

11-1-1980

Harding Bulletin November 1980 (vol. 56, no. 5)

Harding University

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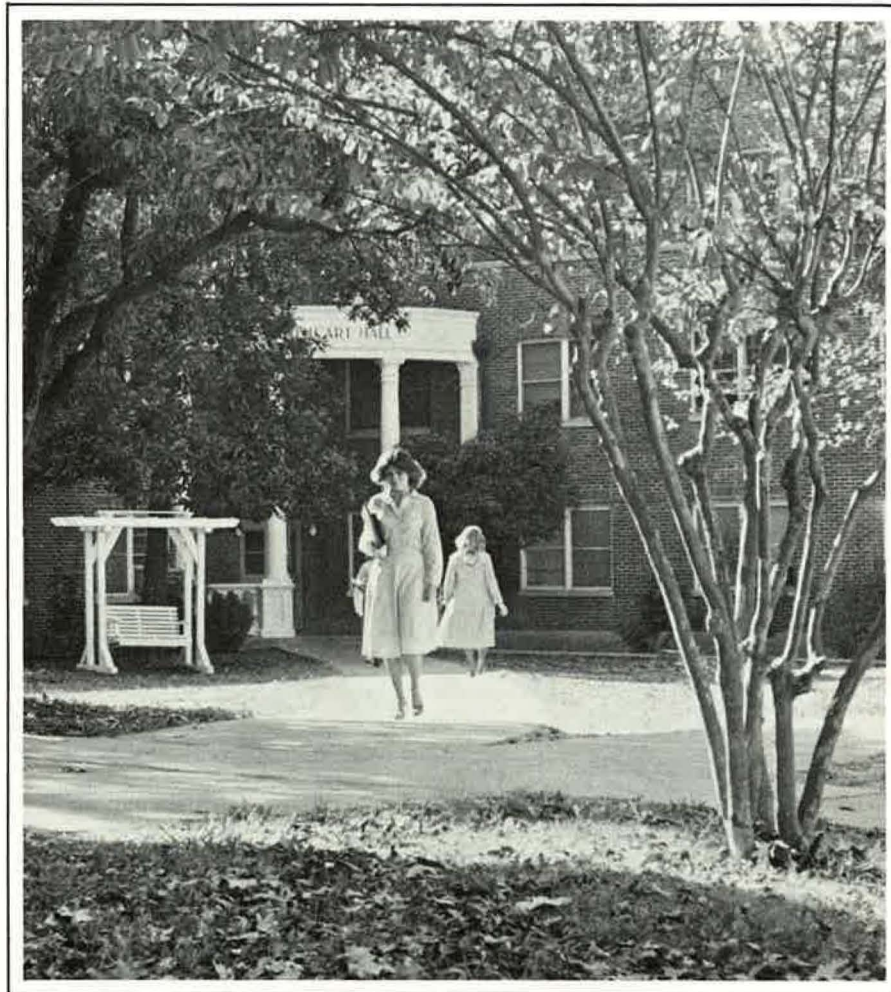
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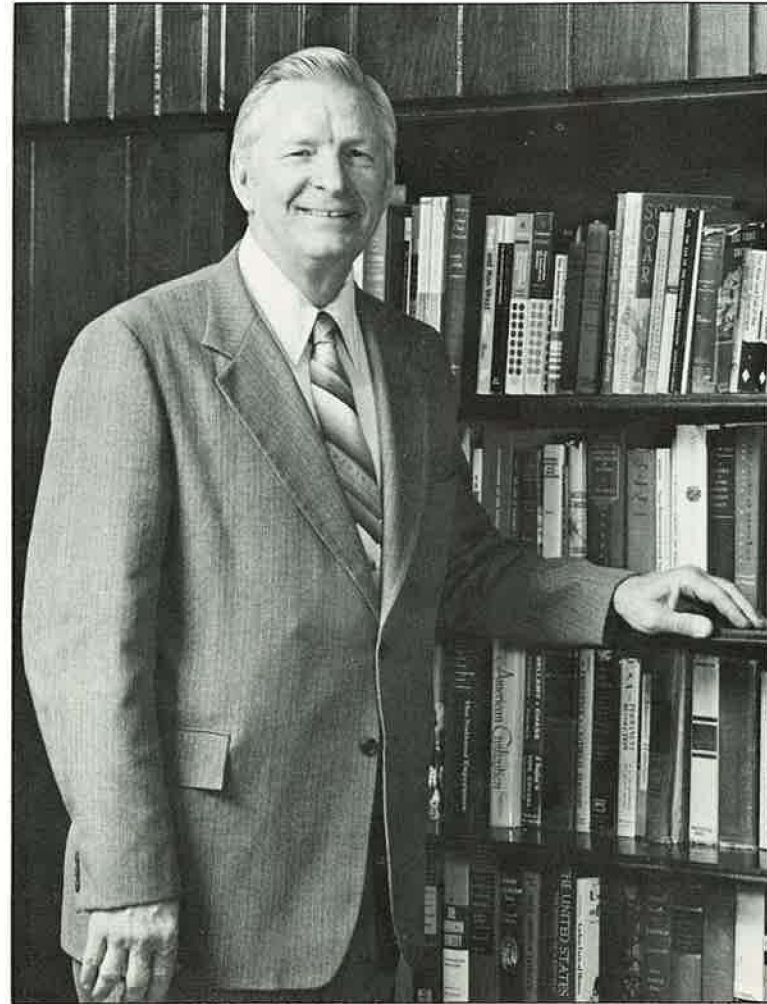


