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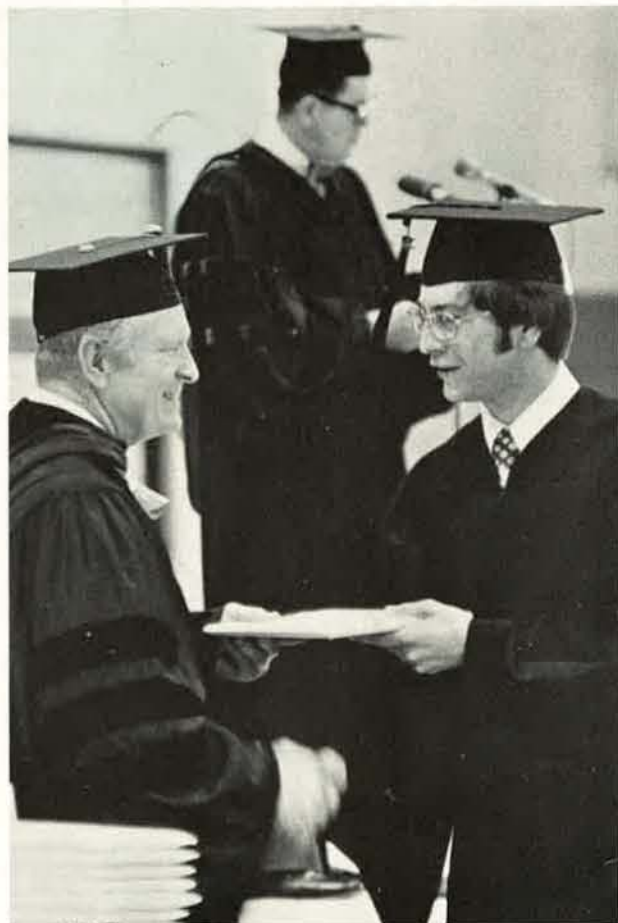
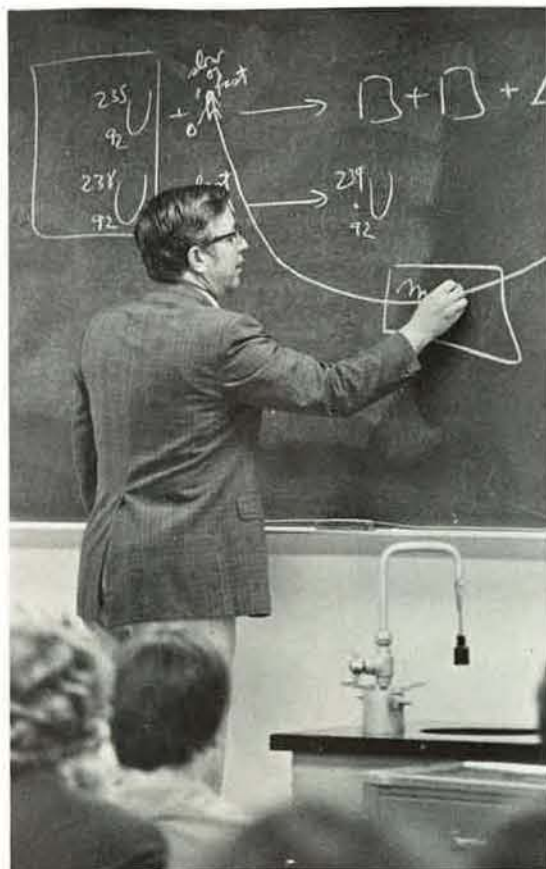
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Harding College Report of the President

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Bulletin, November, 1977



Harding College Library



Clifton L. Ganus, Jr.

A Continuing Commitment

The years pass rapidly and it doesn't seem possible that another annual report is to be made. Nevertheless it is. It is also hard to realize that each year can be better than the last. For some years we have been saying this and we truly believe it.

Enrollment continues to climb, with a record 2,841 students registered this fall. For the second year in a row we have a very large and very fine freshman class (974). This speaks well for the future of Harding and her great work.

