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Harding College

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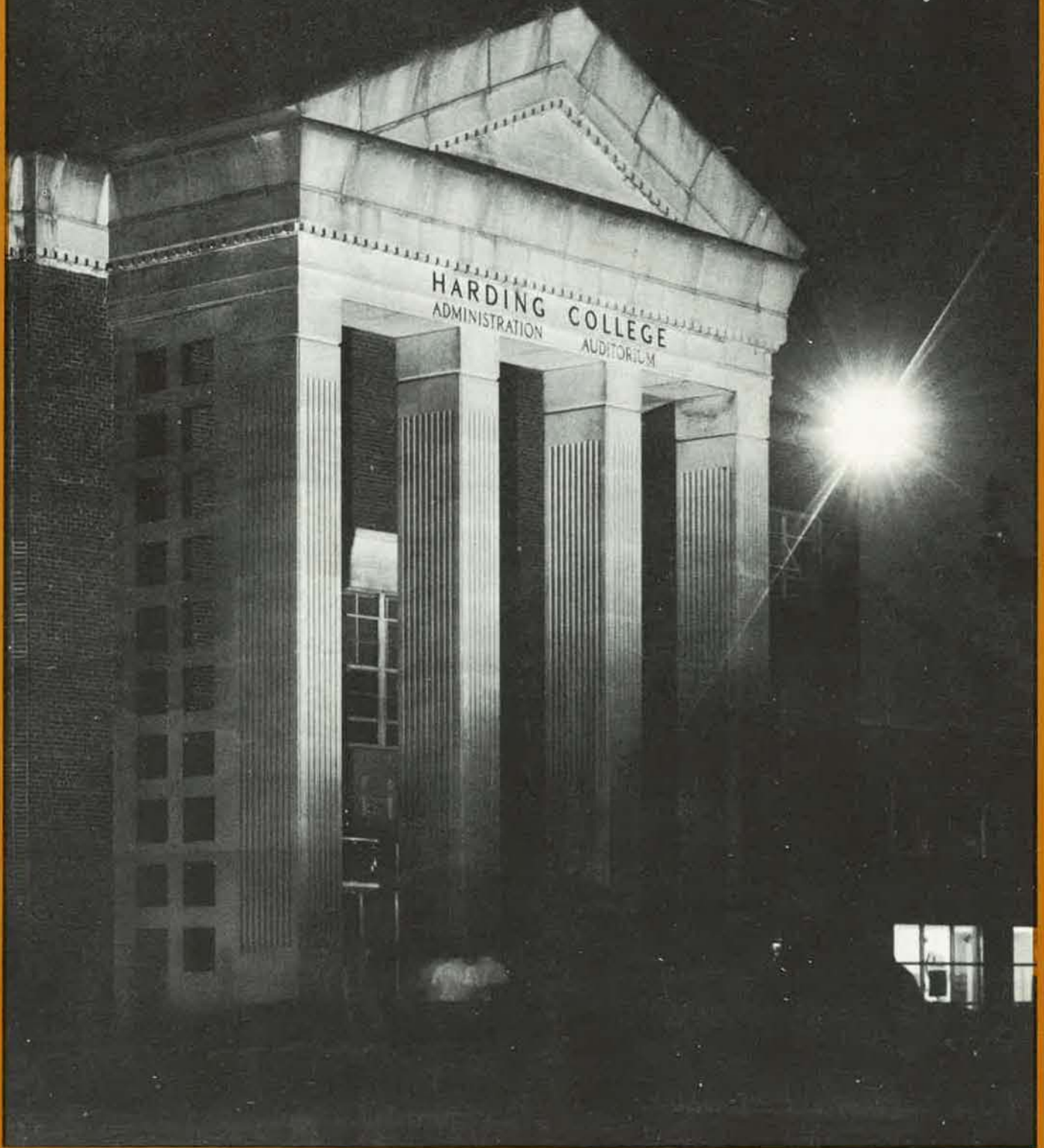
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# HARDING COLLEGE

BULLETIN NOVEMBER 1968



## Report of the President 1968

This report of growth and achievement mirrors the dedicated efforts of Harding's faculty, staff and student body. It is dedicated to the multitude of alumni and friends who have helped to make it possible. It comes at a time of national "Thanksgiving," when Americans remember the stream of blessings that have been showered upon them. We also are very grateful for the moral and material support that we have received from so many. Every victory and every success are rewards of those who instruct and those who support Harding's great program. As a team and as a family we move forward in the matchless work of preparing our youth for time and eternity.

