1981

UA3/6/9 Back Zack Scrapbook

WKU President’s Office

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THE SPIRIT MAKES THE MASTER BACK ZACK

STUDENT RALLY

* Wednesday, Feb. 11th
* 3:30 p.m. Assembly Time
* At intersection of College St. and 13th
* Student March will begin after assembly

Support Higher Education!
About 200 gather to ‘Back Zack’

By CAROL SHEETS

Despite a temperature of 11-degrees, with a 15-below wind-chill factor, more than 200 students gathered at 3:30 p.m. yesterday for a march and rally to support President Donald Zacharias in his fight for more money for higher education.

Someone in the front of the crowd began chanting “Back Zack” as flags were raised, red towels were waved and red and white stickers were placed on the clothing of the demonstrators. The crowd cheered even more when a police car drove to the front of the group to escort it.

Kevin Strader, a senior industrial technology major from Carbondale, Ill., shouted into a megaphone: “Remember, this is strictly a positive rally — let’s hear nothing negative — just positive support for the president!”

Then the hoopla began.

The freezing wind seemed to invigorate the group as it moved up College Street and around the campus at a pace that kept some people running to keep up. Many skipped, arm in arm, red-faced, trying not to think of the cold. As they passed McCormack, Gilbert, and Rodes-Harlin dormitories, the student's shouted “Join us” and a few did as the procession continued down Virginia Garrett Avenue.

Shouts of “Back Zack” and “We want money” turned into “We want Zack!” as the group approached the administration building.

One demonstrator said the rowdy group looked and sounded like a lynch mob as it waited for Zacharias to appear.

A little after 4, Zacharias quietly emerged from the building to meet the applause of the group congregated on the steps and street. New chants broke out, and then the crowd became quiet as Terri Duncan, an Edmonton senior and a spokeswoman for the group, quoted from a speech Zacharias had made to the Bowling Green-Warren County Chamber of Commerce in January, in which Zacharias said the state government is playing a game by “pretending” that the University of Kentucky in Lexington is the only university in the state.

“Students of Western do not want to play the deadly game of ‘pretend,’” Duncan said, “because this is our education at stake. We appreciate what you have done for us, Dr. Zacharias, and are here to listen to what you have to say.”

“A lot of things have changed,” Zacharias said into a megaphone.

“The Council (on Higher Education) is listening. They now

A rally to support President Donald Zacharias attracts a crowd of about 200 supporters. Zacharias spoke to them after they marched from 13th and College to the administration building. More photos on Page 7.
Glennis Wallace, a freshman nursing major from Jellico, Tenn., wears a sticker supporting President Donald Zacharias at the “Back Zack” rally. Right, Associated Student Government president, Steve Fuller uses a bullhorn to direct Zacharias supporters.

Students have rally

—Continued from Front Page—

Zacharias then invited the nearly 300 demonstrators to warm up in the administration building lobby and regents room.

There, he talked to reporters from several newspapers and television and radio stations in an informal 45-minute question-and-answer session.

Zacharias said he thought the rally was “absolutely overwhelming,” and that he saw it as a positive statement by the students that shows how committed they are to the university.

He said one of the causes of the current shortage of money was a 1979 tax cut which caused a major decline in state revenue.

Zacharias closed by thanking the students for their concern and asked them to contact their local legislators to get something done.

“The days can sometimes get long around here,” he said. “but not with this kind of support.”
A crowd gathers in front of the administration building to demonstrate support for President Donald Zacharias.
Dear Zack:

It’s time to talk cents, not sense

Dear Zack,  

You’re talking sense about this budget crisis we’re having. The trouble is, you need to be talking cents. Better yet, you need to be talking bucks. Big bucks.

Instead of a lot of rhetoric, or grumbling as the opposition sees it, you need to come up with some sure-fire moneymaking schemes.

The following, compiled by me, are guaranteed to put some jingle in the university’s pocket.

