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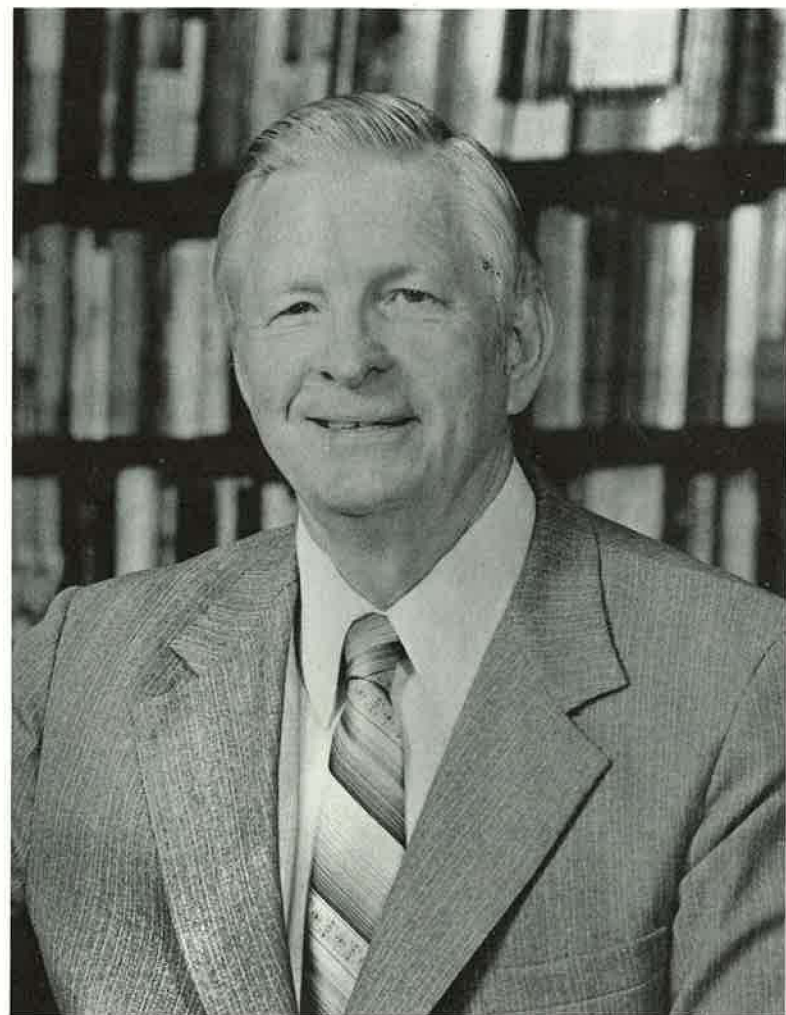


# HARDING

**Report of the President**

Bulletin November, 1981

**Harding University Library**



Dr. Clifton L. Ganus, Jr.

## Harding - A Dream and A Reality

Many years ago Christian men and women dreamed of an institution in Arkansas where young men and women would be instructed in the truth of God as they were being taught the three "R's" of Reading, 'Riting and 'Rithmetic. They envisioned the graduates of that institution going into the world to serve as farmers, teachers and businessmen, but also serving as dedicated, capable leaders in God's kingdom at home and abroad. The dream became a reality. It was a humble beginning when compared to the large universities of America, but it was a solid beginning. The school was built upon truths and principles that have charted its course and influenced its ways.

