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Harding University

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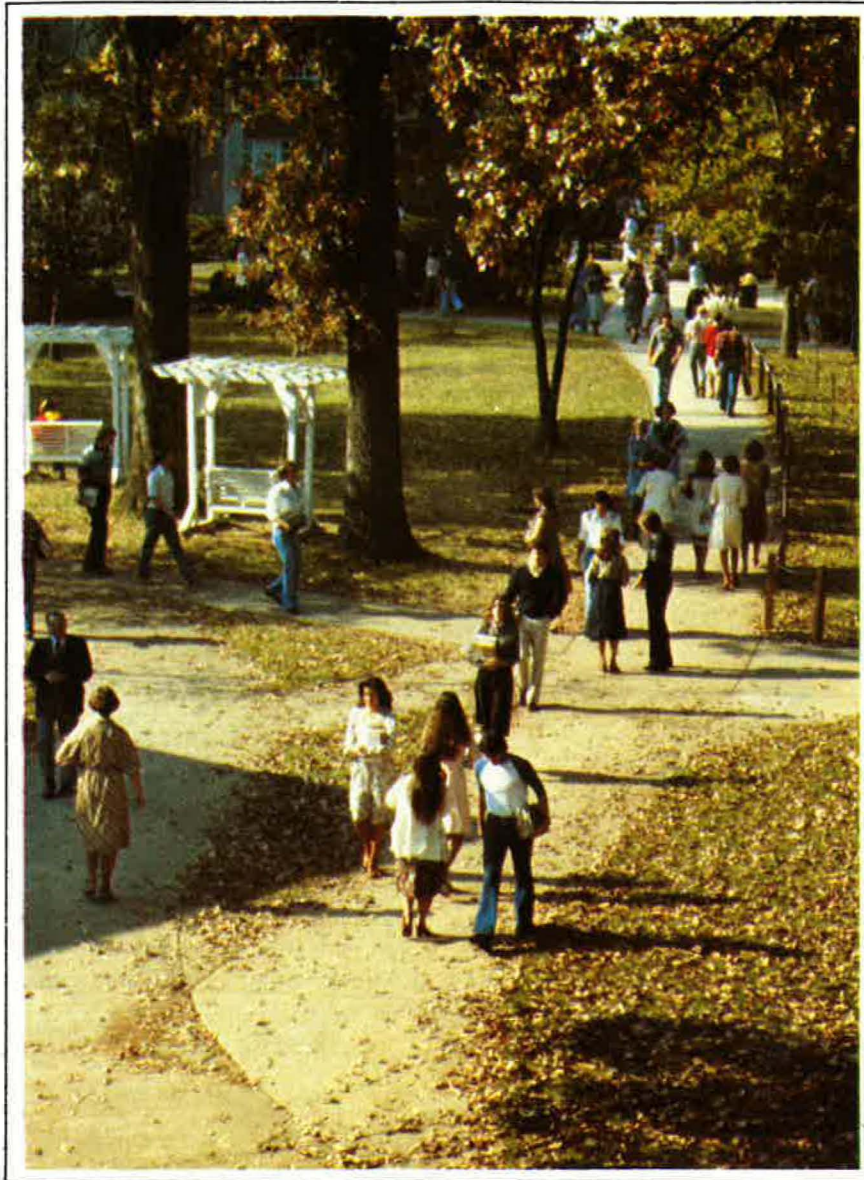
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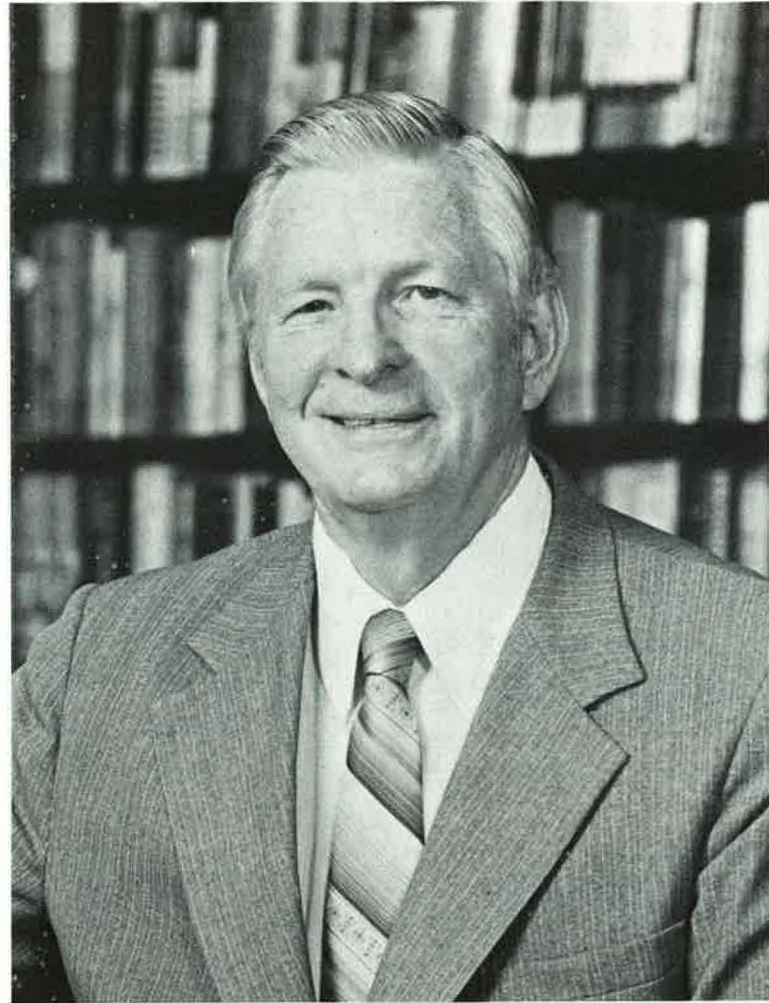
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Harding University