—Rent Big Red out by the hour. Great for a child’s birthday party. But charge extra for hand-shaking, hugs and other displays of affection. (No need to risk smudging his costume — dry cleaning bills are not in the budget.)

—Sell raffle tickets at $5 a shot. First place — the honor of having a university building of your choice named after you. Continue selling tickets until you run out of buildings. Second place — a dinner for two at the university center grill.

—If the above suggestion does not work, try threatening those alive who already have their names enshrined on buildings. You may be able to talk a lot of cents out of Misters Downing, Poland and Cravens.

—Have a bake sale.

—Use our natural resources. Sell square inches of The Hill. At $10.95 a plot, no one will be able to resist owning their very own “piece of The Hill.”

—And finally, use our human resources. In the off-season, hire out basketball and football players to do odd jobs in the neighborhood. My economics teacher tells me we should maximize profits on all investments. It makes sense...even cents. And besides, they’re all good, strong boys.

You’ve obviously given similar ideas a thought, what with your “Back Zack” and “Chicken John” stickers selling quickly. But there are bigger markets to manage, and you owe it to the university to give them a try.

Let me know how you make out. I’m interested.

Sincerely yours,

Amy Galloway, concerned student

P.S. You might want to pass these ideas on to Gov. Brown. He needs help, too.
Students will sponsor rally to 'Back Zack'

By CAROL SHEETS
and NATHAN JOHNSON

Organizers of a "Back Zack for Higher Education" rally set for tomorrow hope their effort will make officials aware of student concerns about cuts in the university budget.

The rally will begin at 3 p.m. on the corner of 13th and College streets, and the group plans for students to march from there to the administration building.

David Sturgeon, a junior finance major from Louisville and an organizer of the rally, said several students will make statements there, and the group plans to ask Zacharias to address the students.

The other action in support of President Donald Zacharias' attempts to stir public interest in higher education's fight against budget cuts involves "Back Zack" and "Chicken John is having a 'Back Zack Attack'" stickers that have been placed and distributed across campus.

The Copy Trolley, a local print shop, made 500 of the stickers, employee Lisa Singleton said.

She added that no one at the print shop came up with the idea.

She said the idea originated with "someone from the university. Her mother, Sara, an owner of the shop, refused to reveal that person's name, saying she considered it confidential information.

Lisa Singleton said the Copy Trolley will print more stickers and possibly some buttons in support of Zacharias. "Some people from Bowling Green just aren't aware of what's going on at Western," she said. "This won't be the last of it. We're not going to stop until something's done at the university."

Several campus organizations are selling the "Back Zack" bumper stickers, including Sigma Chi fraternity and the Tri Beta Biology Club.

Mark Snell, a spokesman for Sigma Chi, said that the fraternity will sell the bumper stickers for 50 cents at the student rally and at a table in front of the university center.

Tri Beta is selling the stickers at the Thompson Complex.

David Payne, a junior public relations major from Burlington, N.C., came up with the idea for the rally. He said its purpose is to let Zacharias know the students are behind his efforts and also to let Gov. John Y. Brown Jr. know the students are concerned about the effects of the budget cut.

"I feel privileged that we have a university president who will stand up for us, and we should stand up for him," Payne, an organizer of the rally, said.

"We want to let him (Gov. Brown) know that we think he should stress higher education and that it's his responsibility to do more to do it," Payne said. "We want to maintain what we have here at Western because we have a lot to be proud of."

Sturgeon said the group hopes to publicize the event and get the attention of state officials by notifying television and radio stations, newspapers and wire services and by distributing press releases and posters.

"This is something we want all of the students involved in, not just one organization, because we are fighting for who's fighting for us and it is everyone's responsibility to be a part of it if we want to get something done," Sturgeon said.

Payne said he hopes a successful, well-publicized rally here will encourage students at other universities in the state to speak out.