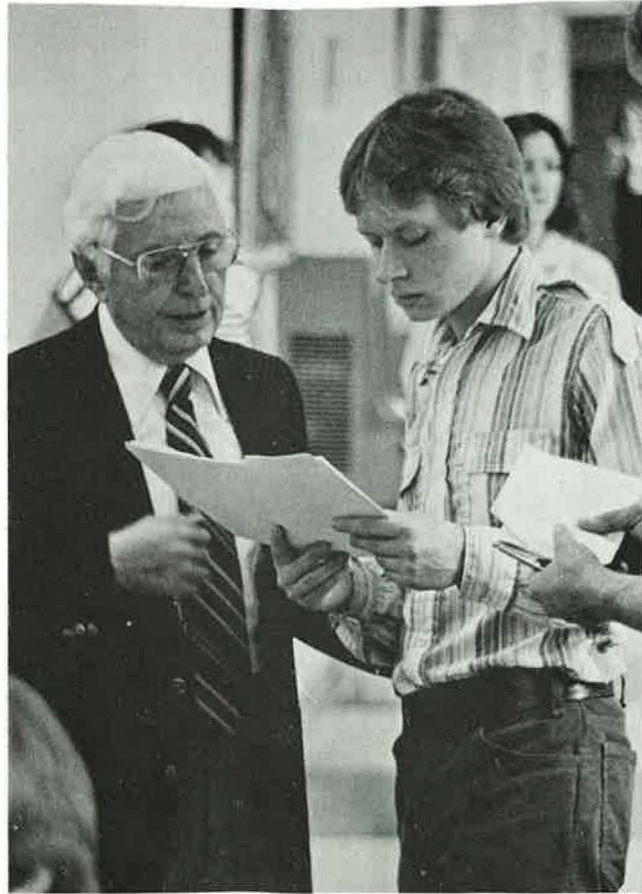
Decades have passed and times have changed, but Harding University rolls on and touches the lives of a multitude of people — both on and off the campus. God is still our Creator and Jesus is still our Lord and Savior. The Bible is still our number one textbook and, imperfect as we are, we strive to be like our Father in Heaven. We make mistakes, but we believe that we are headed in the right direction and we are "Educating for Eternity."

More than 20,000 Harding Alumni scattered around the earth and thousands of friends and supporters are looking our way this fall of 1981 as we preserve the good of the past and press on to greater heights — physically, mentally and spiritually. The following pages are designed to give us an insight into some of the workings and accomplishments of the staff and students of Harding. They are wholly inadequate in telling the story but they help us to understand the great work being accomplished.

We at Harding are grateful for the multitude of friends who make our work possible. We thank you and pray God's blessings upon you even as you have blessed us with your friendship and your support.

Dr. Clifton L. Ganus, Jr.  
President

## Program Highlights 1980-81



The challenges of the eighties continue. Harding must maintain the standards set by her founders and endorsed by her graduates. With the pool of potential students diminishing and the costs of operation rising, Harding University must strive even more forcefully than ever before to reach her goals of providing stability and strength in the lives of young people.

Some of the highlights of the past year are listed as evidences of that aspiration.

As was expected through the decrease of students available and spiraling costs, enrollment dropped slightly for the first time since 1969 to 3,076 students. Despite this, inflation dictated the adoption of a record budget of \$18.7 million.

Shortly after the completion of the \$1.25 million Harding Academy in January, construction was begun on the \$1.2 million J. E. and L. E. Mabee Business Center. The building operation continues on schedule with completion set for the summer of 1982. The

building is expected to be in use for the fall semester.

In the spring former President Gerald R. Ford visited the campus as a part of the American Studies Program and addressed a record crowd of 3,600 in Benson Auditorium.

For the first time, the University sponsored a College Bowl team, and the group finished seventh in a field of eleven squads at the Region 12 contest at Texas A & M.

After project research on the feasibility of making night classes available to the community, an offering of these classes was made for the first time. Three courses had sufficient enrollment to be offered, including Accounting 205 with 12 students, Computing 214 with 24 students and Management 368 with 13 students.

The National Council of Associated Women for Harding launched a nationwide membership drive which enlisted about 1,600 ladies to join in the advance of Christian education.

A Center for Management Excellence was established by the School of Business with Dr. Bob Reely, associate professor of management, as director. The Center will extend the role of leadership in the field of business and industry, joining the Center for Private Enterprise Education.

