models,” Sorensen said, “that you will continually look and reach for new and broader horizons...because no less should be expected from those who have received degrees from the great institution of which this campus is part, the University of Wisconsin.”

Sorensen noted a University of Wisconsin professor who “was instrumental in preparing the nation for modern life and an engineer of the ‘20s and ‘30s who grew up in Menomonie.”

Students from several disciplines aid development of local museum

Dunn County Historical Society’s Russell J. Rassbach Museum opened its doors May 29 at its new location in Menomonie’s Wakanda Park. According to Roy S. Ostenson, president of the society, UW-Stout students and faculty have made a variety of contributions toward the museum.

UW-Stout and the museum have been working together for several years. “The students have been a great help with a number of projects,” Ostenson said. “They’ve also presented us with a lot of good ideas.”

The first project students took on was developing an interior design for the museum. “We took in blueprints and a list of exhibits,” Ostenson said. Eleven different designs, including color swatches and upholstery swatches were presented to the museum to choose from. “We worked with Maureen Mitten’s interior design class,” Ostenson said, “and they did an outstanding job.” Mitton is an assistant professor in UW-Stout’s department of art and design.

That department also helped out with signage for the museum. Bill DeHoff’s class in Letter Form Design created signs for inside and outside the museum and a billboard, all of which coordinated. A technical writing class, taught by Dan Riordan, professor in the department of English and philosophy, began a web page for the museum which has since been redesigned.

One interesting exhibit at the museum was designed and built by Jim Bjornerson’s research and development students. It’s a relief map of the area around Menomonie demonstrating the escape route from the 1931 Kraft State Bank robbery. Lights and a CD program were added by the next semester class. Another group in Bjornerson’s classes designed a Caddie Woodawn children’s exhibit and a design for the museum’s exterior facade, which will not be built until there is funding.

Steve Schlough, of the communication, education and training department at UW-Stout, had his class design a multimedia presentation with video and text about the logging industry around Menomonie. “The presentation could be used by a tour guide at the museum,” Ostenson said.

This semester students designed a ramp for the Harry Miller car which will be on display at the museum until October. Miller was a well-known automotive engineer of the ‘20s and ‘30s who grew up in Menomonie.

“The museum pays for the supplies, and the students supply ideas and labor and also learn from the experience,” Ostenson said. “Both the museum and the students have benefited.”

And now the public will...
**Making News**

**People You Know**

Chancellor Charles W. Sorensen hosted a campuswide reception for UW-Stout retirees. Those honored were: Applied Technology, Pat Heimdahl; Psychology, Larry Kirby; Business, Wray Lamb; English, and design, Ted Martynski; Learning Technology Services, George Pettler; technology, Evelyn Ray; academic custodial, John Zuerlein; psychology, Sam DePuy; chemistry lab, Lillian Schultz; academic custodial, Anita Wilson; food and nutrition, Connie Bixby; Graduate College, John Zuerlein; physical education and athletics, and Richard Wilson; biology, Judy Rommel, a professor in the department of human development, family and community educational services, was awarded the Wisconsin Association of Family and Consumer Sciences Leadership Award of 1998 WACS annual meeting. This award recognizes an outstanding family and consumer sciences professional in Wisconsin who has made significant contributions to the profession and to the association. Rommel has been an active member in WACS serving as president, president-elec, vice president for public affairs, membership chair, local arrangements chair and executive board member. She was a Foundation Founders Club member in 1992. Rommel has been a strong advocate for family and consumer sciences through her numerous local, state and national presentations and research projects. She has published articles, papers and manuals in her field, and contributed materials for a teacher’s text titled “Living Now: Strategies for Success and Fulfillment,” published by West Publishing Co. In 1994, Rommel co-chairs Wisconsin’s efforts for the Year of the Family. She has worked with Hmong refugees, the Glenwood City Family Preservation Project, and the Project Childcare Resource and Referral.

**Vice chancellor accepts job in Oklahoma**

Jan G. Womack, vice chancellor for Academic and Student Life Services at UW-Stout resigned May 15 to take the position of associate vice provost for Academic Affairs at the University of Oklahoma Health Sciences Center in Oklahoma City.

"The Health Sciences Center is the University of Oklahoma’s campus for its health-related education, research and service programs. The campus offers more than 70 degree programs in its Graduate College and Colleges of Medicine, Dentistry, Pharmacy, Allied Health, Public Health and Nursing. Womack will serve as the liaison for the campus on academic matters with both the Oklahoma State Regents and the University Regents, and provide leadership for academic program review."

UW System President Katherine L. Lyall said she was appreciative of the fine work Womack performed for UW-Stout, UW-Superior and the state of Wisconsin. She called Womack “a true professional,” and offered support and best wishes in her new venture.

Chancellor Charles W. Sorensen said he “enjoyed strategic planning and her experience in organizational development and planning have been extremely beneficial in preparing the university for the 21st century.” He said he sincerely appreciated her leadership and dedication to the goal of providing the best possible service to students.

Womack said her work in the UW System as vice chancellor and as interim chancellor at UW-Superior in 1995-96 gave her wonderful experiences and rewarding. “The Administrative and Student Life Services division has continually provided quality services, facilities, student life programs and leadership in support of Stout’s special mission,” she said. “I take a great deal of pride in our many accomplishments and the quality of our working relationships with System Administration, Department of Administration, Division of Facilities Development, Department of Commerce, Building Commission and State Auditor’s Office.”