"We're not against anything," he said. "We're just trying to preserve what we have here."
Campus rallies round to 'Back Zack'

By JUDY WILDMAN
Daily News Staff Writer

Student demonstrations seem linked in time to the college campuses of the 1960s or early '70s.

Those rallies usually were of protest—against war, against administration, against establishment.

Western Kentucky University's 1981 yearbook undoubtedly will record another student demonstration.

This rally is a protest of sorts—against the state government's proposed budget cuts to higher education.

But unlike those earlier marchers, student participants will support the administration, as embodied in Dr. Donald Zacharias.

"Back Zack" proclaim buttons and bumper stickers in the school colors of red and white. Sigma Chi fraternity decorates its 1215 College St. house with a banner of the same message.

Just up the street from that fraternity house, 400 to 500 students are expected to gather at 3:30 p.m. Wednesday in support of the university president's public stand against the financial crunch that will affect Western's programs.

Sponsored by Students for Higher Education, the march is to begin at College and 13th streets and proceed to the administration building, according to Steve Fuller, Associated Student Government president.

ASG, Interfraternity Council and Panhellenic Council have organized the rally "to let the state officials know we're supporting Dr. Zacharias in his efforts to obtain equity funding for Western Kentucky University and his efforts to prohibit further cuts," Fuller said.

At least 1,000 students have pledged their support since Wednesday in petitions that will be sent to Gov. John Y. Brown Jr., Finance Secretary George Atkins and Council on Higher Education members. The papers ask consideration of the importance of higher education in Kentucky's future before funding cuts are requested.

"I think when our students found out we might get further cuts, that was more than we could take," Fuller, also a student regent, said.

Fuller said student morale is very high on campus as the "Back Zack" movement gains momentum. "We admire his courage in coming forth and doing what he's done for higher education."

Students are not Zacharias' only cheerleaders on the Hill. Faculty Senate meets Thursday to consider a resolution endorsing the president's efforts on behalf of Western and other state universities, the organization's

Sign of support

A MESSAGE of support for Dr. Donald Zacharias in the Western president's efforts to combat state budget cutbacks to higher education is bannered across the Sigma Chi fraternity house, 1215 College St. A student rally is planned nearby Wednesday afternoon to muster backing for the administration.
chairman said.

Dr. Don Bailey, a biology professor, said, "He's (Zacharias has) done a real good job attempting to communicate with the faculty and to keep the faculty informed of what's going on...and that has marshaled support...even before there was a financial crunch."

Physical manifestations of campus support are popping up more and more. The Tri Beta Honor Biology Society has been selling "Back Zack" stickers on campus and at basketball games. Another organization is promoting buttons. ASG will distribute 1,000 bumper stickers at the rally.

Another bunch of stickers has aroused some disfavor over its "negative" message, as Fuller put it. "Chicken John is having a 'Back Zack Attack'" is the message on white or fluorescent stickers, in reference to criticism of the governor's cutback policy. An unidentified person ordered 500 stickers from a Bowling Green printing company recently.

The impact of Zacharias' message (first delivered in a Jan. 8 address at the annual Chamber of Commerce dinner) apparently is being felt in the community, also.

"I think there probably is a lot of support," Chamber president, Al Baker said.

"Bowling Green does support Western Kentucky University because Western does support us," Baker said. The mutual support is nothing new; it was extended by and to Zacharias' predecessors, he said.

"Insofar as I'm concerned, I have heard nothing but favorable comment in the community," Regents Chairman

Continued Back Page
Column 5, This Section

"I think they generally agree he's talking the right tune," he said. "I think basically the people who know something of Western and of its traditions...they didn't realize it (the financial condition) was that bad. And they don't want to see something they love go backward," Clark said.

Dr. Randy Capps, assistant to the president, said Zacharias has received many notes and comments from supporters of his public stand.

"He has had a lot of responses to that speech from all quarters," Capps said. Zacharias was unavailable for comment, as he was in Frankfort today for a Council on Higher Education meeting.