Harding University

Report of the President

Bulletin
November, 1980

Harding University Library



Dr. Clifton L. Ganus, Jr.

The Eighties: A New Decade

The decade of the eighties promises to be a challenging one. The pool of potential students will diminish at the same time we face increased costs and continued inflation. We know that it will not be easy to carry on our very extensive program, but we are confident that with the help of the Lord and a multitude of friends we will be successful.

Another record enrollment of 3,083 college students from 48 states and 26 foreign countries has crowded our academic facilities as well as our dormitories. The nearing completion of the academy building and the construction of the business building scheduled to begin this school year promises relief in the academic realm. We are excited about the prospects of an additional eleven classrooms, nineteen offices, computer and audio-visual facility and room for our Center for Private Enterprise.

Now, as in the years before, Harding must receive gifts in order to maintain the excellent tradition of quality Christian education that has characterized the institution. The standards set by Harding and endorsed by her graduates must be maintained. The challenges to the ideals and goals of Harding mount with intensity.

Other challenges facing the University are fiscal in nature. The \$5.6 million fund raising campaign, initiated last year by the Board of Trustees, included plans for the construction of a \$400,000 expansion to the science building, operational supplementation totalling \$2.25 million and an endowment of \$500,000 for the American Studies Program and the Center for Private Enterprise Education.

These reports describe Harding and much of its work, but they cannot portray effectively the spirit, attitude, friendliness and dedication of our staff and students. We anticipate an excellent year and are grateful for all the prayers, good will and material support which we receive from a multitude of friends. Harding is a labor of love — love for the Lord and love for the young people who come our way. May God bless us all as we work together in a great cause.

Dr. Clifton L. Ganus, Jr.
President

Program Highlights 1979-80



Harding enters the new decade with growth, achievement and challenge at an all-time high. As always, the foremost goal is to develop individual potential and to help each student become a responsible, useful servant in God's kingdom.

Some of the highlights of the past year reflect Harding's drive toward excellence.

An increasing enrollment, now at a record 3,083, has been a major factor leading to the adoption of a \$16.4 million budget.

Campus growth has included the construction of Harding Academy, a \$1.25 million project which is nearing completion. Construction on a \$1.2 million business and economics building is scheduled to begin in the spring.

