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REPORT TO ALUMNI

VOLUME I, NO. I

Bowling Green, Kentucky

Summer 1972

NAME CHANGE REFLECTS NEW EMPHASIS

On April 19, 1972 approval was given by the Board of Regents to change of name for the Bowling Green College of Commerce. The Board restyled the College as the Bowling Green College of Business and Public Affairs.

The change in name was made to "... provide a broader and more appropriate title which will better describe the programs currently being developed and offered by the College."

In addition to traditional degree programs in Accounting, Business Administration, Business Education and Bachelor of Arts programs in Economics, Government and Sociology, the College has recently instituted a Bachelor of Science Degree in Administrative Service. This new degree program was developed in response to the newly developing thrust of public concern about a host of Social Problems: Pollution, Urban and Rural Blight, Unemployment, Quality of Life, etc. This multi-option interdisciplinary program is administered by the Department of Government.

The College also offers a degree program in Social Work, preparing students for employment in a variety of governmental and volunteer people-helping agencies.

"Professional education with a strong undergirding of Humanities and Social Science is our goal," observes Dean William Jenkins. "This new name more accurately describes the present and future role of the College."

ADDRESSES OF ALUMNI ARE NEEDED . . .
WON'T YOU HELP BY LETTING US KNOW
WHERE OTHERS ARE?

IN MEMORIUM

JAMES HARDING EWALT, Associate Professor of Social Work, died June 4, 1972 at the University of Kentucky Medical Center. Professor Ewalt came to Western in 1966 from his position as Director of Local Services, Kentucky Department of Child Welfare. He is survived by his wife and four children.

Expressions of sympathy may take the form of contributions to the Lexington Theological Seminary.

COLLEGE ACHIEVES MEMBERSHIP IN NASPAA

The Bowling Green College of Business and Public Affairs has been admitted to membership in NASPAA, the National Association of Schools of Public Affairs and Administration, comprised of University schools and programs in the field of public affairs. Its members share the principal common interest in education for public service. NASPAA is an informational center for programs and developments, strives to set goals and advance standards of educational excellence, represents its members' concerns in national policy making for education and carries on programs to strengthen public services and advance teaching and research.

The College is expanding its program of public service and offers both undergraduate and graduate degrees in the rapidly expanding academic field. According to Dr. Wm. M. Jenkins, Jr., Dean of the College, "This new affiliation should enhance Western's Public Service Program, enabling us to keep abreast of national development in this rapidly expanding field."

M.B.A. GRADUATE BERRY GIVEN TOP DOCTORAL FELLOWSHIP AT HARVARD

William Berry, a 1972 MBA graduate, has been awarded a \$6000 fellowship to study for the Doctor of Business Administration degree at Harvard University. Mr. Berry is currently attending summer school in Switzerland on a Harvard supported grant.

COLLEGE SPONSORS WORKSHOP ON CONSUMER FINANCIAL PROBLEMS

In July forty-six graduate students participated in a two-week workshop designed to instruct secondary and elementary educators in ways in which they can prepare young people to deal adequately with the financial problems of adult life. The workshop, directed by Dr. Peggy Keck, Associate Professor of Business Education, was jointly sponsored by the College of Business and Public Affairs and the College of Applied Arts and Health. It was supported by a grant from the National Council on Family Financial Education.

SOCIOLOGY GRADUATE STUDENTS WELL PLACED

Three 1972 M.A. graduates in Sociology have accepted positions as instructors in major universities. Lynda Faye Jackson goes to Auburn University; Jerome Ellis Jackson to Samford University (Birmingham); and Warren Candler Hamby, Jr. has signed with the University of South Alabama.

Four other M.A. recipients have received teaching assistantships or fellowships to work for doctorates. Timothy Carter will be at the University of Tennessee (Knoxville); Paul Mader on fellowship at the University of Delaware; Jerome Price will serve as a teaching assistant at Rutgers; and George Wade has been given a fellowship at Vanderbilt.

COLLEGE TO ASK ALUMNI TO EVALUATE TEACHING, COURSE CONTENT

All graduates of the College will be given an opportunity to comment on the value of their college experience in a survey to be conducted during the Fall 1972 semester.

Each major field will be covered and graduates will be asked to rate specific courses as to their value and to comment on the curriculum which they took as students. Opportunity will also be given for assessing the impact and effectiveness of faculty.

REPORT TO ALUMNI is a publication of the Bowling Green College of Business and Public Affairs, Western Kentucky University, Bowling Green, Kentucky. Correspondence should be addressed to Mrs. Thalen Lange, Editor.