"There's a strong bond between Western and Franklin. We have tons of graduates down here," Ronnie Clark said. The Western regent and Franklin banker said, "Everywhere I go I hear a lot of comments about Zacharias, and I have yet to hear a negative comment."
WKU Students Unite!
Fight for the one who's fighting for you!

BACK ZACK

Wednesday, Feb. 11
3:30 p.m. at corner of College and 13th Street
for assembly and student march.

Sponsored by:
Students for the Survival of Higher Education.
Council to consider tuition rate increase

By CYNDI MITCHELL

A tuition increase for all state colleges of 15 to 25 percent for next fall will be recommended to the Council on Higher Education at its meeting Feb. 10, according to Larry Owsley, chairman of the CHE finance committee.

The increase will be made to offset rising costs and a $30 million reduction of funding for higher education.

President Donald Zacharias said he wasn't sure whether a tuition increase would help Western's financial problems.

"If they come back for more cuts, any gain made from a tuition increase would be wiped out," he said.

Zacharias said he felt if additional cuts were necessary, higher education should be exempted.

Budget director Paul Cook said that for 1979-80, student fees were about 18 percent of the total budget.

"This figure is fairly consistent from institution to institution in the state," Cook said. The highest percentage is at the University of Louisville, where tuition accounts for 23 percent of the budget.

Cook said there have been times when tuition was increased only slightly, if at all, but the new proposed increase comes on top of a $30 boost last fall. Tuition went from $260 to $290 for in-state students and from $670 to $745 for non-residents.

Owsley said the specific amounts of increase would not be revealed until February's CHE meeting.

State support is the largest single factor in Western's $26 million budget, budget director Paul Cook said.

"There's just a growing feeling that as costs increase, they should be passed on to the people who benefit — the students," Cook said.

Owsley said that in determining the fees, a survey is done of 21 benchmark institutions in the region — schools similar in size to those in Kentucky.

The median cost is then taken, and similar rates are proposed for the Kentucky schools.

Owsley said that last year the cost of attending Kentucky schools approached the median cost, but that costs were lower in every case. He said he thought they would still be lower after the increase.

The benchmark figures show the largest difference in tuition is for non-residents at the regional schools like Western. Non-residents paid $408 less per year than non-residents at the benchmark schools.
BOWLING GREEN, Ky. (AP) — Western Kentucky University President Donald Zacharias says if his school were a business it would be filing bankruptcy papers or looking for a new partnership.

Zacharias took advantage of the presence of State Finance Secretary George Atkins and several state legislators at a Chamber of Commerce dinner Thursday night to blast what he said is the underfunding and lack of appreciation for higher education in Kentucky.

Referring to a $2.2 million budget reduction for Western for the 1980-81 school year and an anticipated $987,600 reduction for 1981-82, Zacharias said state government seems to be "playing a deadly game of let's pretend:"

- "Let's pretend that the universities are fat with resources and overfunded.
- "Let's pretend that you can dismiss university personnel with 15 to 20 years of experience, and they and their families won't feel it.

"When the next cut comes, I am going to request that we be spared from the hatchet on the grounds that it already costs less to educate the student at Western than at any other university in the state by any system of calculation you want to use," Zacharias said.

He quoted Council on Higher Education Figures indicating that Western awarded 16.2 percent of all degrees granted by the state's eight public universities in 1979-80, but received only 8.7 percent of state funds for higher education.
Zacharias fights for more state money

Efficiency may be 'ignored'

By CYNDI MITCHELL

Convinced that word of Western's financial situation "just isn't getting through," President Donald Zacharias has started to spread that word.

He has promised to concentrate his efforts on a massive attack of Gov. John Y. Brown's attitude toward higher education.

After reducing Western's budget by $2.2 million and facing an anticipated additional $987,600 cut in 1981-82, Zacharias said he concluded it was "time to really lay out the facts that have been available all along."