The American Studies Program received recognition from Freedoms Foundation in Valley Forge with the award of excellence for private enterprise educators to Dr. Don Diffine and two George Washington honor medals for quarterly publication of the *Entrepreneur*.

The Harding University in Florence program was solidified with the enrollment of 56 students throughout the year to study in Italy. Dr. Ray Muncy, Dr. Carl Mitchell, Elizabeth Mason, David Tucker, Dr. Bobby Coker and L. V. Pfeifer led groups during the year.

The excellent self-study report of the undergraduate teacher education program, prepared under the leadership of Dr. Bobby L. Coker, Dean of the School of Education, was submitted. In March an 11-member team from the National Council for Accreditation of Teacher Education visited the school and all existing undergraduate programs were given full accreditation by NCATE for the maximum period of time.

The Bible department sponsored four major events during the summer, including a five-day seminar for youth ministers, a seminar on church leadership, a

workshop on Christian counseling and a workshop on expository preaching.

Workshops for in-service teachers and social workers were conducted by the School of Education.

A broad-area major in advertising was approved in the Department of Journalism.

For the fifth time in six years, the Economics Team won the Southwestern Regional "Students for Free Enterprise" contest in Dallas and won first place in the national contest in New York City.

The Harding Business Team was runner-up in the Tennessee Association of Business Simulation and Experiential Learning Competition.

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

The University graduated 95 students last December, 352 students in May and 99 in August. Also, 18 men completed the Christian Communications Program and 46 earned degrees from Harding Graduate School of Religion in Memphis.



## Student Activities

The uniqueness of Harding University is still evidenced in the characteristics of the fine student body. In spite of crowded conditions of campus facilities, the attitude of the student body remains excellent.

The spirit of Harding is evidenced through the selflessness of the students in serving others despite their full schedules of classes.

Harding must ever remain true to her objectives in helping students develop a deep and abiding commitment to Christ. The great achievements of the past and present have gained for her a highly respected place, but the administration and faculty must ever remain alert and responsible to providing students with the total educational experience they need.

With a shrinking pool of college-age students, increasing competition for students among colleges and universities, declining national economy, continuing inflation and growing apathy in society to spiritual values, Christian colleges will be sorely tested. In every respect, Harding faces a most awesome challenge in the eighties in meeting responsibilities and objectives.