We are proud of our faculty and staff. They are capable, zealous, and well-prepared men and women who give liberally of themselves that our youth might be instructed in the truth of God and in the knowledge of His world. We are grateful for our student body of sensitive, active, searching and dedicated young people. We welcome the opportunity to assist them as they grow "in wisdom and in stature and in favor with both God and man." We weep when they weep; we rejoice when they rejoice. We are made young by their vitality and zest for life. We are challenged by their capacity and their desire for knowledge. It is for them that Harding exists, and to them and our God we have dedicated our lives. We invite all who would join in this great endeavor of leading young men and women into greater service of God and their fellow men.



Dr. Clifton L. Ganus, Jr.  
President



# Highlights

Since last November's Report of the President, many significant developments and events have occurred which have altered the face of Harding's campus, changed the composition of the faculty and curriculum and increased the prestige of the College, its students and its entire program. Listed below are a few of the more important indications of the progress of Harding College in the last twelve months.

During the past year the College . . .

. . . set new enrollment records despite a tuition increase, with 1,943 students on the Searcy campus.

. . . increased the operating budget by nearly one-half millions dollars, to about \$5½ million.

. . . completed a \$1 million dormitory for women.

. . . sound-treated and air-conditioned the Music Building.

. . . began construction on a \$200,000 Art Center.

. . . won a continuation grant from the National Aeronautics and Space Administration for research on "Methods of Achieving and Maintaining Physical Fitness for Prolonged Space Flight."

. . . instituted MISSION/PREPARE, a four-year undergraduate approach to missionary training, including a B.A. degree program in missions.

. . . incorporated curriculum changes, including the addition of undergraduate majors in French, missions, preaching, medical technology and physics and a graduate major in speech therapy.

. . . had four faculty members who either joined the faculty with doctoral degrees or completed doctoral degrees while teaching.