State support is the largest single factor in Western's $26 million budget, budget director Paul Cook said.

According to Zacharias and Cook, Western is being punished for its efficiency.

It costs less to educate students at Western than at any other state university, Zacharias said — an accomplishment which he believes qualifies Western for more, not less state money.

See MORE
Page 3, Column 1

Continued from Front Page——

"It's difficult to find a way to get them to take efficiency into serious account rather than being penalized for it, ignored or just given a pat on the back," he said.

Zacharias began his campaign in a speech to the Chamber of Commerce last Thursday. He spoke of the necessity of "reprogramming the university."

This reprogramming would include eliminating or merging degree programs, dismissing personnel and increasing fees.

He also plans roundtable discussions with corporate and education leaders. And a committee of 75 people, not immediately associated with the university, will review the school's mission.

"The community needs to know in dollars and cents what Western means to it," Zacharias said.

So far, Zacharias said his message has been met with cooperation and responsiveness by at least one man in the governor's administration, Finance Secretary George Atkins.

Atkins, who attended Zacharias's speech Thursday along with state legislators, was quoted after the speech as saying, "I have no argument at all with what Dr. Zacharias' point is...He is doing exactly what a president of Western should do — he is fighting for his university."

Zacharias was also quoted as saying Atkins' presence at the speech would save him "the trouble of sending them a copy of the speech."

But when the governor's office was contacted four days later, Frank Ashley, Brown's press secretary, said he had heard nothing about the speech.

"I wouldn't want to comment on something I'm not aware of," he said.

Zacharias is also optimistic about the work that a committee of the Council on Higher Education and two legislative subcommittees are doing. The two subcommittees, scheduled to visit Western Tuesday, will assess how Western handled the $2.2 million cut, and how it has affected Western's mission, Zacharias said.

Larry Owlsley, chairman of the council's finance committee, said the council had recommended that Western receive an equity adjustment after the budget cut.

"They (Western) deserved it — but it just wasn't funded," he said.

On the other hand, Harry Snyder said, "I feel there's no valid basis for comparison of the regional institutions and the research institutions (UK and U of L.)."

"If Western wants equal funding, would they be willing to take the funding the community colleges get?" he asked.

Snyder also said he had no knowledge of Zacharias' speech.

Unaware of Snyder's and other's comments, Zacharias maintains, "If I make my case hard enough and clear enough, people will change. But I'm going to have to hit them very hard with the facts."
WKU president blasts funding of education

BOWLING GREEN, Ky. (AP) — If Western Kentucky Kentucky were a business it would be filing bankruptcy papers or looking for a new partnership says Dr. Donald Zacharias, president of the school.

Zacharias took advantage of the presence of State Finance Secretary George Atkins and several state legislators at a Chamber of Commerce dinner Thursday night to blast what he said is the underfunding and lack of appreciation for higher education in Kentucky.

Referring to a $2.2 million budget reduction for Western for the 1980-81 school year and an anticipated $987,600 reduction for 1981-82, Zacharias said state government seems to be "playing a deadly game of let's pretend."

"The University of Kentucky awarded 24.3 percent of all degrees but received 40.5 percent of the state's appropriated dollars," he said.

WKU needs funds

BOWLING GREEN, Ky. (AP) — If Western Kentucky Kentucky were a business it would be filing bankruptcy papers or looking for a new partnership says Dr. Donald Zacharias, president of the school.

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"Let's pretend that the universities are fat with resources and overfunded."

"Let's pretend that you can dismiss university personnel with 15 to 20 years of experience."
President Donald Zacharias used a speech to the Chamber of Commerce to blast what he calls Gov. John Y. Brown's unequal and inadequate funding of higher education, and start a "concerted effort to tell the administrative staff how severe our needs are."

"If we were a business, Western would be filing bankruptcy papers or looking for a new partnership," he told the audience of about 500. "Compared to the university, Chrysler Motors is a thriving business with enough profits to buy Japan."