With the Bible taught as the revealed word of God, Christian values continue to be stressed daily. The young people take this preparation with them wherever they go to contribute a valuable service to God and man. Making this possible is a dedicated faculty and staff who share in the commitment and goals of the college.

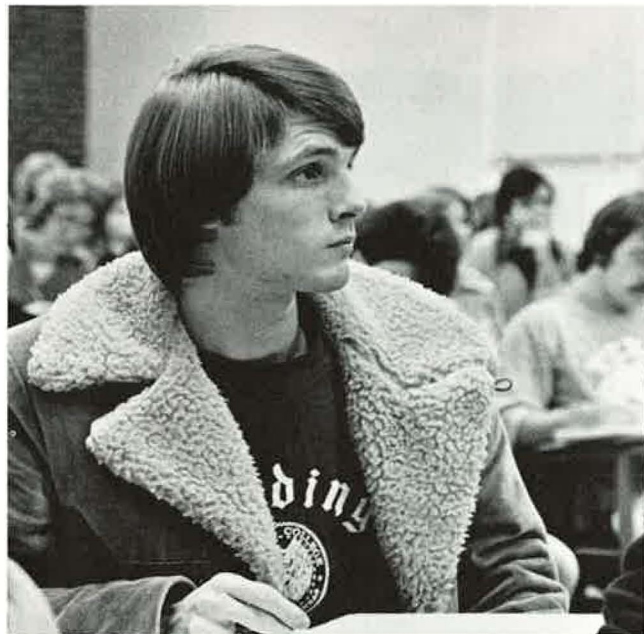
Our sincere thanks is extended, also, to all who have made possible the operation of the college — the Board of Trustees, staff, students, faculty and friends who have supplied the moral and financial support.

We invite all to visit our campus, to meet our people, to see our programs in operation and to enjoy the fellowship and atmosphere that prevail in the family that we call Harding.

Sincerely yours,

Dr. Clifton L. Ganus, Jr.
President

Program Highlights 1976-77



*"to give students an education
of high quality which will
lead to a philosophy of life
consistent with Christian ideas..."*

As our enrollment grows and as our programs continue to build and develop, so do the accomplishments and achievements of an increasing number of students. Some are noted by a trophy, certificate or verbal recognition. Regardless of the method, these students are encouraged to build a philosophy of life consistent with Christian ideals. Some of the significant highlights, however, can be the gauge for the college's tradition of striving for excellence:

... Another record enrollment ushered in the 1977 fall semester with 2,841 students registered. The student body has more than doubled in size in 12 years.

... The entire 1977 class of 46 nursing graduates, the first in the college's recently added Baccalaureate nursing program, passed the State Board Examinations to become Registered Nurses. The department continued the implementation of a \$401,325 grant from the W. K. Kellogg Foundation to develop a Family Nurse Practitioner program. Currently there are 38 seniors in the program.

... The college yearbook, *Petit Jean*, received an unprecedented 18th consecutive All-American rating from the Associated Collegiate Press. Also, it received the general excellence award in the Arkansas College Publications Association yearbook evaluation.

... The *Bison* received an All-American rating from Associated Collegiate Press in college newspaper competition for the 1976 fall semester and a First Class rating for the 1977 spring semester.

... The Economics Team won the Southwest Regional "Students for Free Enterprise" championship in Dallas with its project, "Free Enterprise, Let's Reinvent the Wheel." The Business Team won first place in its industry in the Emory University Intercollegiate Business Games.

... Debate teams placed both first and second in the Arkansas Speech Communication Festival and the debater received many top evaluations in individual events. During the year the forensics squad won sweepstakes in six of the 11 tournaments entered.

... A 1977 graduate was named the Arkansas Intercollegiate Conference's Scholar-Athlete, the 11th Harding athlete in the last 19 years to receive this award.

... A Harding senior social science major presented the best undergraduate history paper at the Phi Alpha Theta meeting. Another placed first in a poetry contest sponsored by the Arkansas Foreign Language Teachers Association.