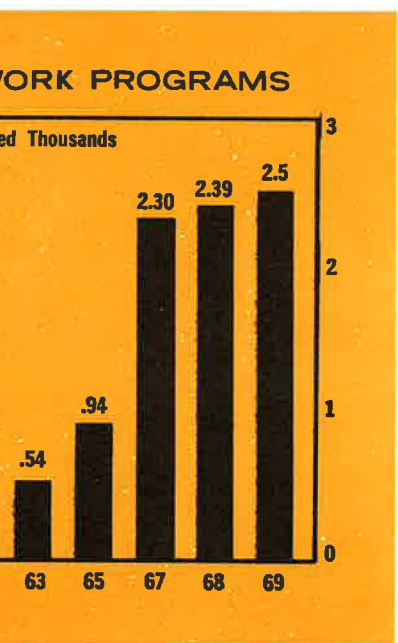
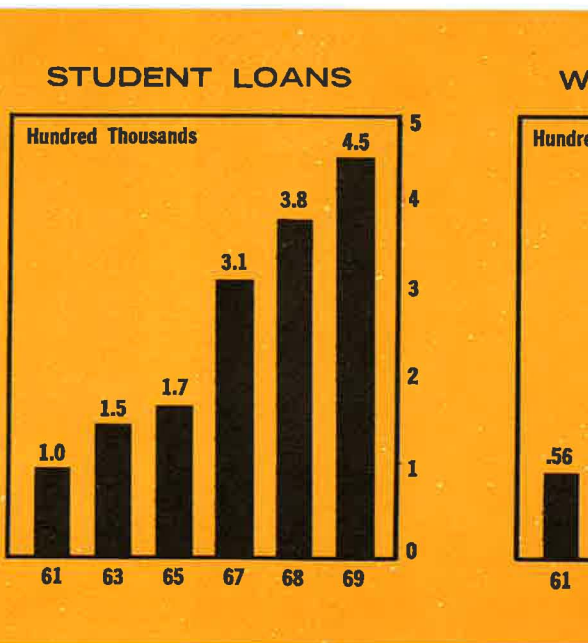
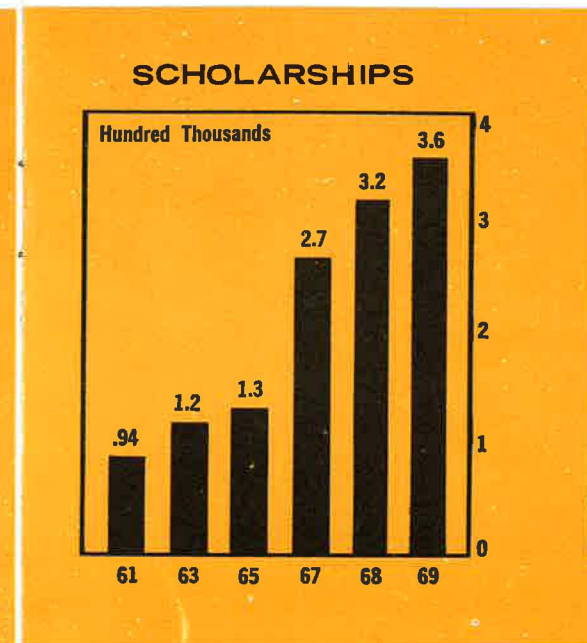
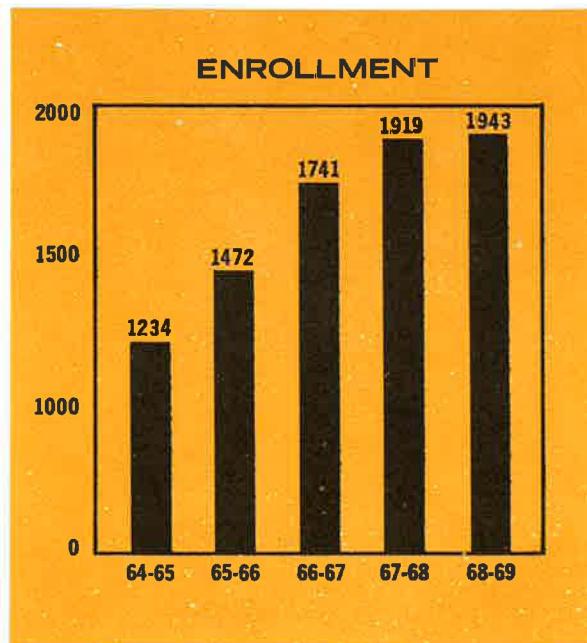
. . . began a new program in junior college relations to assist students who transfer from junior colleges.

. . . achieved national prominence through student achievements, such as the following: the Business Team won for the second time in four years the national championship in Michigan State University's Intercollegiate Marketing Competition; the *Petit Jean*, Harding's yearbook, won its ninth consecutive All-American rating; Harding Academy's Parliamentary Procedure Team represented Arkansas and won third in the nation in competition of the Future Business Leaders of America; the Belles and Beaux musical entertainers made their fourth overseas tour for the USO and won a fifth tour to be made in March of 1969.

These highlights of the past year are noted in more detail later in the report. Many other advancements were made during the year, including those which are only now in the early stages of planning and development, but they too will prove important in the progress of Harding College.



Work progresses on the new Art Center, a long-needed new facility of the Decade of Development.



# Students

Any institution of higher learning exists basically for the student. There are additional purposes for being, of course, but the individual student and his future are of paramount concern to Harding College.

In the fall of 1968 a record total of 1,943 students enrolled on Harding's Searcy campus. The entire Harding College system included 3,260 students, with 132 at the Graduate School of Religion in Memphis, 280 at Harding Academy in Searcy and 905 at Harding Academy of Memphis.

A dominant characteristic of every Harding College student body is a yearning for Christian involvement. If 1968's student body is similar to those of other years, more than half of the students will enter a service profession upon graduation. Through the years about one-half of Harding's graduates have prepared for teaching careers, and about 20 per cent of the men have become preachers. The emphasis on service is reflected in the major fields which enroll the largest number of students in 1968-69: elementary education, 205; Bible, 159; home economics, 118; and physical education, 104.

The desire to serve is seen not only in career aspirations but also in extracurricular activities on the campus. Christian concern has led to several practical, dynamic responses in the student body during the last year. A total of 294 participated in evangelistic campaigns in several states, including 200 working during spring vacation and 94 engaging in weekend campaigns in the ACTION program this fall.

