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THE COVER: The sixth annual Missouri Honors Choir, directed here by Dr. Duncan Couch, gathers in Lowry Mall. The 60-member choir, drawn from many Missouri high schools, is part of some 23,000 high-school students who swarm over the Columbia Campus each spring and summer to attend a myriad of contests, camps and conferences. The story, Meet Mizzou, starts on this page.

SEPTEMBER-OCTOBER 1986 VOLUME 75 NO. 1



The Missouri Alumni is published five times a year — September-October, November-December, January-February, March-April and May-June — by the Alumni Association of the University of Missouri-Columbia, editorial offices, 1100 University Place, 1205 University Ave., Columbia, Mo. 65211. Steve Shin, editor; Karen Worley, associate editor; Larry Boehm, photo editor; Sue Richardson, class notes editor; Designer, Paul Fisher, professor of journalism. Annual membership is \$20. Single copy price, \$3.00. Copyright© 1986 by the Alumni Association of the University of Missouri-Columbia.

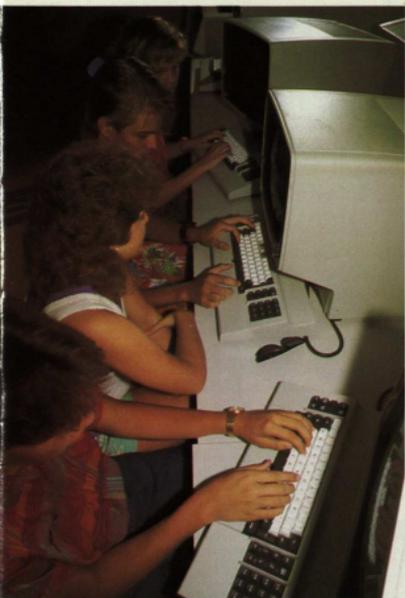


23,000 HIGH-SCHOOL STUDENTS

Story and photos
 by LARRY BOEHM

**MEET
 MIZZOU**

THE WELCOME MAT is always out at Ol' Mizzou. Besides teaching its 23,000 undergraduate and graduate students, the University hosts an additional 23,000 high-school students during the spring and summer months. Beginning with the seventh annual Missouri Writing Festival April 5, and ending with the Show-Me Games Aug. 1 to 3, guests from Missouri and neighboring states come to Columbia to sharpen a variety of skills. They participate in about three dozen seminars, ceremonies, workshops, internships, conferences and camps. "Many of these young people," says Chancellor Barbara S. Uehling, "have access to equipment, facilities and professional instruction not available in their communities. This is a very real opportunity to broaden their experience and options." The diversity of these programs mirrors the multifaceted curricula available on Campus. The images on the following pages reflect the activities of these pre-collegians as they meet Mizzou.



A pep squad from Mascoutah, Ill., shows its spirit at the 11th annual Cheerleader, Pompon and Dance Drill Team Clinic June 16 to 19. Some 800 crowd pleasers turned out to master cheers, chants and routines. Besides yells and fancy footwork, the cheerleaders learn crowd-control methods.

Of the 250 basketball players attending Coach Norm Stewart's Camp June 22 to 27, Corey Warner of St. Louis leaps hoopward for the slam-dunk championship. A pair of all-star games highlight the weeklong event.

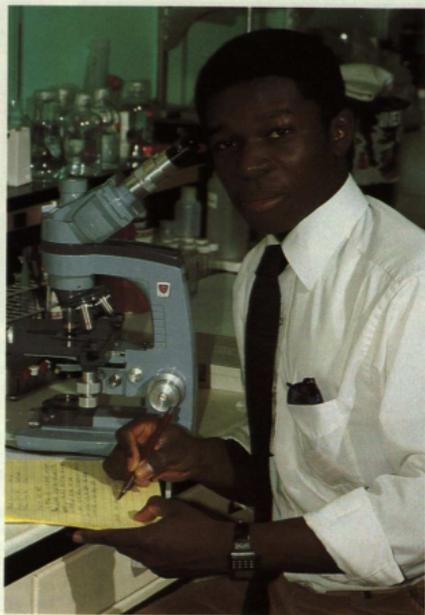
Keyboarders at the June 16 to 27 session of Introduction to Engineering and Computer Programming solve problems, design geometric shapes and write programs on computers. From left, Jeff Wood of Hallsville, Mo.; Ann Sprengle of Lamar, Mo.; Jef Parnell of Miller, Mo.; and Heather Hartley of Bowling Green, Mo., are among 50 talented students to command terminals at the College of Engineering's 20th annual program.