The completion and dedication of the George S. Benson Auditorium was a significant event. The first assembly was January 10 for the opening chapel of the spring semester. Formal dedication was held March 28 with an impressive ceremony and the presence of many educators from Arkansas as well as clientele of Harding.

The Federal Energy Department granted Harding \$92,375 in matching funds for projects increasing the University's energy efficiency. An additional \$22,000 was granted for the insulation of Rhodes Memorial Field House.

The School of Nursing received an eight-year accreditation retroactive to the beginning of the fall semester from the National League of Nurses. The eight-year approval was the maximum granted by the accreditation agency.

The School of Business continued to implement faculty improvement to enable successful accreditation of the business program.

The School of Education implemented a self-study for the 10-year cyclic re-evaluation of the undergraduate teacher education program by the National Council for Accreditation of Teacher Education. The on-site visit by the examining team will be in the spring.

A National Council of the Associated Women for Harding has been formed. Special projects are being conducted to encourage nationwide membership at large.



The American Studies Program was awarded the George Washington Medal of Honor by the Freedoms Foundation of Valley Forge, Pa. for outstanding achievement. The program sponsored a slate of widely renowned speakers during the annual lecture series. Program participants toured Dallas and Tulsa.

The Harding University in Florence Program was approved in the spring and implemented in the fall, as 17 students studied Italian, humanities and Bible under Dr. Don Shackelford, program director, and Dr. Gary Elliott, associate professor of English.

The second 13-in-1 Bible workshop was held August 4-7 with more than 3,000 participants from 32 states and three foreign countries attending.

A Church Leadership Development Seminar was conducted June 17-19 and a Youth Ministry Seminar was conducted May 12-15. The Preacher's Forum April 8 was on "A Study in Cults."

During Intersession, 19 courses were offered for the 370 students enrolled. The interim program has continued to grow since it was started four years ago.

Six academic workshops were offered for in-service

teachers, youth ministers and social workers.

A major in drama was approved and the majors of special education, mental retardation and specific learning disabilities, were combined into one termed mildly handicapped.

A major in international trade was approved and a minor in drama and a minor in the family were also added to the curriculum.

The economics team, in competition with colleges and universities in 10 regions, ranked as co-champions of the national "Students in Free Enterprise" competition in Dallas, tying with New Mexico State University. The team received a trophy and \$2,500 for the general fund.

The annual Youth Forum in April attracted more than 3,500 young people for the lectures and Spring Sing presentations.

The University graduated 380 students in May and 85 in August. Also, 17 men completed the Christian Communications Program and 56 earned degrees, including two doctorates, from Harding Graduate School of Religion in Memphis.

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 an excellent one," expressed one administrator.

The spirit of Harding is evidenced in the lives of the students. In spite of crowded conditions in housing facilities, classrooms and cafeterias, the attitude of the student body is excellent. Maintaining communication with a student body of 3,000 and solving the problems which arise within that body make the administration aware of the uniqueness of our students.

Harding has an awesome responsibility to provide the best educational experience possible for the students who enter her portals. The students come to Harding with great expectations. The faculty is challenged to provide these students with the instruction, guidance, examples, counsel and personal interest which will enable them to develop into mature men and women committed to Christ and to His kingdom.

With an increase of 82 over last year's record, 3,083 students registered for fall classes to produce another record for 1980. The student body has more than doubled in the last 15 years. (In 1965 the enrollment was 1,472.)

The *Bison* newspaper received another All-American rating from the American Collegiate Press for the spring semester. Several student writers were recognized individually during the A.C.P. awards presentations.

The *Petit Jean* yearbook, judged for the first time by the Society for Collegiate Journalists, took first place in all five judging categories.

The American Studies Program was awarded the George Washington Honor Medal by the Freedoms Foundations of Valley Forge, Pa. for outstanding efforts to prepare students for leadership careers and for service to their country.