Missions receive increasing support among the students. More than 100 from Harding traveled to Lubbock Christian College for the annual Christian College Mission Workshop. In about three weeks students

donated some \$3,000 for the relief of Christians in war-torn Nigeria.

Benevolent programs also include overwhelming response to the annual Dolly and Toy Drive, a Christmas project sponsored by the Student Association. Last holiday season more than 1,000 dolls, toys and games were given by students to children in 25 orphan's homes across the country. A new program of the 1968-69 school year is the Friend Corps, in which students volunteer to serve by tutoring and giving other acts of friendship to underprivileged children in the Searcy area and to youngsters at Southern Christian Home in Morrilton.

The Dactylology Club, long rendering service to the deaf, continues its work of teaching the sign language to students interested in communicating with the deaf and particularly in teaching the gospel to them.

Harding students continue to distinguish themselves and the College through their achievements in academic, co-curricular and athletic pursuits. Among the most significant national and state honors won in the last year are the following:

The Business Team captured the national championship in the Intercollegiate Marketing Competition of Michigan State University, playing against 39 other colleges and universities. Although it is the smallest school in the competition, Harding has won the "Executive Games" twice in the last four years. The department of business and economics also participates with the departments of social science and psychology-sociology in the American Studies Program, which makes semi-annual educational tours and hears outstanding visiting lecturers. In the last year the students made tours to Chicago and New Orleans.

Student publications at Harding continue to dominate the awards of the Arkansas College Publications Association. The *Petit Jean* for 1968 won the yearbook General Excellence Award and also received the College's ninth consecutive All-American rating from the Associated Collegiate Press. The newspaper, *The Bison*, won the 1967-68 Sweepstakes award, extending a string of top prize-winning.

A team from Harding Academy in Searcy represented the Arkansas Future Business Leaders of America at a parliamentary procedure contest in Washington, D. C., and finished third in the nation.

Music groups made outstanding contributions to the College's cultural and entertainment programs and also admirably represented the College away from campus. The 15-member Belles and Beaux variety group entertained U. S. troops in the Far East for nine weeks under the auspices of the USO and the National Music Council and also was awarded a fifth overseas tour by the USO, to be made to the Northeast Command in March of 1969. The A Cappella Chorus was recognized by an honorable mention award from the Southwest District of the American College Public Relations Association for its weekly radio program, "Hymns from Harding," heard on about 170 stations across the country.

Debate teams from Harding took first, second and third places in a contest for all Arkansas colleges and universities. The freshman team won the junior division of Memphis State University's Mint Julep Tournament.

For the second straight year a Harding student has been elected as president of the Arkansas Student National Education Association.