Report of the President



Bulletin
November, 1979



Dr. Clifton L. Ganus, Jr.

The Eighties – A New Decade

As the seventies draw to a close and the "Decade of Development" nears completion, we are excited and encouraged about the new decade of the eighties and the opportunities which lie ahead.

With the completion of the George S. Benson Auditorium, we look forward to having our students and staff together each day for chapel. Also, with the move to university status August 27, 1979, we can feel a great spirit and attitude on the campus, and many fine accomplishments have filled the first few months of the school year. A "University Day" time capsule with appropriate memorabilia of the school was buried near the Olen Hendrix Building. It is to be opened in the year 2024, when Harding will celebrate its 100th birthday as a four-year institution. Many of its participants—especially students—should be present for the opening 45 years from now. I guess all of us will be here in spirit and remembrance at least.

Now more than ever before, Harding must receive gifts in order to maintain its excellent tradition of quality Christian education. Harding has assumed a position of national prominence and it could not have been possible without your help. Even now as Harding is about to enter the Decade of the Eighties, new challenges are arising to confront the institution.

Many of the challenges facing Harding University in the Eighties are fiscal in nature. The Eighties will bring into sharper focus the impact of inflation, spiraling costs, the need for expanded facilities and the need for increased endowments. To meet some of these challenges, Harding's Board of Trustees has initiated a three-year \$5.6 million campaign.

Included in this new fund raising campaign are the following projects:

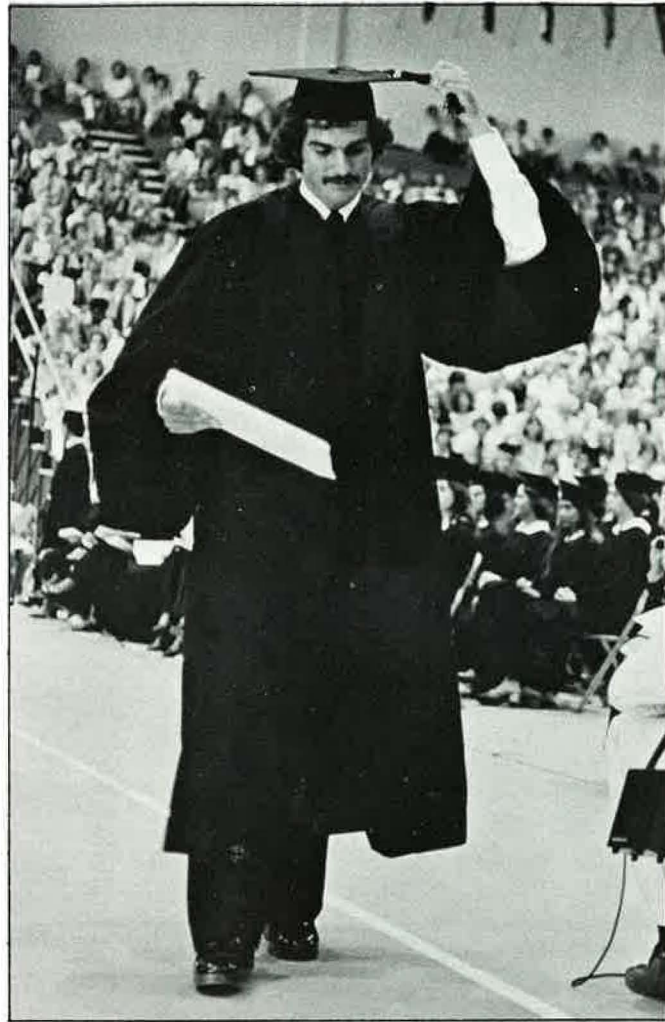
- * Construction of a \$1.2 million business and economics building
- * Construction of a \$1.25 million Harding Academy
- * Construction of a \$400,000 expansion of the science building
- * Operational supplementation totalling \$2.25 million
- * Endowment of \$500,000 for the American Studies Program and the Center for Private Enterprise Education

Already, support for this campaign has been tremendous. Our Board of Trustees, faculty and the city of Searcy have demonstrated their commitment to the project as well as many of the alumni. Through the efforts of all, working together, the goals of the campaign can be met.

We are deeply grateful for the wonderful support that has made it possible for Harding to grow and to serve so well for more than half a century. As we strive to nurture our students to grow "in wisdom and in stature and in favor with God and man," we are ever mindful that we are truly "Educating for Eternity." With the help of the Lord and a multitude of friends, we shall succeed.

Dr. Clifton L. Ganus, Jr.
President

Program Highlights 1978-79



As Harding begins a new era in University status, records continue to be made both in enrollment, with 3,001 in the student body, and in achievements, with new developments becoming known almost daily. Always foremost in the quest, however, is the commitment to developing the individual to his fullest, to make each a responsible, useful servant in God's kingdom.

Some of the significant highlights reflect the setting in Harding's drive for excellence.

... The Council on Social Work Education granted the maximum four-year initial accreditation to the department of social work retroactive to the fall of 1978. This gives Harding the only professional, accredited undergraduate program among Arkansas colleges and universities and also the only accredited social work program among our Christian colleges.

... With the advancement to university status, reorganization of the structure of Harding was made to include a College of Arts and Sciences with Dr. Joseph E. Pryor, vice president of academic affairs, as dean; a School of Business with Dr. David B. Burks as dean; a School of Education with Dr. Bobby Coker as dean; and a School of Nursing with Mrs. Cathleen Smith as dean. Dr. Ted Altman was appointed Vice President of Student Affairs.

... Three new broad-area majors were approved: public administration, systems analysis and applied sociology. A major in regional and urban affairs was approved on an individually-planned basis.

... Two new degrees approved are the Bachelor of Business Administration for all majors in the School of Business, and the Bachelor of Social Work for social work majors.

... Three Bible workshops were conducted during the summer on death and dying, church leaders and counseling. A 4-in-1 Workshop in August was for preachers, elders, women and prison ministers.

... Four academic workshops for in-service teachers were held.

... A program of outstanding speakers in the American Studies Lecture Series provided challenging messages in the community.

... The Center for Private Enterprise Education received a George Washington Honor Medal in the category of economic education for the 67 projects conducted under the theme "Free Enterprise—Let's Keep It In Business."

... The annual Youth Forum attracted 3,500 high school students from many states for a two-day series of addresses and activities.

... Beaumont Memorial Library received a \$3,900 grant for books and materials.