American Studies Program participants toured Tulsa establishments in the spring and visited Dallas last fall. The program sponsored lectures by national and international personalities throughout the year, including news commentator Eric Sevareid, Nobel Prize-winning economist Milton Friedman and Russian human rights activist Alexander Ginzburg.

Nineteen students participated in the initial semester of the International Studies Program in Florence, Italy, taking courses with European emphasis.

The Economics Team won a national co-championship in the Students for Free Enterprise competition in Dallas, sharing their title with New Mexico State University.

The Forensics squad defeated 21 college and university teams in competition at the Pi Kappa Delta convention at Louisiana State University. Some members of the squad also earned recognition in individual events.

Members of the Physical Education Majors and Minors (PEMM) Club spent their spring break on the ski slopes of Purgatory, Colo.

More than 750 participated in the annual presentation of Spring Sing. The event drew a total of 10,000 spectators, including 3,500 high school students.

More than 400 students participated in evangelistic campaigns during the year, reaching souls in 11 foreign countries and more than 20 states.

A Harding senior served as Miss Cherokee during the school year, spending her weekends traveling across the country lecturing on the culture and traditions of her tribe.

A nursing student represented the National Student Nurses Association in Washington D.C., monitoring relevant legislation and testifying before Congressional committees on matters affecting the nursing profession. She also served as president of the Arkansas State Nursing Students Association.

One of our seniors was awarded the Alfred H. Nolle Scholarship, one of seven granted by Alpha Chi, a national honor society.

For the fifth consecutive year, a Bison athlete received the Arkansas Intercollegiate Conference Cliff Shaw Scholar-Athlete Award.

Two students competed as a doubles team in the national tennis championship in Kansas City, Mo.

A Harding student retained his title as AIC NAIA District 17 Cross Country champion.

Many individual and group involvements by students go unrecorded yet perhaps mark the real Christian service rendered on and about campus. Both men and women volunteer their services to charity

organizations, nursing homes and children's homes. Many babysit, coach elementary school teams, teach Bible classes, make toys and gifts at Christmas time, visit the sick, sit with the lonely and share their Lord with those about them. This is the spirit and the uniqueness of the Harding student body.

Student Profile

Enrollment for Fall, 1980: 3,083 (1,588 women, 1,495 men)

Geographical Distribution: 48 states, District of Columbia, Samoa and 25 foreign countries

States with more than 100 Representatives: Arkansas (897); Texas (290); Tennessee (232); Missouri (193); California (107) and Louisiana (105).

Class Totals: Freshmen, 1,019; Sophomore, 746; Junior, 569; Senior, 665.

Harding Academy: 430

Graduate and Special Students: 89

Married Students: 277 (147 men; 130 women)

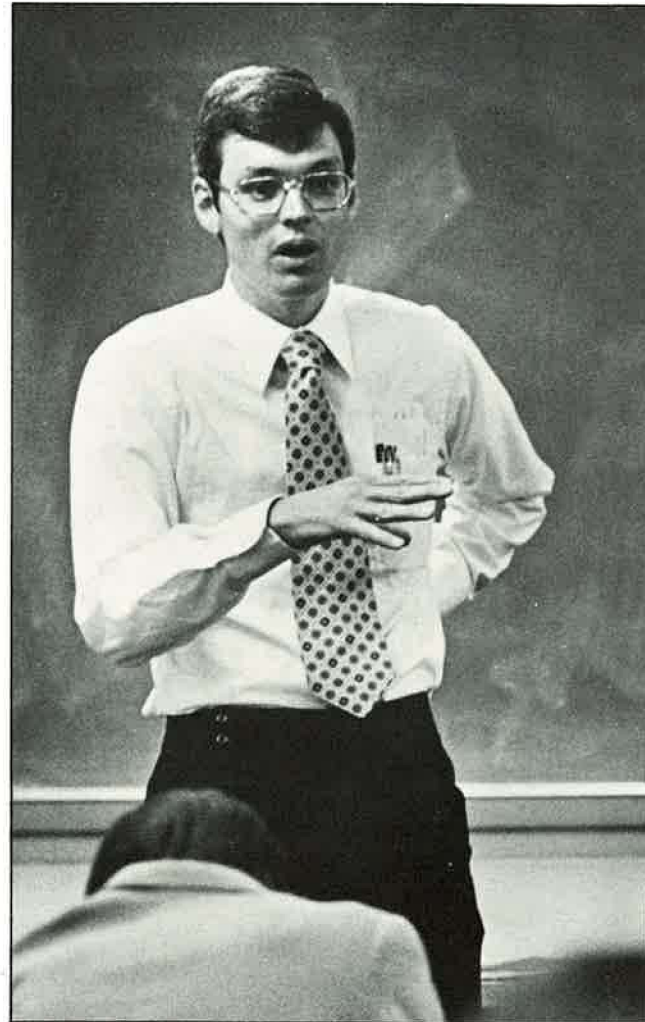
Students Housed in Residence Halls: 2,404 (1,121 men; 1,283 women)