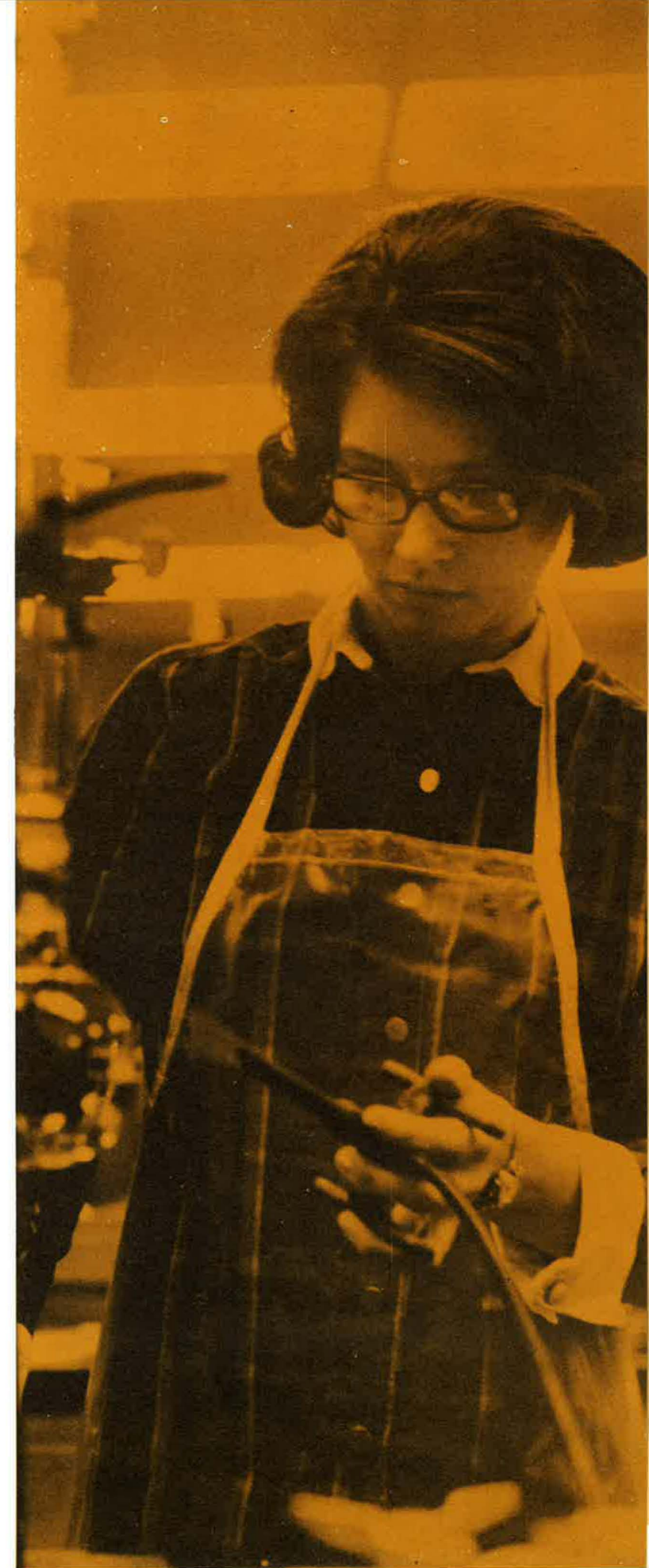
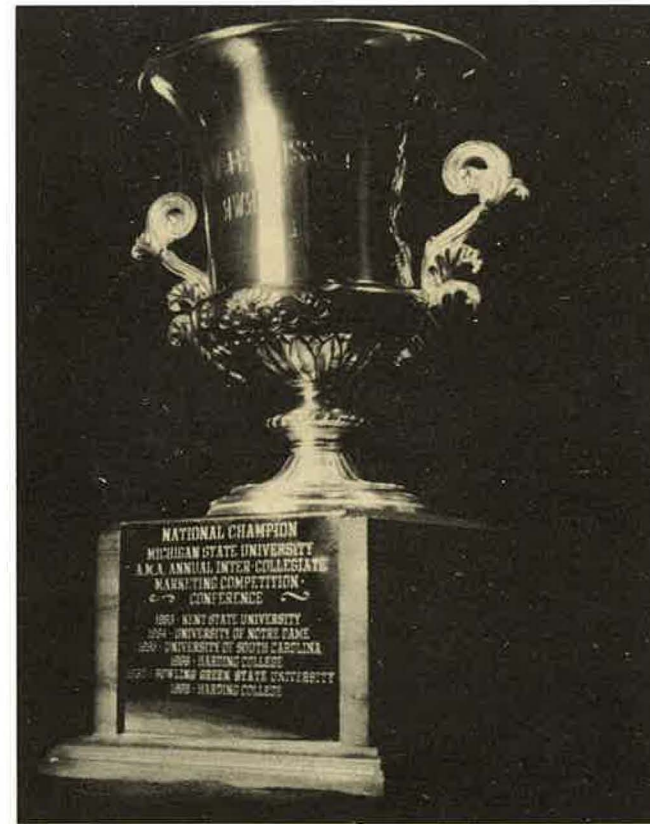
Four of the top five prizes at the art festival for church-related colleges in Arkansas were won by Harding students.

Science majors from Harding presented the two top papers based on original research to the collegiate division of the Arkansas Academy of Science. A graduating senior won an award from the Central Arkansas section of the American Chemical Society for achieving the highest score on a test among chemistry majors graduating from schools in Central Arkansas. The same student won the H. Y. Benedict Fellowship, given by the National Council of Alpha Chi, national honor scholarship society, among students in the 74 member institutions.