... The School of Nursing received a grant of \$78,000 from the W. K. Kellogg Foundation in Battle Creek, Michigan.

... Groundbreaking ceremonies were held for a \$1.25 million Academy building and campus, the site being

directly east of Alumni Field.

... The Delta class of the Christian Communications Program graduated 14 in July. Currently there are 36 men enrolled in the Epsilon and Zeta classes of the concentrated two-year preacher training program.

Student Activities



"Certainly our most precious commodity and our greatest uniqueness lie within the students themselves. Our student body for the current school year is a very excellent one," expresses the feeling of an administrator.

The uniqueness of Harding University is still evidenced in the characteristics of the fine student body gathered for the year. In spite of crowded conditions in housing facilities, cafeterias, chapel and classrooms, the attitude of the student body is excellent. To be able to communicate with a student body of 3,000 and solve problems that arise within that body definitely shows the uniqueness of the students.

Harding has an awesome responsibility to provide the best educational experience possible for the students who enter her portals. The students have great expectations of their experiences at Harding. The faculty has a great challenge and responsibility to provide students with the instruction, guidance, example, counsel and personal interest that will enable them to develop into mature men and women committed to Christ and His kingdom.

... With an increase of 122 over last year's record, 3,001 registered for classes to produce another record for 1979. The student body has more than doubled in size since 1965.

... The university yearbook, the *Petit Jean*, received another All-American rating from the Associated Collegiate Press, marking the 20th consecutive year for the book to receive the honor.

... The *Bison* student newspaper was awarded an All-American rating from the American Collegiate Press for the spring semester.

... The Economics Team won the Southwest Regional Students for Free Enterprise Championship in Dallas and placed second in the National Students for Free Enterprise competition also held in Dallas.

... The Business Team was one of three division winners in the games sponsored by the University of Nevada at Reno.

... A student served as president of the student section of the Arkansas Education Association.

... For the Arkansas Student Nurses Association, seven of the eight state officers were from Harding.

... Two students are serving as president and treasurer, respectively, of the Arkansas Collegiate Academy of Science.

... A Harding graduate was named the Arkansas Intercollegiate Conference Scholar Athlete, the 13th Harding athlete to receive the award in the 21 years it has been given.

... Three students received acting awards for their

part in "The Rainmaker," which was entered in the American College Theatre Festival.

... In Red Cross blood draws, Harding students, faculty and staff donated large numbers of units, the latest three-day draw total being 615.

... Bison teams won conference titles in bowling and cross country. The cross country title was the ninth such consecutive championship.

... Harding's entry of "The Four Vaudevilles" was chosen to represent Arkansas in the five-state regional competition of the American College Theatre Festival in Fort Worth in February.

... A student received the award for the outstanding student paper and another received the runner-up award at the Phi Alpha Theta history meeting for the state.

... For the seventh consecutive year, Harding debators captured the championship of the Arkansas Speech Communication Association tournament.

... A student received a Phi Kappa Delta award for \$500.

... The \$400 Alfred H. Nolle Scholarship from the National Council of Alpha Chi was awarded to a Harding student.

... The sixth annual Spring Sing featured a cast of 600 students and played for an audience of more than 6,000.

... Many individual and group involvements by students go unrecorded yet mark perhaps the real Christian service rendered on and about campus. Both men and women serve through the gift of themselves as volunteers to charity organizations, nursing homes, babysitting, coaching elementary school teams, teaching Bible classes, making toys and gifts at Christmas time, visiting the sick, sitting with lonely friends or sharing their Lord.



Students Housed in Residence Halls: 2,348 (1,109 men, 1,239 women)
Enrollment for Fall, 1979; Graduate School: 259

Degrees Granted in 1979:

Bachelor of Arts:	271
Bachelor of Science:	170
Bachelor of Science in Medical Technology:	3
Bachelor of Science in Nursing:	47
Master of Education:	18
Master of Arts:	10
Master of Arts in Religion:	25
Master of Theology:	22
Doctor of Ministry:	1
Associate of Arts:	2

Student Profile

Enrollment for Fall, 1979: 3,001 (1,508 women, 1,493 men)

Geographical Distribution: 47 states, District of Columbia and 25 countries.