... In a Red Cross blood draw in April, Harding students, faculty and staff donated the largest number of units ever at a college or university in Arkansas with 1,004 pints. This fall an additional 842 units were donated.

... Harding athletic teams won conference titles in football, bowling and cross country during the year, and placed second in swimming and tennis.

... In its 11th year, the Research Department implemented a \$37,100 grant from the National Aeronautics and Space Administration. The department is cooperating with the Institute for Aerobics Research in Dallas, Oral Roberts University and the University of Oklahoma in conducting a study entitled "Longitudinal Effects of an Aerobics Conditioning Program on College Students."

... The College received the George Washington Honor Medal in campus programs from Freedoms Foundation of Valley Forge for the American Studies Program. Two administrators received awards for public addresses and the Center for Private Enterprise Education received the honor certificate in the Economic Education Programs division.

... A senior art major, who was also president of the Art Guild, received the top scholarship award of Kappa Pi, national art honor fraternity, for his portfolio.

... Beaumont Memorial Library received an \$8,000 grant from W. K. Kellogg Foundation for improving the College's library services by providing access to a computerized library network.

... A grant of \$28,914 was received by the math department for in-service training workshops in metric education.

... The biology department received a \$13,100 matching grant from National Science Foundation for needed equipment for the cell physiology and biochemistry laboratory.

... The physical science department received a Title VI grant for \$49,282 to purchase science equipment for the chemistry and physics laboratories.

... About 500 students participated in various campaigns in the United States and abroad, including Arkansas campaigns to various cities in the state. Other campaigns were conducted in England, Scotland, Germany, Austria, Holland, Belgium, France, Italy, Brazil, Argentina and Russia.

... A total of 146 students attended the first Intersession between spring graduation and the first summer session.

... More than 3,500 high school students attended the annual Youth Forum in the spring. Another 400 participated in the week-long Youth Citizenship Seminar in the summer.

Student Activities

The student and his development are of paramount importance in every activity and every plan of the college. The wealth of student activities comes from a variety of sources — some written into Harding’s tradition by its founders, other arising from a special occasion or need, others imply happening because students get together — but all are part of the gently molding influence of the college.

In striving for excellence in every area, the students continue to achieve, climbing closer to their goals. Often the student finds himself having to choose between several activities taking place simultaneously. But the pace goes on.

A record 2,841 students enrolled for the 1977 fall semester, passing by 117 the 1976 fall mark of 2,724. At Harding Graduate School of Religion in Memphis a record enrollment of 270 joined the Harding family. Totals for the Harding Academies in Searcy and Memphis were 438 and 2,800, respectively, bringing the sum of the Harding student body to 6,349.

The higher numbers also bring greater responsibilities as well as more opportunities for service to God. There is a highly diversified background represented among the student body, but there is also a common goal and a unique closeness found among the Harding students.

Service-oriented professions continue to headline the list of career vocations chosen by Harding students. About a half of each graduating class certify to teach. More than 550 are now pursuing a degree in a business-related field and 326 are seeking education degrees. Bible and missions majors number 246, nursing majors 200, preprofessional students 173, physical education 118, biology 112 and art 102.

Harding students establish foundations for active Christian lives. About 500 students and faculty participated in evangelistic campaigns during the summer.

Nine one-week campaigns were conducted in Arkansas with 200 students enrolling 383 in Bible correspondence courses and conducting 184 home studies. Students, working in 32 campaigns in 10 foreign countries, distributed more than 750,000 pieces of literature. Campaigns Northeast, Southeast and Northwest concentrated in those geographical locations and involved 146 Harding students.

The Beta class of the Christian Communications Program graduated 12 in commencement exercises in July. The Beta class members are now active in eight states, with three working as a team in a northern state.



Currently there are 42 men enrolled in the Gamma and Delta classes for the concentrated preacher training program.