Graduate School Enrollment: 271

Degrees Granted in 1980

Bachelor of Arts:	274
Bachelor of Business Administration:	54
Bachelor of Science:	129
Bachelor of Science in Medical Technology:	3
Bachelor of Science in Nursing:	49
Bachelor of Social Work:	11
Master of Education:	30
Master of Arts:	8
Master of Arts in Religion:	20
Master of Theology:	26
Doctor of Ministry:	2
Associate of Arts in Secretarial Science:	11

Academic Activities



Harding University maintains a high standard of achievement. Her students, her personnel and her programs are outstanding among institutions of higher learning.

Although Harding students rank above the national average, there are other more significant factors than ability to which their success 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 their fellow man which is not found on most campuses. The willingness of the faculty to work 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 to students in view of the many worthwhile activities on campus. Upholding the tradition of faculty-student cooperation and helping young teachers to see the overall program of the institution rather than just their specialized field of concentration are also challenges that must be met.

Students are instructed by 160 faculty members, more than 44 percent of whom hold earned doctorates and 51 percent of whom hold the masters degree or higher. Less than five percent hold only the baccalaureate. Eleven faculty members lack only the completion of the dissertation to receive the doctorate.

To encourage the best possible instruction, Harding offers annually three Distinguished Teacher Awards, presented during spring commencement exercises and accompanied by stipends of \$1,000 each. On May 11, recipients were Dr. Gary Elliott, chairman of the English department; Dr. Wyatt Jones, professor of education and director of graduate studies and Dr. Tom Howard, assistant professor of political science.

Beaumont Memorial Library now contains 188,716 total volumes, including 16,260 bound periodical volumes and 152,455 books. Also filed are 36,261 microfilm volumes, 670 cassettes, 2,822 phonograph records, 407 slides, 9 filmstrips and 6 tape reels. A separate collection contains 12,250 government documents. The library receives 1,291 periodicals and 11 daily newspapers. Among the additions during the 1979-80 school year were 5,199 books, 6,676 microfilm volumes and 113 periodical subscriptions.

Resources for these additions included a \$3,963 Title II-A grant.

The Academic Affairs Committee continued its study of the curriculum. Each department was urged to study thoroughly its course offerings and to recommend any needed changes.

Majors in drama and international trade were added to the curriculum this year, as were minors in drama and the family. Courses were added to make possible teacher certification in driver education and middle school.

The Harding University in Florence program was implemented. Participants in the program may attend classes for one or more semesters in Florence, Italy, studying Italian, humanities and Bible.

The Nursing Program received from the National League of Nurses the maximum eight-year initial accreditation, retroactive to the beginning of the 1979 fall semester.

During the fourth consecutive summer intersession, 370 students enrolled in 19 classes. Without duplication, 842 students attended summer school, increasing enrollment by 131 over the 1979 figure.