States with more than 100 Representatives: Arkansas (837); Texas (291); Tennessee (227); Missouri (175); California (102); and Michigan (100).

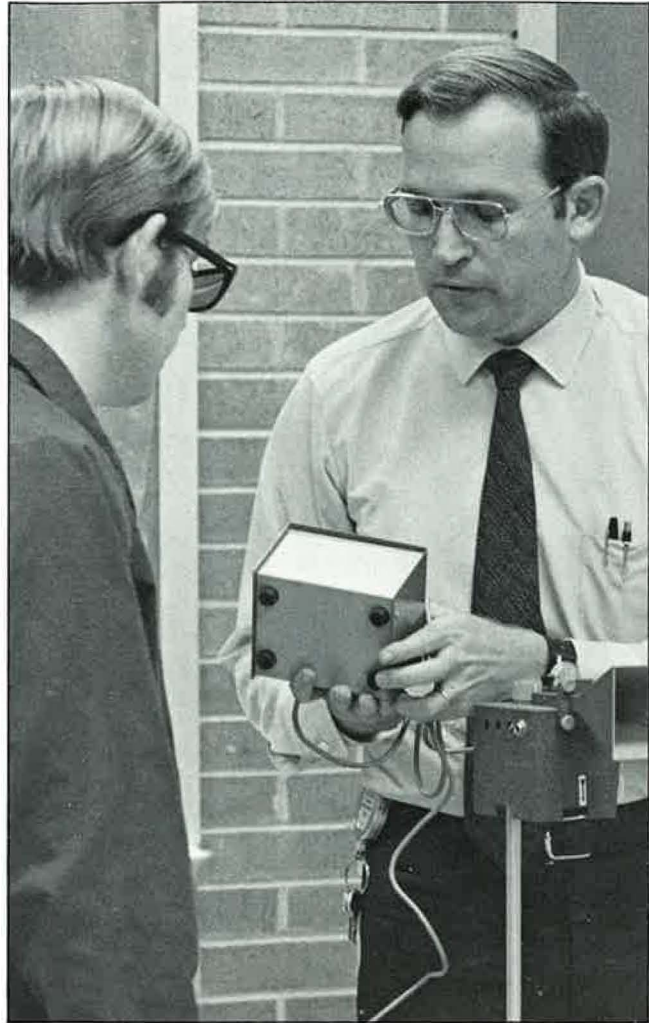
Class Totals: Freshman, 985; Sophomore, 743; Junior, 539; Senior 669.

Harding Academy: (Searcy Enrollment): 440

Graduate and Special Students: 65

Married Students: 267 (139 men, 128 women)

Academic Activities



Harding University is achieving more overall than many institutions of higher learning and there are few which approach what Harding is doing. This is the consensus of deans of graduate schools where Harding students have pursued graduate study.

Although Harding students rank above the national average, there are other more significant factors than above-average ability to which this may be attributed. The Christian commitment of the students gives them a willingness to work and a determination to use their abilities in service to God and man that is not found on most campuses. The willingness of the faculty to work cooperatively with students is also significant. Students are encouraged to achieve academically as well as in other areas of life.

Maintaining the proper balance of participation is a big challenge students face in view of the many worthwhile activities on campus. Continuing the cooperation of faculty as now exists and helping younger teachers to see the overall program of the institution rather than just their highly specialized field of concentration are a big challenge. Applying the "golden rule" in all facets of life—whether personal, academic, or social—is a difficult goal to implement.

The students are instructed by 139 full time faculty members. A total of 39.6 percent hold the earned doctorate and 55.8 percent hold the master's or higher. Only 4.5 percent hold only the baccalaureate. Nine faculty members lack only the completion and defense of the dissertation for the earned doctorate and most are expected to have the degree during the current academic year.

To help promote the best possible instruction, Harding began offering in 1966-67 Distinguished Teacher Awards annually to three teachers, presented at the spring commencement with a stipend of \$1,000 each. The three recipients on May 13 were Dr. Bobby Coker, professor of education; Ava M. Conley, assistant professor of Spanish; and Dr. William Hollaway, professor of music. This was the second time for both Dr. Coker and Dr. Hollaway to receive this annual award.