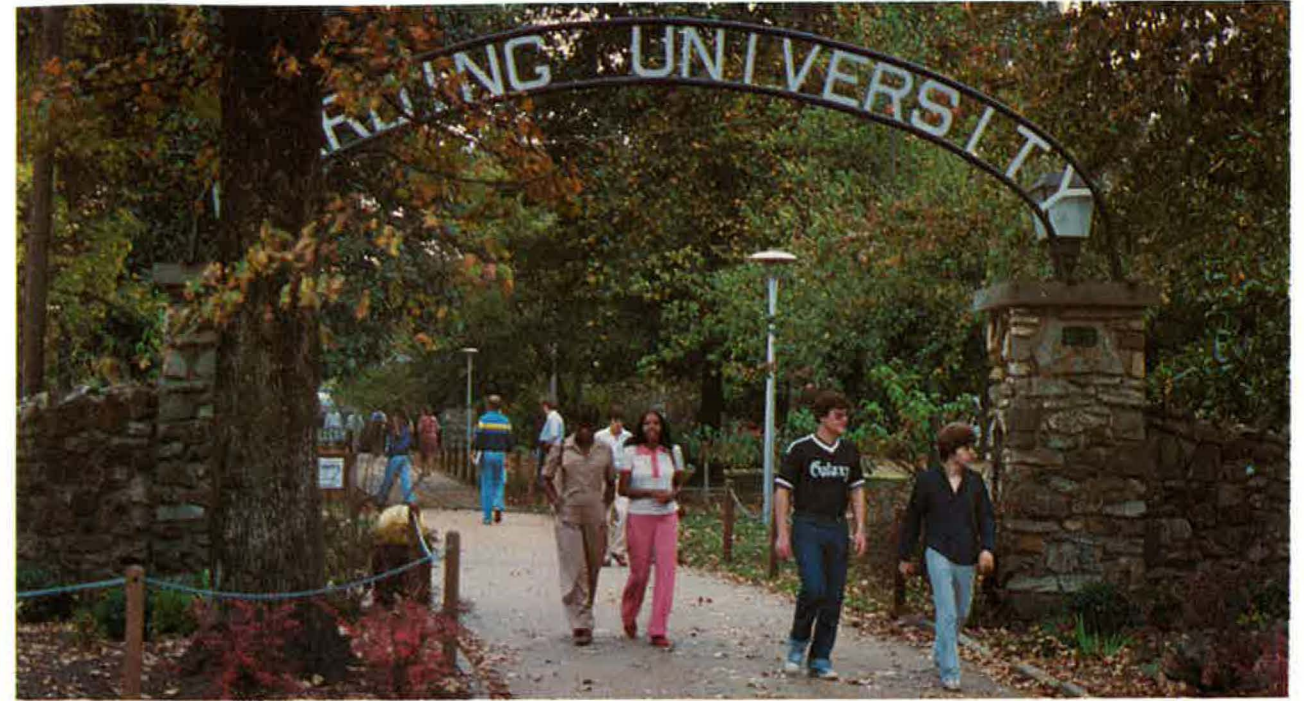
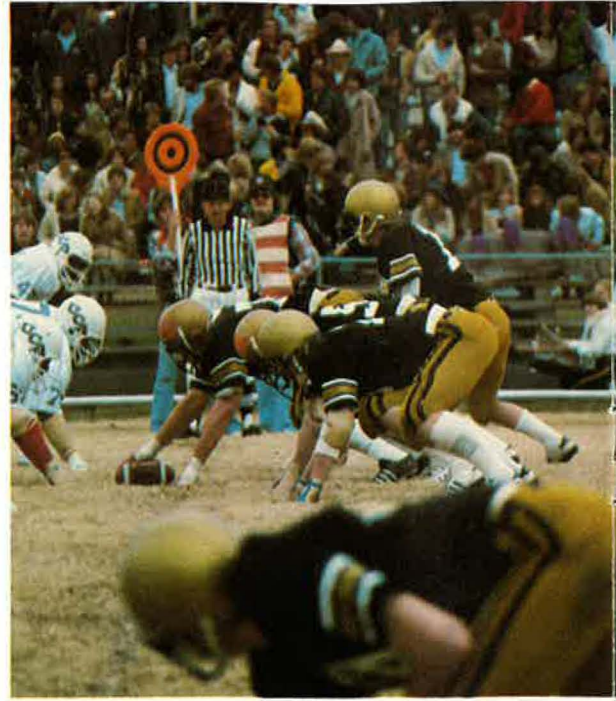
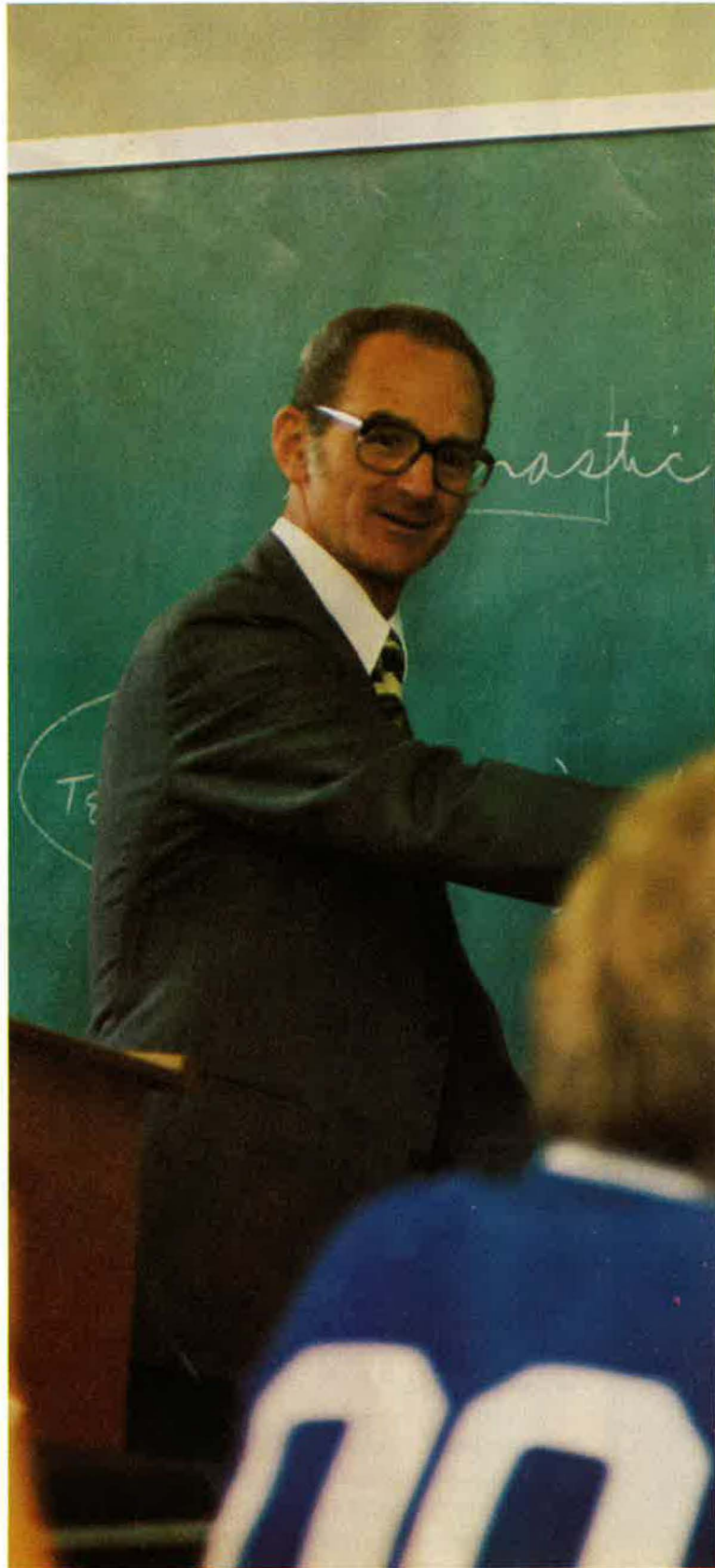
A team of six students won a national Students for Free Enterprise competition in New York after winning the regional championship for a fifth time in Dallas.