Womack’s husband Joe became senior vice president of The Trust Company of Oklahoma in charge of its Oklahoma City office in early March.

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**UW-Stout staff members receive educator awards**

Teaching and service awards for the academic year have been presented to four UW-Stout staff members.

Robin Muza, lecturer in the department of human development, family living and community educational services, received the Outstanding Teaching Award.

Mary Riordan, multicultural/disadvantaged student coordinator, received the Outstanding Service Award.

Sheryl Johnson, associate professor in industrial management, was selected by UW-Stout graduate students to receive the Outstanding Graduate Faculty Award for her dedication and commitment to graduate education.

The awards were presented at commencement ceremonies held May 9. A $500 honorarium accompanied each award.

The UW-Stout Outstanding Educator Award, given by the Minnesota Area Chamber of Commerce, was presented to Thor Burntvedt, intern in the business department.

The awards for Muza, Riordan and Burntvedt were voted only by UW-Stout students in conjunction with the recent United Council referendum.

Muza teaches a variety of classes including human development, child guidance, individual and family relations, lifespan human development, parent education and introduction to early childhood programs. Muza advises undergraduate early childhood students, advises and evaluates independent studies, presents to professional groups and organizations, and is an active member of her department, various committees and the university, as well as several professional organizations.

She received her bachelor’s and master’s degrees from UW-Stout.

Riordan earned a B.A. degree from the College of St. Catherine, St. Paul, Minn., and a master’s degree from UW-Stout. She has held a variety of positions at UW-Stout, including those of English instructor, director of the Academic Skills Center, associate director of Student Support Services, coordinator of the precollege program, adviser for Multicultural Student Services, and coordinator of the Advisement Assistance Center.

Riordan is a member of several campus committees and has participated in a variety of publications and presentations as well as grant writing, and is active in community service. She has been the recipient of numerous awards.

Johnson earned a B.A. degree from Trinity College in Deerfield, Ill., a master’s degree from UW-River Falls and a Ph.D. from the University of Minnesota.

She has taught a number of courses at UW-Stout and currently teaches systems analysis and design, organizational leadership and employee involvement. She is an adviser for graduate student’s thesis and projects.

She participates in a number of professional and collegiate assignments and activities, and is a member of several professional and academic associations.

Burntvedt has taught classes in UW-Stout’s business, industrial management, and communications, education and training departments. He currently teaches sales and sales management, and market research.

Burntvedt earned B.S., M.S. and Ed.S., degrees from UW-Stout and anticipates enrolling for a Ph.D. this fall. He has a background in marketing and is a consultant to direct marketing activities for a number of Wisconsin area small business clients.

He has been involved in numerous research projects and is a member of many committees and professional organizations.

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**STEPS program for girls receives award**

Peti Heindahl, a professor in a UW-Stout College of Technology, Engineering and Management, has been selected as a 1998-99 Initiative Award winner by the American Association of University Women-Wisconsin for the STEPS for Girls project.

This summer technology and engineering preview camp is designed for girls entering the seventh grade. They must be nominated by their school, based on their interest, aptitude and potential in science and math. Workshops are taught by UW-Stout professors of engineering, technology and science courses, and feature hands-on experience with high-tech equipment and processes such as plastics, computer graphics, robotics and automation, metal casting, packaging, math and science orientation, and radio controlled airplane design and model construction.

Heindahl received the award at the recent AAUW state convention in Racine, Wis.

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**UW-Stout listed among best graduate schools**

When the prestigious U.S. News & World Report published its 1998 list of "Best Graduate Schools" in the country, UW-Stout was included for its rehabilitation counseling concentration in the master’s degree in vocational rehabilitation.

UW-Stout ranked right up there with big schools such as UW-Madison, Southern Illinois University, Boston University and Penn State. The school that Stout can compete with the big schools,” stated Shirley Stewart, chair of UW-Stout’s department of rehabilitation and counseling. Stewart pointed out that while UW-Madison was named on several lists in the publication, UW-Stout was the only “cluster school” in the UW System named. It is especially noteworthy that Stout gained this recognition as most of the programs that were recognized have Ph.D.s,” Stewart said.

Bob Peters, director of UW-Stout’s graduate program in vocational rehabilitation, was pleased but not surprised “Stout has a national presence,” Peters said. “We are asked to present at conferences all over the country.” In fact, Peters, who came to UW-Stout in 1994 from the University of Chicago, said that UW-Stout’s national reputation in vocational rehabilitation is what attracted him here. Peters likes UW-Stout’s “applied approach,” he said, noting that many schools take a more theoretical path. “Our students work with Stout’s Vocational Rehabilitation Institute and Projects with Industry right from their first semester,” Peters said. Students work with the Vocational Rehabilitation Institute giving service to people with disabilities who come in to be assessed. Students assess, provide counseling and help them meet their goals.

Peters said that UW-Stout also does a great deal of applied research and that other rehabilitation professionals recognize this. In fact, the study which was made to compile the national list of schools is a reputational study. Faculty at institutions all over the country are surveyed. Stout’s teaching, service and applied approach were all recognized.

“It is great to know that Stout compares favorably with much larger schools,” Stewart said. Placement reflects that. The 1,000 students who have graduated in the program since 1966 are working all over the country, from Alaska to Hawaii, as well as Australia, China and Japan, according to faculty.

“Placement is excellent,” Peters said. “Grads can pick a state they want to live in and find a job in vocational rehabilitation there.”