Athletic teams won Arkansas Intercollegiate Conference championships in bowling, cross-country and swimming and went on to place second, eleventh and eleventh, respectively, in the national tournaments. The College placed second in the AIC All-Sports competition by a single point, emphasizing the overall balance of the athletic program.

A Harding graduate won the 1968 AIC Scholar-Athlete Award, becoming the seventh Harding athlete in the last ten years to win.

A Harding distance runner qualified to train with the U. S. pre-Olympic team and narrowly missed making the Mexico City squad. The same athlete achieved All-American in track, and he was joined by two other Harding men, one in football and the other in baseball, who were chosen to All-American honorable mention teams.



# Academics



Significant additions were made to the curriculum of Harding College during the last year, enabling the College to prepare students in a wider variety of fields than ever before.

Special advances were made in the department of Bible and religion with two new majors being added. In addition to the old B.A. degrees in Bible and Biblical languages are a B.S. in Bible and a B.A. in missions. The B.S. in Bible is a broad area major for men who plan to devote full time to preaching or work with a Bible Chair. The major in missions is part of MISSION/PREPARE, a four-year undergraduate program of missionary training; also in the program are the annual World Evangelism Seminar, which is a continuing education service, and a plan whereby academic credit may be earned through internships on the mission field. Each year a practicing missionary will be brought to the campus as visiting professor of missions to provide inspiration and practical instruction for students in the program. The first visiting professor is Joe Cannon, a Harding alumnus who has more than 20 years experience in the Far East.

This year for the first time the Bachelor of Science in Medical Technology degree is being offered in cooperation with certain hospitals. A major in French is being offered for the first time in many years. A physics major has been approved recently in addition to the existing cooperative major with the University of Arkansas.

The Master of Arts in Teaching program has recently added the secondary education major field of speech therapy, making use of the College's Speech Clinic facilities.

The department of psychology and sociology conducted its first annual Behavioral Science Symposium on "Law Enforcement and Penal Reform." Annual programs of the Bible department and the American Studies Program were continued.

## RESEARCH

Harding's Research Program is currently in the second year of a two-year study of physical fitness financed by the National Aeronautics and Space Administration. Entitled "Methods of Achieving and Maintaining Physical Fitness for Prolonged Space Flight," the entire project costs \$92,880. Several scholarly papers have been presented based on the research results, and more will be prepared as the research is concluded in April of 1969.

A research proposal has been submitted to the

National Institutes of Health for a grant to study methods of long-term weight control in obese women. This planned project is to be a cooperative study by the departments of home economics, psychology and physical education.

## FACULTY AND ADMINISTRATION

For the 1968-69 school year the instructional staff consists of 103 faculty members to teach the 1,943 college students enrolled for the fall semester, giving a student-faculty ratio of 18.9. For the academic year 24.2 per cent of the faculty members hold the earned doctorate, 66.0 per cent hold the master's degree and 9.8 hold only the baccalaureate degree. At least five who hold only the master's degree have submitted dissertations for their respective doctorates, and an additional thirteen are nearing the completion of doctoral requirements.

Distinguished Teacher Awards for 1967-68 were given to James R. Allen, assistant professor of Bible; Dr. James L. Atteberry, professor of English and chairman of the department; and Dr. Don England, associate professor of chemistry. The awards carry a stipend of \$1,000 each. The Teacher Improvement Award, a grant of \$300, went to Allan Isom, assistant professor of Bible.

In the spring of 1968 Jere Yates completed the Ph.D. degree in religious education at Boston University, and he subsequently was promoted to assistant professor of Bible. In the summer of 1968 Neil B. Cope, professor of journalism and chairman of the department, completed the Ph.D. in journalism at the University of Missouri. Two doctorates were added to the faculty for 1968-69: Dorothy Wright with the doctorate de l'Universite from the University of Toulouse, and Carroll Smith with the Ph.D. in environmental health from the University of Oklahoma.

Thirteen faculty members engaged in graduate study or special workshops during the summer of 1968, and ten other teachers are on leave during the 1968-69 school year to work toward the doctorate.

Twenty teachers were added to the faculty for 1968-69, and two faculty members who had been on leave returned. An administrative officer also was added to the faculty to develop and head the College's new program in junior college relations. He is Fred J. Alexander, former registrar at Michigan Christian College. His work consists chiefly of supplying to junior colleges information about Harding's program so that students who transfer to Harding will be able to plan their studies to correlate with Harding's requirements and offerings.