Student involvement has come to mean a number of things. At Harding the students last year donated more than a thousand toys at Christmas to make the season a happy time for orphans in homes across the nation . . . the student body and faculty turned out almost enmasse to donate for the Red Cross blood drive . . . students visit hospitals, nursing homes and individuals regularly, working also with trainable mentally retarded children at Searcy’s Sunshine School . . . some volunteer as coaches or directors of elementary school athletic teams, or work on weekends at nearby or not so nearby churches in youth programs. Social clubs render service projects, assisting in collection of food for needy families or, as in the case of a recent tornado in a nearby town, soliciting door to door for food and household supplies.

Student honors indicate the quality of activities being undertaken.

The Harding yearbook, the *Petit Jean*, recently received an 18th consecutive All-American rating from the Associated Collegiate Press. No other collegiate annual has matched the *Petit Jean’s* record.

The student newspaper, the *Bison*, was also awarded the All-American rating by the ACP for the 1976 fall semester, winning a First Class rating for the spring semester.

The debate and forensics team won first-place sweepstakes in six of the 22 invitational competitions entered and won first and second place honors in the Arkansas Speech Festival.

An economics team of four students and a faculty advisor won top honors in the Southwest Regional “Students for Free Enterprise” championship.

A senior social science major presented the best undergraduate paper in history at the Phi Alpha Theta state meeting. Another placed first in a poetry contest sponsored by the Arkansas Foreign Language Teachers Association.

Premedical students at Harding continue to score high in national medical school acceptance exams and gain admission to medical schools at a rate nearly double the national average.

In athletics, Harding won the Arkansas Intercollegiate Conference title in football (co-championship), cross country and bowling. The tennis and swimming teams placed second. The football team was selected to play in the San Jacinto Shrine Bowl in Pasadena, Texas and the bowlers finished third in the NAIA national tournament in Kansas City.

The cross country team won its seventh straight AIC championship and continued domination in that sport. The bowlers won their 12th conference title in 13 years.

A senior track runner won the 1977 AIC Scholar-Athlete Award with a 3.977 average and was the 11th Harding athlete to win the honor in the last 19 years.

Student Profile

Enrollment for Fall, 1977: 2,841 (1,398 men, 1,443 women).

Geographical Distribution: 47 states, Wash., D.C., and 24 Foreign countries.

States with More Than 100 Representatives: Arkansas (760), Texas (315), Tennessee (192), Missouri (182), and Michigan (101).

Class Totals: Freshmen 974; Sophomores 700; Juniors 496; Seniors 609.

Harding Academy [Searcy Enrollment]: 438.

Graduate and Special Students: 62

Married Students: 250

Students Housed in Residence Halls: 2,306 (1,080 men, 1,226 women).

Enrollment for Fall, 1977 - Memphis Campuses: Graduate School of Religion: 270; Harding Academy of Memphis: 2,800

Degrees Granted in 1977:

Bachelor of Arts	308
Bachelor of Science	148
Bachelor of Science in Medical Technology	2
Bachelor of Science in Nursing	47
Master of Education	20
Master of Arts	11
Master of Arts in Religion	16
Master of Theology	18

Academic Activities

The responsibility of Harding College is awesome and Harding must accept that responsibility to meet the challenges of the future. Harding is highly recognized in the state and contiguous areas and in the brotherhood as a strong, dynamic institution with a relevant, effective program that is to a high degree meeting the needs of students within the scope of her program.

Harding must ever retain a deep commitment to the Bible as God's revealed word to man and to Christ and His kingdom, but Harding must make prudent changes to meet the ever-changing needs of students as they prepare for leadership and service in a rapidly changing society.

The success of a large number of graduates in advanced studies indicates that students are receiving excellent academic preparation. The commitment and dedication of graduates in the work of the church and spreading of the gospel indicate that spiritual objectives are being achieved to a high degree. The success of graduates in many professional fields and increasing interest among alumni further indicate the high degree to which the objectives of the institution are being achieved.

The 2,750 full-time students are instructed by 130 teaching faculty, 39.2 per cent of whom hold the earned doctorate. Also, 54.4 per cent hold the master's degree or higher and 6.4 per cent hold only the baccalaureate. The student-faculty ratio is 21.9.