Harding's personnel have a great challenge and responsibility to help meet the needs of the students as they develop mentally, physically, spiritually and socially. By consistently meeting students' needs, Harding has gained a place of respect among colleges and universities throughout Arkansas and surrounding states.



Finance and Development

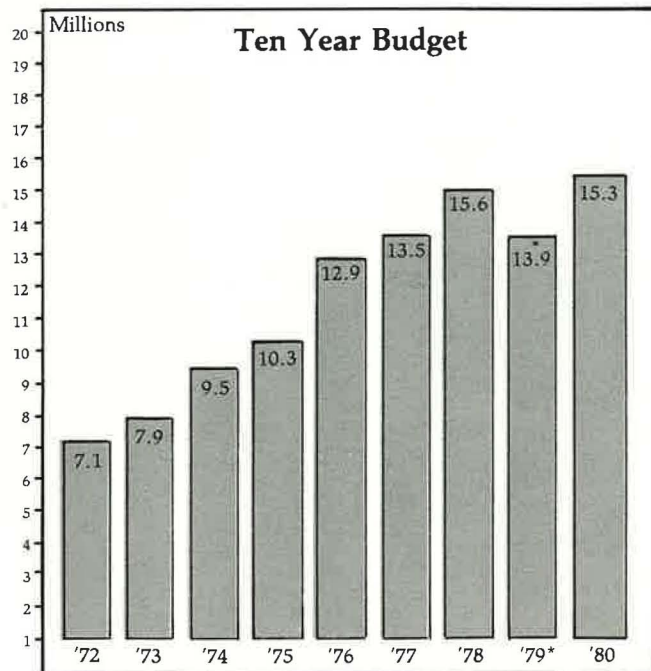


During the year, the University has operated a financially sound program and has exerted a conscious effort to restrain and curb expenses in every way possible.

A JC-80 computer now controls the heat, air conditioning and lights for the entire campus, conserving energy and reducing utility costs.

The George S. Benson Auditorium has been completed and is now in full use. Recognizing further need for classroom and laboratory facilities, the administration has introduced Phase IV, "The Eighties — A New Decade." As the new academy building nears completion, we may look forward to the construction of a business and economics building.

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.



*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, 1980

	1978-1979	1979-1980
REVENUE:		
Student Fees	\$ 5,957,027.30	\$ 6,665,350.85
Miscellaneous Income	698,303.72	813,769.49
Gifts	599,104.02	742,489.89
Kellogg Grant	116,684.50	78,080.00
Endowment Income	430,479.51	471,698.35
Sales and Service of		
Educational Activities	268,634.02	225,731.05
Governmental Grants and Contracts	302,709.51	337,524.54
Sales and Service of		
Auxiliary Enterprises	4,945,174.12	5,358,866.05
Other Operations	611,548.39	595,958.38
TOTAL REVENUE	\$13,947,665.09	\$15,289,468.60
EXPENDITURES:		
Instruction	\$ 3,915,393.70	\$ 4,271,683.39
Research	61,377.11	15,117.78
Academic Support	591,890.44	632,861.93
Student Services	1,022,741.91	1,180,127.60
Institutional Support	1,249,509.51	1,422,800.52
Operation and Maintenance of Plant	971,128.38	1,071,604.13
Student Aid	721,448.56	782,846.90
Mandatory Transfers	202,054.53	181,457.93
Auxiliary Enterprises	4,532,563.66	4,978,982.50
Other Operations	677,877.55	748,346.07
TOTAL EXPENDITURES	\$13,945,985.35	\$15,285,828.75
EXCESS OF REVENUE OVER EXPENDITURES	\$ 1,679.74	\$ 3,639.85

Harding University admits students of any race, color, and national or ethnic origin. Also, in compliance with Title IX of the Educational Amendments of 1972, and section 504 of the Rehabilitation Act of 1973, Harding University does not discriminate on the basis of sex or handicap in its educational program, activities, or employment except where necessitated by specific religious tenets held by the institution and its controlling body.



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