Dr. Jere Yates



Dr. Neil Cope



Dr. Dorothy Wright



Dr. Carroll Smith

## NEW FACULTY

### ADMINISTRATION

Fred J. Alexander  
Director of Junior College Relations

### BIBLE AND RELIGION

Mr. Joe Cannon  
Visiting Professor of Missions  
Mr. Jim Howard  
Instructor in Bible

### BIOLOGICAL SCIENCE

Mr. Ronald Doran  
Instructor in Biological Science

### EDUCATION

Mr. Bobby Coker  
Assistant Professor of Education  
Miss Betty Work  
Instructor in Education

### ENGLISH

Mrs. Alice Jewell  
Instructor in English

### FOREIGN LANGUAGE

Dr. Dorothy Wright  
Assistant Professor of French

### HISTORY

Mr. Fred Jewell  
Instructor in History

### HOME ECONOMICS

Mrs. Phyllis Blacksten  
Instructor in Home Economics  
Miss Sharen Deacon  
Instructor in Home Economics

### MUSIC

Mr. Harding Burton  
Associate Instructor in Music  
Mr. Clifton Ganus III  
Instructor in Music

### PHYSICAL EDUCATION

Miss Paulette Park  
Instructor in Physical Education

### PHYSICAL SCIENCE

Mr. James Mackey  
Assistant Professor of Physics  
Dr. Carroll Smith  
Assistant Professor of Chemistry

### PSYCHOLOGY-SOCIOLOGY

Mr. Delmer Odell  
Instructor in Sociology  
Mr. Kelly Randolph  
Assistant Professor of Psychology

### SPEECH

Mr. Terry Eyman  
Associate Instructor in Speech  
Mr. Larry Menefee  
Instructor in Speech  
Miss Linda Schmidt  
Associate Instructor in Speech

### RETURNING FROM LEAVE

### BIBLE AND RELIGION

Mr. Neale Pryor  
Assistant Professor of Bible

### BUSINESS AND ECONOMICS

Mr. Bob Camp  
Assistant Professor of Economics

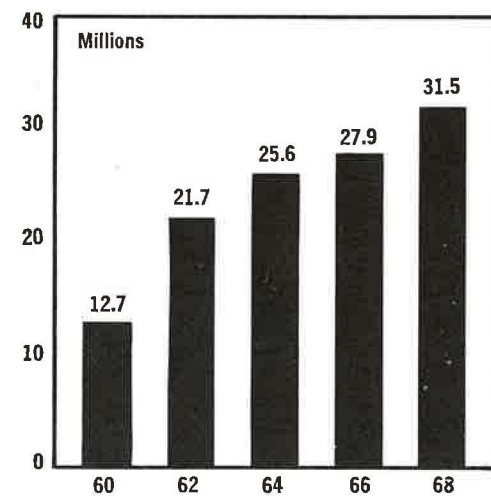
# Finances

## TEN MONTH SUMMARY

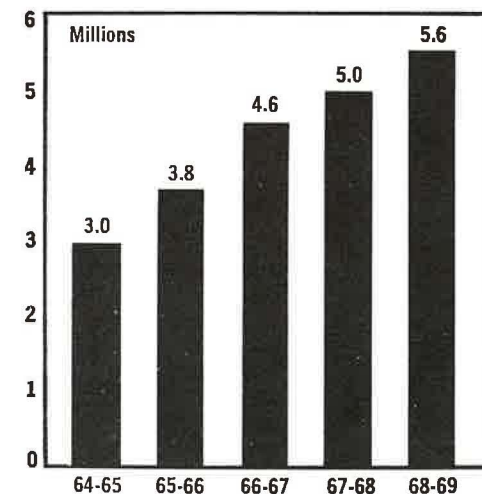
Three building projects were in progress at Harding College during the past year. A dormitory for 234 women was completed in time for the spring semester at a cost of about \$1 million. Fully air-conditioned, the residence hall is at the southwest corner of the campus. It features carpeted hallways and lounges, built-in furniture in the two-room suites and a kitchen-study lounge. The new facility relieved overcrowded conditions in the College's other three women's dormitories.