The *Petit Jean* yearbook won a 22nd consecutive All-American rating from the Associated Collegiate Press and won the general excellence award of the Arkansas College Publications Association. The book received a mark of distinction in all five categories judged.

The *Bison* received an All-American rating from Associated Collegiate Press and also received the general excellence award of ACPA.

A student was awarded a plaque by the Searcy Chamber of Commerce for chairing a committee of business and economics students who completed an in-depth report, "Locating in Searcy, Arkansas — Facts for Business and Industry," used by the Industrial Development Committee in contacting prospective industry.

Students in the American Studies Program made tours to Baton Rouge, New Orleans and Atlanta during the year to visit industrial and management sites. Lecturers for the program throughout the year included Gerald R. Ford, Alexander Ginzburg, Jack



**Harding University**  
Searcy, Arkansas

Shewmaker, Admiral James Stockdale, Congressman Ed Bethune, Malcolm Toon and Richard Hottelet.

The 22nd annual World Missions Workshop was conducted where it began in 1959, with 1,000 students from other colleges and universities attending the event, planned and hosted by Harding students.

Last spring an intercollegiate program for girls was begun, with Harding fielding a softball team and posting a good record. This fall a girls cross country team has been organized and is competing well.

The Forensics squad entered 12 tournaments throughout the year and won 54 team and individual trophies and certificates throughout the year.