Beaumont Memorial Library added volumes to total currently 178,084 with 148,469 books and 15,578 bound periodical volumes. The library also has 29,615 microform volumes of all types; 559 cassettes representing 92 titles; and 2,779 phonograph records in music, speech and biology; 407 slides; 9 filmstrips and 5 tape reels. In a separate collection there are 9,080 government documents. The library receives 1,179 periodicals and 10 daily newspapers. During the year 5,414 volumes were added.

The Academic Affairs Committee continued its study of the curriculum. Each department is urged to make a thorough study of its curriculum periodically and to

report recommended changes.

Three majors were added to the curriculum: public administration, systems analysis and applied sociology.

Two new degrees were approved. They are the Bachelor of Business Administration and the Bachelor of Social Work.

A total of 290 students attended Intersession and summer school enrollment was 711.

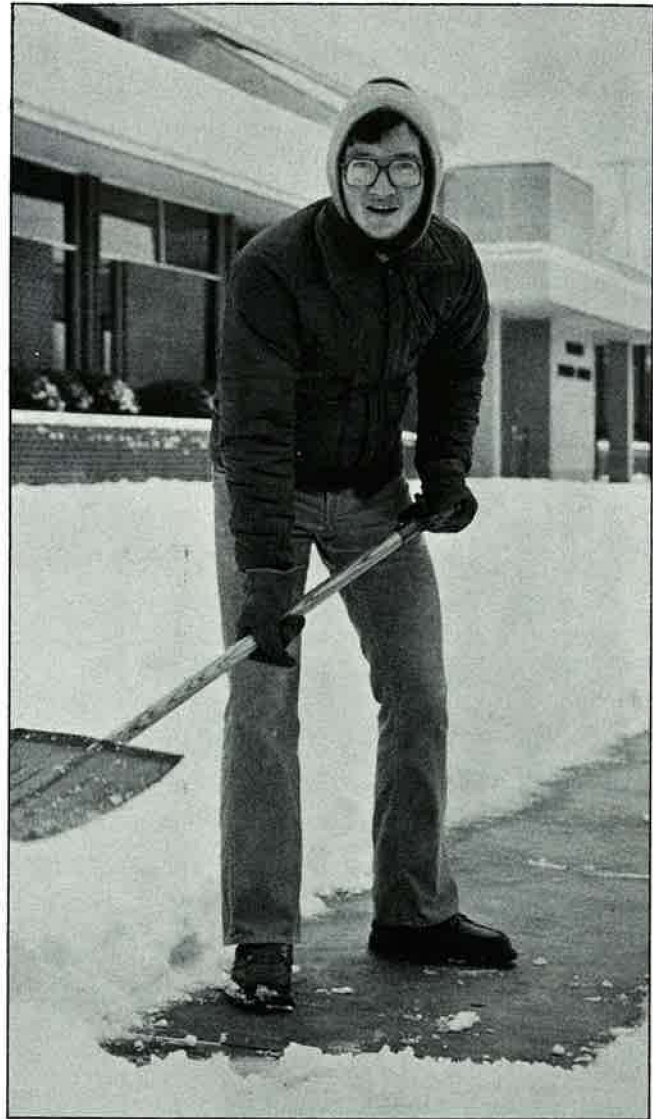
Membership of faculty in scholarly and professional societies and organizations and the attendance of faculty members at state meetings during the year was notable, although too numerous to delineate. Several articles were also published in scholarly journals of various disciplines.

Numerous offices were held in civic, professional and service organizations on both the state and national levels.

The faculty has a great challenge and responsibility to provide students with the instruction, guidance, example, counsel and personal interest that will enable them to develop into mature men and women committed to Christ. The great achievements of the past have gained for Harding a highly respected place among colleges and universities of Arkansas and surrounding states. We must ever remain alert and responsible to providing students with the educational experience needed. This is truly an awesome responsibility.



