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Operation Motivate Program is a Successful Venture

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DAYTON, Ohio, June 30, 1967 --- Directors of the Operation Motivate program on the University of Dayton campus were satisfied in the first three weeks that the project was a successful venture. Conceived by Mr. Richard Terrell, General Manager and Vice President, Frigidaire Division, General Motors, the six-week course is designed for high school students who have the college potential but who need the exposure to academic, social and cultural activities to be properly motivated.

These 36 young men and women from Dayton area high schools were responding admirably to the first third of the program.

"We feel," said William Wiggenhorn, UD's representative from the Admissions Office, "that the program is taking the right approach. The young people have shown a great zeal in all phases of the project.

"They have lived well together. No serious personality clashes. They show great participation in class and they display amazement at the cultural advantages in the Miami Valley area. Our psychologist is also surprised at the quick development and healthy attitude toward the entire program.

"The reading improvement of many of these young people has been truly encouraging. Some who had the reading skill of 400 words a minute were up to more than 1,000 words by the end of two weeks.

"It was enjoyable," he continued "to watch their response to the "Barber of Seville" at the Cincinnati Zoo Opera, "Funny Girl," done by the Kenley Players, and "Measure for Measure" at Antioch College. They learned all about these shows either by acting them out in the classroom, or listening to someone explain them.

"We feel they are enjoying the informality of the classroom. In social studies, for instance, we use magazine and newspapers to keep them abreast of the news. They've used the library frequently for their projects. In English we are using paper back books and in mathematics pamphlets. They seem to respond to this individualized material rather than some fat book which might create a psychological barrier.

"We keep them occupied. They've even planted 1,400 tomato plants on our West Campus and are carrying this project until they either give them away or sell them.

"We feel we will have an interesting report to make once the program is over," he concluded.
Running concurrently is a program for nine guidance counselors from Dunbar, Roosevelt, Stivers, Wilbur Wright, Kiser, Julienne, St. Joseph's, Chaminade and Roth. These counselors deal with many young people such as those in Operation Motivate. They are given, in this program, the chance to become better informed on job opportunity and the academic preparation needed for employment.

These men and women spend one day each week in a guidance seminar conducted jointly by the University of Dayton and Wright State University. A second day is spent in direct contact with the 36 students while three days are occupied with visits to local business and industry.

Purpose of the visits, as mentioned above, is to observe the types of employment opportunities and determine the educational background needed. Each counselor must report on the visits. A compilation of these reports will be made available to all area guidance counselor at the conclusion of Operation Motivate.

Thirty-two business and industrial concerns are aiding the program. They raised $70,000 for the expense of the program. Another $15,000 came in a unique way. A two-page pre-program report was made in the guidance publication of the Ohio State Department of Education. This was read by authorities at the Department of Commerce and they suggested that the directors of Operation Motivate request federal funds.

A banquet will close this program on July 26. It is expected that a complete report will be made in UD's new FOCUS magazine in October.