More than 750 students participated in the annual Spring Sing in April. The event drew a total of 12,000 spectators, including 3,500 high school students on campus for the annual Youth Forum.

Four Harding students were officers in the Arkansas State Nurses' Association. Two were delegates to the National Student Nurse Convention in Cleveland.

As a member of the Board of Directors of the National Student Nurses' Association, a student testified in Washington, D. C. before the House Subcommittee on Energy and Environment in support of the Nurse Training Amendment of 1981.

Harding teams won Arkansas Intercollegiate Conference championships in cross country, golf, tennis and track, placed second in swimming, tied for fifth in basketball, tied for sixth in football and placed seventh in baseball. This amassed enough points to garner the AIC All-Sports trophy, which was presented at 1981 commencement exercises.

In lively and extensive competition on the campus, a team was selected to participate in national College Bowl contests. The students placed seventh in the Regional meet.

Many service projects are completed each year through the men's and women's social clubs on campus. The members serve in various ways, doing babysitting, housecleaning, yard work, food collection and distribution, visiting children's homes and in many other ways.

Volunteers offer services to charity organizations and nursing homes; many teach Bible classes, sit with the lonely or otherwise share their Lord with those about them. This is the true spirit of the student body.



## Student Profile

**Enrollment for Fall, 1981:** 3,076 (1,593 women, 1,483 men)

**Geographical Distribution:** 47 states, District of Columbia, Samoa and 19 foreign countries

**States with more than 100 Representatives:** Arkansas (934); Texas (307); Tennessee (228); Missouri (160)

**Class Totals:** Freshman, 1,004; Sophomore, 768; Junior, 531; Senior, 686

**Graduate and Special Students:** 87

**Married Students:** 320 (159 men, 161 women)

**Students Housed in Residence Halls:** 2,444 (1,148 men; 1,296 women)

**Graduate School Enrollment:** 266

**Degrees Granted July 1, 1980 — June 30, 1981**

Bachelor of Arts:	269
Bachelor of Business Administration:	101
Bachelor of Science:	59
Bachelor of Science in Medical Technology:	3
Bachelor of Science in Nursing:	43
Bachelor of Social Work:	20
Master of Education:	23
Master of Arts:	4
Master of Arts in Religion:	19
Master of Theology:	22
Doctor of Ministry:	1
Associate of Arts in Secretarial Science:	9

## Academic Activities

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

Harding students rank above the national average in many areas, but 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 168 faculty members, 77 of whom hold earned doctorates and 84 of whom hold the masters degree or higher. Only seven hold only the baccalaureate. Thirteen 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. These are accompanied by stipends of \$1,000 each. Last May the recipients were Dr. Jo Cleveland, professor of English; Dr. John T. McKinney, associate professor of Greek; and Dr. Dorothy Wright, professor of French.

Two faculty members completed doctorates. Kenneth L. Johnson received his Doctor of Business Administration in accounting from Louisiana Tech University and L. Eugene Underwood received the Educational Doctorate in English from East Texas State University.

Completing graduate degrees were Linda D. Brown, MSN, from Indiana University at Evansville School of Nursing; Paul Pitt, MFA in art at Memphis State University and Dennis A. Swayne, MEd in Bible at Harding.

Beaumont Memorial Library now contains 200,062 total volumes, including 16,636 bound periodical volumes and 157,869 books. Also filed are 42,733



microfilm volumes, 827 cassettes, 2,923 phonograph records, 407 slides, 9 filmstrips and 6 tape reels. A separate collection contains 13,256 government documents. The library receives 1,422 periodicals and 13 daily newspapers.

During 1980-81 school year, 5,579 book volumes were added and 6,416 microfilm volumes were added. Resources for these additions included a \$2,000 Title II-A grant.

The Academic Affairs Committee approved a major in advertising. Each department was urged to study its course offerings and to recommend necessary changes.