Financial and Campus Developments



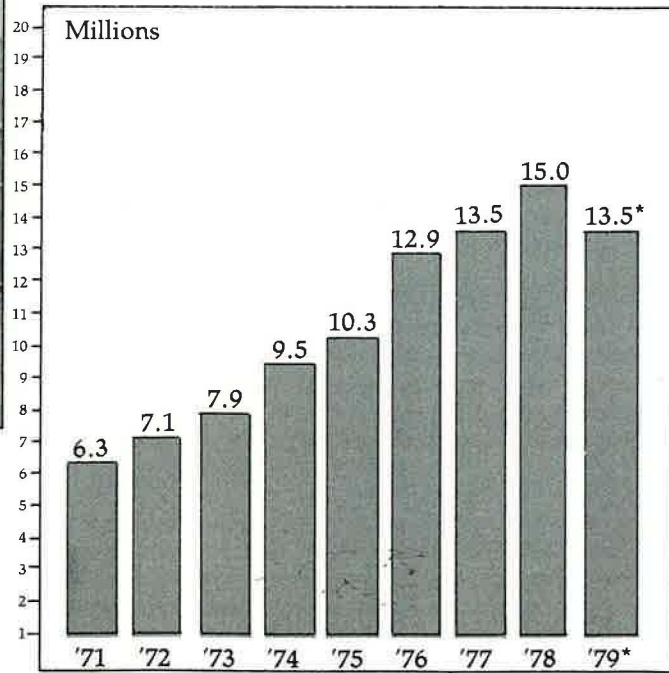
During the year, the University has operated a financially sound program and has exerted a conscious effort to restrain and curb expenses in every possible way.

The original purpose of Harding continues to guide and direct our activities. The completion of the George S. Benson Auditorium is eminent and we welcome the opportunity to incorporate such a fine facility in the everyday activity of our student body. The auditorium, with seating for 3,400, will be the largest such facility in the state.

As the University begins Phase IV, "The Eighties—A New Decade," we are aware of the need to provide adequate classrooms and laboratory facilities, providing for general funding and expansion of the endowment resources of the school.

The future of Harding University, contending with spiraling inflation and government regulations, will depend upon finding adequate funds to operate its program. As it has for more than 50 years, the success of Harding's programs rests with her friends and supporters.

Ten Year Budget



*Budget decrease due to the separation of Harding Academy of Memphis as a separate legal corporation September 1, 1978.



HARDING UNIVERSITY, INC. CURRENT FUNDS REVENUE AND EXPENDITURES YEAR ENDED JUNE 30, 1979

	1977-1978	1978-79
REVENUE:		
Student Fees	\$ 5,337,946.11	\$ 5,957,027.30
Miscellaneous Income	635,542.02	698,303.72
Gifts	579,339.80	599,104.02
Kellogg Grant	122,014.00	116,684.50
Endowment Income	368,521.50	430,479.51
Sales and Service of		
Educational Activities	220,681.95	286,634.02
Governmental Grants and Contracts	334,577.84	302,709.51
Sales and Service of		
Auxiliary Enterprises	4,548,397.58	4,945,174.12
Other Operations	3,476,778.99	611,548.39
TOTAL REVENUES	\$15,623,799.79	\$13,947,665.09
EXPENDITURES:		
Instruction	\$ 3,547,435.91	\$ 3,915,393.70
Research	66,186.30	61,377.11
Academic Support	521,672.68	591,890.44
Student Services	874,878.19	1,022,741.91
Institutional Support	1,089,176.86	1,249,509.51
Operation and Maintenance of Plant	998,645.65	971,128.38
Student Aid	628,113.70	721,448.56
Mandatory Transfers	156,555.81	202,054.53
Auxiliary Enterprises	4,211,741.74	4,532,563.66
Other Operations	3,524,510.26	677,877.55
TOTAL EXPENDITURES	\$15,618,917.10	\$13,945,985.35
EXCESS OF REVENUE OVER EXPENDITURES	\$ 4,882.69	\$ 1,679.74

Harding University admits students of any race, color, and national or ethnic origin. Also, as required by Title IX of the Educational Amendments of 1972, Harding University does not discriminate on the basis of sex in its educational program or activities or employment except where necessitated by specific religious tenets held by the institution and its controlling body.



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