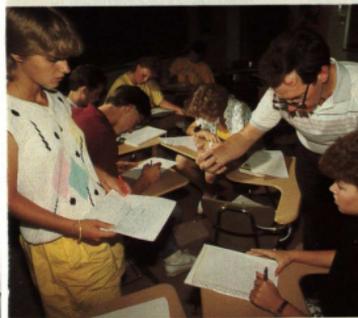


On the beam, Lynda Bailey of Harrisburg, Ill., bends over backward to improve her performance. Former Tiger Zina Arrington and other coaches fine-tune the flexibility, balance, coordination and strength of the 140 gymnasts June 22 to 27.

The art of clowning, with an emphasis on balloon sculpting, is a special attraction for some of the 800 4-H members attending the State Congress June 9 to 11. Enthusiastic would-be clowns and freshly twisted rubber creatures surround team teachers Bill McConnico of Kansas City and Glenna West of Liberty, Mo.

Johnson Kyereboah of Fulton, Mo., examines the medical profession during the June 16 to Aug. 8 Minority Research Apprenticeship Program. The 10 participants spent time in laboratories, practicing basic research methods.





Beating out a rhythm, Shane Fuller of Gallatin, Mo., is one of 7,500 musicians to be evaluated at the High School Music Contest May 2 and 3.

A budding horticulturist competes in corsage-making when 6,000 Future Farmers meet April 17 and 18.

At the June 14 to July 5 Scholars Academy, 300 of Missouri's brightest sophomores like Anita Ernst of St. Louis, left, and Julie Gayle of Piedmont study with great teachers like Ed Grooms of Nevada, Mo.

Meet MIZZOU

Faced with a declining pool of high-school graduates, colleges and universities across the nation are intensifying their recruiting efforts, some with a frenzied approach that sometimes conjures up the image of a carnival barker.

The University of Missouri-Columbia wants its share of students, too—after all, its mission includes offering the young people of Missouri a top-flight education.

But the Mizzou approach is not high-pressure selling. We simply want to make sure that the state's high-school students know what Mizzou has to offer. "Meet Mizzou," we tell them. "Visit the Columbia Campus and see for yourself what your state's most comprehensive university has for you."

The Meet Mizzou campaign came about after research among high-school focus groups in St. Louis, Kansas City and Springfield revealed that the students really didn't know very much about Mizzou. They were aware of the School of Journalism, of course, but not much else.

These results probably are surprising to *Missouri Alumnus* readers, and they were disturbing to the Campus administration.

"If we expect high-school students to take advantage of the opportunities offered by their state University," says Chancellor Barbara S. Uehling, "we must first communicate the existence and value of those opportunities. The young people of Missouri must not be denied their rightful choice because of a lack of information."

Uehling asked the Division of Development, University and Alumni Relations to implement a recruitment program that includes two specific goals of the University's Long-Range Plan: (1) Recruit students of outstanding academic ability, and (2) work to achieve the University's affirmative action commitments by increasing minority enrollment.

The program will emphasize the number, diversity and quality of academic programs offered by Mizzou, the first public university west of the Mississippi River.

After all, Mizzou is one of the most comprehensive universities in America—only four others can match its breadth of programs. There's an amazing array of choices—nearly 250 degree programs offered by 19 schools and colleges. And more than 75 percent of Mizzou's faculty have PhD degrees. "Mizzou professors not only read the books," says one Campus publication, "they write the books."

Targeted mailings to high-ability high-school juniors and a coordinated publications package (you'll be seeing a lot of the Meet Mizzou graphic at the top of the page) are important parts of the recruiting effort, but nothing takes the place of people talking with people.

Mizzou students will make telephone calls to high-school students and serve as tour guides for Campus visits. Faculty will participate in seminars conducted in different parts of the state and speak to civic and service organizations. Deans of Mizzou's undergraduate schools and colleges are providing the Admissions Office with a number of classes that high-school students can visit while touring Campus. Staff will be trained to better serve visitors.

And, of course, alumni will play an important part, too. Association President Joe Moseley has made assisting the University in student recruitment one of his goals for 1986-87. The national board of directors is expected to approve a plan at its Sept. 26 meeting.

The plan should be enthusiastically accepted by alumni. As the survey report on Page 23 indicates, alumni are proud of Mizzou. In fact, more than 75 percent said they'd recommend a Mizzou education for their children. —Steve Shinn