The Harding University in Florence program was extended to include two summer sessions with one in art and another in business. A total of 74 students have enrolled in the HUF program.

During the fifth consecutive summer intersession, a record 501 students enrolled for the 25 classes offered. Without duplication, 956 students attended summer school, increasing by 114 over the 1980 figure. By consistently meeting student's needs, Harding has gained a place of respect among colleges and universities throughout Arkansas and surrounding states.

# Finance and Development



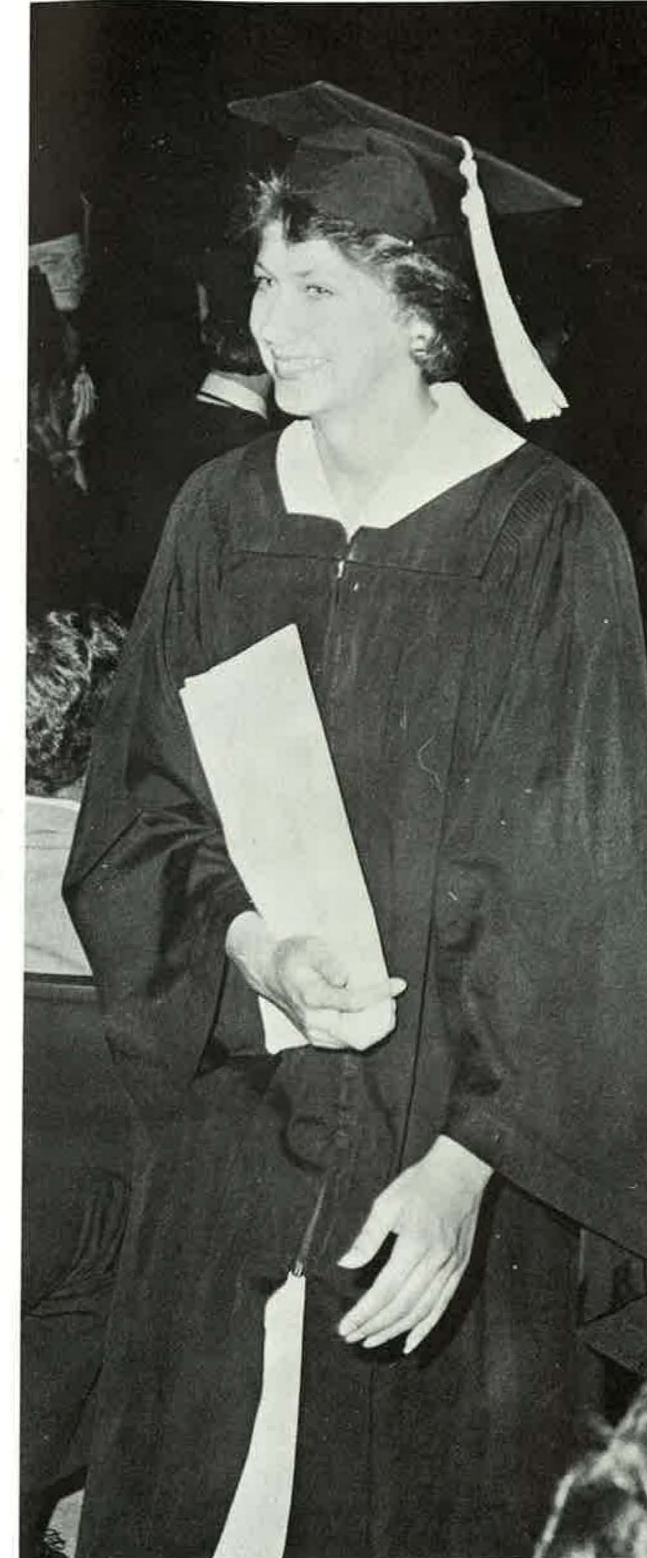
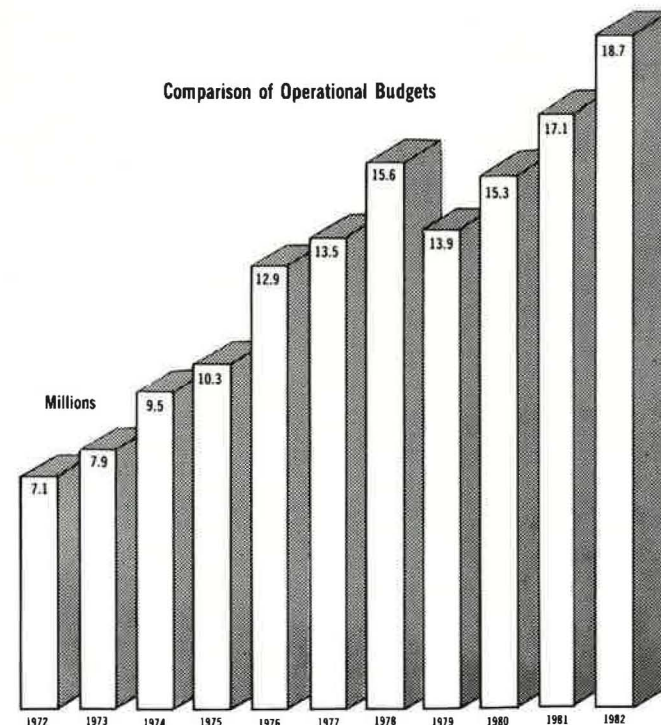
Tremendous effort is expended each year to operate Harding University to achieve maximum benefit from monies available, to restrain and curb expenses in every possible way.

