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# University prepares to attract corporations to research park

By Paul Sturtz  
Of the Emerald

When Thomas Jefferson planned the University of Virginia in the early 1800s, he saw the university as a haven for the pure pursuit of knowledge.

But Jefferson's ideal may have been altered by the advent of university-related research parks and the necessity of at-

tracting outside elements like corporations to fill those parks.

Not only will the University's hard sciences play a role in catching these corporations, the University also is banking on other programs, such as its computer and information science department and the business school, to attract firms to the area.

One member of the faculty research committee, Eugene Luks, the computer science

**'I don't think this is a corruption of the values of the University. . . It's not going to have any effect on the quality of research and education at the University.'**

— Eugene Luks

department head, says his school will stimulate interest in the park because "companies would like to keep abreast of computer science." He says he doesn't believe the commercialization of the University will tarnish its image.

Now with the appointments of seven University faculty members to assist in recruiting firms to the Riverfront Research Park and the arrival of the park's prospective developer, the Carley Capital Group, May 5, the University is gearing up to sell itself.

"I don't think this is a corruption of the values of the University. . . It's not going to have any effect on the quality of research and education at the University. It's not going to be any undue influence on any student or faculty member."

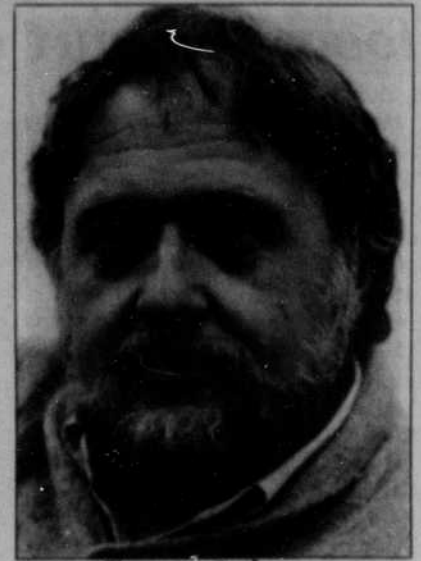
Another committee member, Richard Steers, head of the College of Business Administration, says he sees the University taking a "proactive instead of a reactive" step in getting out in the forefront of something "innovative and imaginative."

He says the University would be the first in the Northwest to have a research park.

The business school would savor working with a company like 3M Corp. to research how the company converts research



Richard Steers



Eugene Luks

into a marketable product. Steers says. He sees the business school helping out companies with marketing approaches.

Once a company is convinced to come, there will be "a multiplier effect whereby other companies will also come because they like being around other companies doing similar kinds of research," he says.

Peter von Hippel, the chemistry department head, says the research park is a means to help the state and community, not to provide professors with extra income through private consultation with the firms.

Luks agrees, adding that while some faculty consultation with the companies may go on, it is not a frequent occurrence.

Luks says he has compiled a list of prospective companies interested in the park from talking to other professors. By making professors aware of the recruitment effort, Luks says, the faculty may be able to help in recruiting firms.

## Senate to screen submissions for sign

The Student Senate will meet Monday to discuss a new quotation for the EMU statement of purpose sign to be painted above the entrance to the student lounge.

The previous sign was removed in November 1984 after students charged it was sexist because it contained the words "man's" and "men" to represent both men and women.

The EMU Board of Directors approved a Senate request to replace the white space with a new sign fall term, said Student Senate Chairwoman Donna Lawrence. The board agreed to let the Senate screen submissions, but asked that it be allowed to make the final decision, she said.

Between 60 and 100 quotations have been submitted since the competition began April 7.

Lawrence said. The deadline for submitting quotations is Friday.

Submissions must be quoted from someone who is deceased, and foreign-language quotations must be recognized English translations. Anyone may submit a quotation.

Lawrence expects more submissions this week because Houman Khosravi, the project's coordinator, sent 1,400 letters to faculty members asking for submissions, but few faculty members have responded. Khosravi also spoke to student groups about the competition.

The Senate will screen submissions and give its three favorite entries to the EMU Board, which will choose the final quotation.

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