Three members of the faculty completed the doctorate during the past year. They are Patrick Garner, Ph.D. in Speech from the University of Oklahoma; Duane McCampbell, Ph.D. in Philosophy, University of Arkansas at Fayetteville and Wilton Y. Martin, Ed.D. in Physical Education from the University of Arkansas at Fayetteville. Paul J. Pollard completed the B. Litt. degree in Bible at Mansfield College of Oxford University.

To help promote the best possible instruction, the college began offering in 1966-67 Distinguished Teacher Awards to three teachers annually, presented at the spring commencement with a stipend of \$1,000 each. The three recipients for 1977 were Dr. Dennis Organ, assistant professor of English; Dr. Edward G. Sewell, professor of education, and Dr. Winfred Wright, professor of French.

The library, a significant facet of a college's academic program, has excellent facilities and services administered by six professional librarians, assisted by a capable staff of mostly college students.



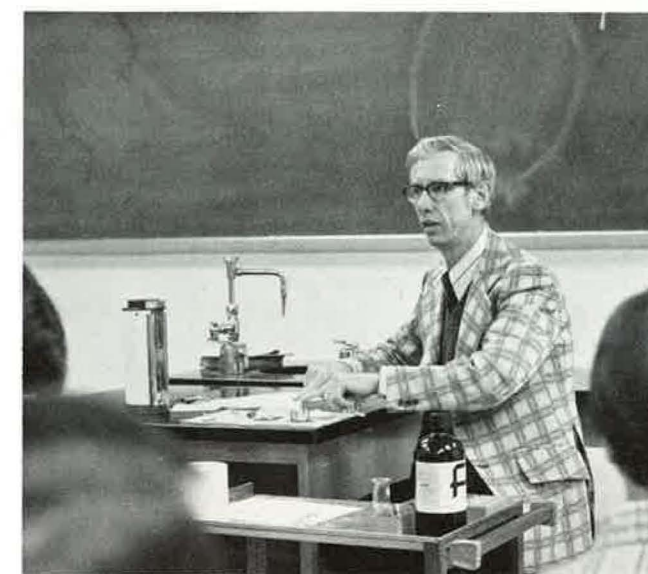
Harding's Beaumont Memorial Library contains 146,951 volumes including 137,328 books, 8,823 microfilms of all types, 357 cassette tapes and 2,759 records in music, speech and biology. The library receives 1,088 periodicals and 10 daily newspapers. During the 1976-77 year, 6,407 volumes were added to the collection, including 6,026 books. The facility has stack space to accommodate 170,000 volumes.

The Academic Affairs Committee continued a study of the curriculum through departmental reports. Minors in computing, health education and recreation were added. The major in social work was strengthened to meet the standards of the professional accrediting agency in social work. The nursing curriculum was revised in keeping



with recommendations made by consultants from the National League of Nurses and revisions were also made in several departments.

There were 48 seniors in the nursing class, two of whom were Registered Nurses before enrolling for the baccalaureate program. All of the 46 who took the State Board Test Pool Examinations for licensure successfully passed the exams to become Registered Nurses. Several achieved very high scores. Harding's program was the only one in Arkansas having 100 per cent of its candidates passing their state boards. The Nursing Department is implementing a grant from the W. K. Kellogg Foundation to develop a Family Nursing Practitioner Program.



During the summer session, three academic workshops were held in an effort to meet the needs of in-service teachers. The following workshops were conducted: Diagnosis and Correction of Reading Disability, Reading Seminar and Introduction to Computing for Secondary Teachers.

Harding shall continue to strive for excellence in all things. Her faculty members, aware of the purposes and goals of the institution, continue to serve the student body in a fine way, both through highly skilled tactics in the classroom and as examples of Christian living in their daily lives. The goal of assisting students toward a philosophy of life consistent with Christian ideals must continue to be met.