Improved facilities for the fine arts division were part of the progress and promise of the past year. The Music Building during the summer received a first-class renovation with the installation of carpeting, sound-treating and air-conditioning throughout. At the same time construction was begun on a \$200,000 Art Center adjoining and connecting with the Benson House, former home of President Emeritus and Mrs. George S. Benson. The two-story red brick addition is slated for completion in the spring of 1969, with art classrooms, studios, offices and galleries being part of the complex. Decorative arches will face the courtyard formed by the L-shaped addition, the Benson House and the north end of the Old Science Building.

TOTAL ASSETS



BUDGETS

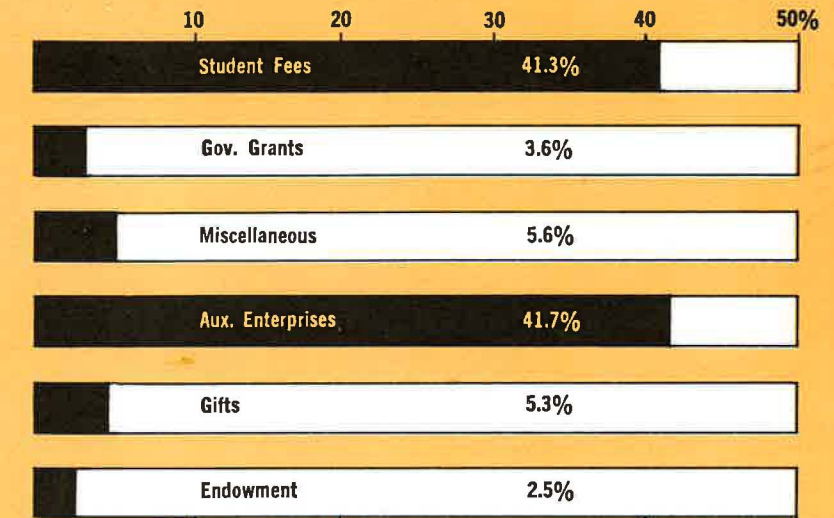


## Fiscal Year Ending June 30, 1968

Ten Months Ending June 30, 1968

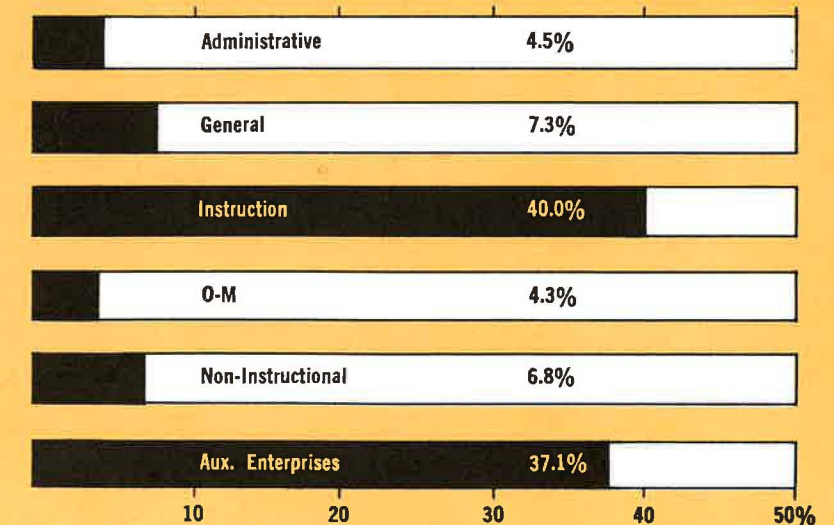
**SOURCES OF OPERATING FUNDS**

Student Fees	\$2,004,124.36
Government Grants	175,640.57
Miscellaneous	273,331.22
Auxiliary Enterprises	2,020,325.77
Gifts	258,605.91
Endowment	112,100.00
<b>INCOME</b>	<b>\$4,844,127.83</b>



**USE OF OPERATING FUNDS**

Administrative	207,129.35
General	335,455.68
Instruction	1,837,773.37
Operation and Maintenance	197,185.20
Non-Instructional	314,505.69
Auxiliary Enterprises	1,702,023.84
<b>EXPENSES</b>	<b>\$4,594,073.13</b>



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