The JC-80 computer which controls all heat, air-conditioning, and lighting for the entire campus is a major energy conservation measure and also a great maintenance tool.

During the summer, the high voltage power distribution system was converted from 4,160 to 13,800 volts. This will allow the University to be on primary metering, which will prove for a better rate, and also cut down on low voltage and line loss.

A new coin-operated laundry was constructed during the summer and opened August 25 with 36 washers and 18 dryers, bringing to a total 119 washers and 56 dryers available for students' laundry needs.

Campus crews completed the Academy building for occupancy in January, 1981, and on March 20 groundbreaking ceremonies were held for the J. E. and L. E. Mabee Business Center. Work continues on schedule, and the building is on course to be ready for occupancy for the fall semester of 1982.



## Harding University, Inc. Current Fund Revenue and Expenditures Year Ended June 30, 1981

	1979-1980	1980-1981
<b>Revenues:</b>		
Student Fees	\$ 6,665,350.85	\$ 7,910,586.41
Miscellaneous Income	813,769.49	826,856.19
Gifts	742,489.89	796,815.00
Kellogg Grant	78,080.00	-0-
Endowment Income	471,698.35	463,011.44
Sales and Service of Educational Activities	225,731.05	211,442.90
Governmental Grants and Contracts	337,524.54	440,346.09
Sales and Service of Auxiliary Enterprises	5,358,866.05	5,829,616.56
Other Operations	595,958.38	684,893.73
<b>Total Revenues</b>	<b>\$15,289,468.60</b>	<b>\$17,163,568.32</b>
<b>Expenditures:</b>		
Instruction	\$ 4,271,683.39	\$ 5,022,536.23
Research	15,117.78	2,539.23
Academic Support	632,861.93	745,757.86
Student Services	1,180,127.60	1,206,093.13
Institutional Support	1,422,800.52	1,493,964.42
Operation and Maintenance of Plant	1,071,604.13	1,331,982.49
Student Aid	782,846.90	907,950.66
Mandatory Transfers	181,457.93	238,771.55
Auxiliary Enterprises	4,978,982.50	5,393,345.39
Other Operations	748,346.07	815,630.07
<b>Total Expenditures</b>	<b>\$15,285,828.75</b>	<b>\$17,158,571.03</b>
<b>Excess of Revenue Over Expenditures</b>	<b>\$ 3,639.85</b>	<b>\$ 4,997.29</b>

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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# Harding University

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