Financial and Campus Developments

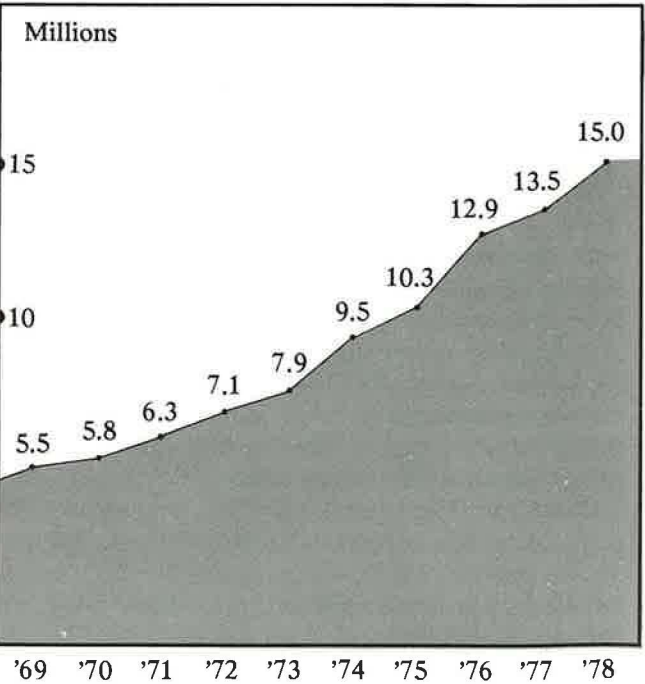


A recent Carnegie report has indicated that the most important thing private schools must project is their purpose for existence. Harding's purpose, established by her founders more than 50 years ago, continues to be foremost in the operation of the college. Greater demands and accountability are being placed on the administration each year, and the administration responds with added commitment and determination to make the most of every fund handled in the implementation of a college year.

The problem facing Harding College in the future will be how to find adequate funds to operate the regular college program and then additional funds to implement the federal programs already on the books as well as those now in the process of becoming law.

At Harding we believe that the financial program is an important indication of its ability to achieve its goals. We further believe that the statements as presented for the past year indicate that progress has been made. The College has continued to be careful to keep within reasonable bounds in its efforts to achieve high academic standards. This is pointed out by the Current Fund Operating Statement for the year just ended. The College has operated within its budget and has ended the year in the black.

Ten Year Budget



HARDING COLLEGE, INC. CURRENT FUNDS REVENUE AND EXPENDITURES YEAR ENDED JUNE 30, 1977

	1975-1976	1976-1977
REVENUE:		
Student Fees	\$ 4,134,888.64	\$ 4,775,995.70
Miscellaneous Income	601,586.52	583,667.51
Gifts	445,737.00	432,473.51
Kellogg Grant		152,402.37
Endowment Income	356,057.68	369,523.12
Sales and Services of Educational Activities	109,654.65	145,159.90
Governmental Grants and Contracts	278,636.25	240,377.01
Sales and Services of Auxiliary Enterprises	4,172,991.58	4,265,752.75
Other Operations	2,879,156.52	3,323,690.76
TOTAL REVENUES	\$12,978,708.84	\$14,289,041.63
EXPENDITURES:		
Instruction	\$ 2,763,066.24	\$ 3,125,982.87
Research	46,203.36	39,769.51
Academic Support	390,802.52	413,754.69
Student Services	732,720.31	803,166.17
Institutional Support	930,441.97	984,638.89
Operation and Maintenance of Plant	657,498.02	850,987.01
Student Aid	578,237.19	628,483.31
Mandatory Transfers	125,751.10	151,172.21
Auxiliary Enterprises	3,818,723.76	3,903,235.71
Other Operations	2,930,517.71	3,381,754.32
TOTAL EXPENDITURES	\$12,973,962.18	\$14,282,944.69
EXCESS OF REVENUE OVER EXPENDITURES	\$ 4,746.66	\$ 6,096.94

Harding College admits students of any race, color and national or ethnic origin. Also, as required by Title IX of the Educational Amendments of 1972, Harding College 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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