Zacharias said he realized the state government is struggling with a crisis, "but they have been overly cautious about conferring with any of us."

"It is as though they are playing a deadly game of 'Let's Pretend.' "Let's pretend that the universities are fat with resource and are over-funded."

"Let's pretend that you can dismiss university personnel with 15 to 20
See BROWN
Page 3, Column 3

---Continued from Front Page---

years experience, and they and their families won't feel it.

"Let's pretend that the public does not really like universities and would just as soon they were closed.

"Let's pretend that there is really only one university in the state, and it is located in Lexington.

"Let's pretend that the people at the state's comprehensive universities (called regional universities by those who are fond of categories) are incapable of recognizing when they are being robbed of their resources."

Zacharias said he had monitored higher education's financial situation since last October, after $2.2 million was cut from Western's budget. The cut was made after state revenue estimates were revised.

"Nobody has apparently sensed the significance of the impact on budgets of universities like Western," Zacharias said. "Since 1981 is Western's 75th anniversary, it seemed like a good time to take a hard look at our situation."

He said the Chamber of Commerce invited him to speak "at an opportune time."

Zacharias said budget director Paul Cook used Council on Higher Education figures regarding the number of degrees awarded per school and calculated Western's percentage of the state's total. He said CHE figures show Western awarded 16.2 percent of all degrees granted by Kentucky's public universities, but received 8.7 percent of the state's funds.

On the other hand, the University of Louisville and the University of Kentucky combined awarded 43.1 percent of the state's degrees, while getting 62 percent of the funds.

"These schools have expensive medical schools," Zacharias said, but "I can't imagine they would cause the discrepancy I have just described."

If the law, medical and doctoral degrees from the state count are not included, he said, Western ranks second only to UK in total number of degrees granted. He told the listeners, which included state Secretary of Finance George Atkins, that if they'd heard these figures, they would have had to calculate them themselves, "because the big city media in Louisville are not likely to discover them.

"They prefer to call us a regional university and then worry aloud as the Louisville Times recently did about the University of Louisville slipping to the level of a regional university. God forbid!"

"Higher education and its personnel have become the new orphans of Kentucky," he said.

"When the next cut comes, I am going to request that we be spared from the hatchet on the grounds that it already costs less to educate a student at Western than any other university in the state by any system of calculation you want to use."
The Civitan Club
OF Bowling Green-Noon
IS DEEPLY APPRECIATIVE OF
THE VERY EXCELLENT PROGRAM
Dr. Donald W. Zacharias
SO GENEROUSLY PRESENTED AT
OUR MEETING JAN 27, 1981
THE GRATEFUL THANKS OF EACH
MEMBER IS HEREBY EXTENDED

Charles Theis
PRESIDENT

Kendall Smith
SECRETARY

DATED JAN 27, 1981
CHAMBER MEMBERS

IT IS WITH MUCH PLEASURE THAT WE EXTEND YOU AN INVITATION TO ATTEND YOUR CHAMBER OF COMMERCE ANNUAL DINNER, THURSDAY THE 8TH DAY OF JANUARY, 1981, IN THE GARRETT CONFERENCE CENTER BALLROOM ON THE CAMPUS OF WESTERN KENTUCKY UNIVERSITY AT 6:30 P.M.

David E. Chesnut, Chairman
1980 Annual Dinner Committee

DR. DONALD W. ZACHARIAS, President of Western Kentucky University, will be our principal speaker. The 45-year-old native of Salem, Indiana, was appointed in May 1979 to the University's top administrative post and was formally installed during Inauguration Ceremonies in E. A. Diddle Arena on April 26, 1980.

Dr. Zacharias holds a Ph.D. degree in speech communication and as a tenured professor, continues his dedication to academic pursuits by teaching a course in the University's Department of Communication and Theatre. His academic specialties are communication and conflict management, communication and social change and organizational communication. He received his doctoral degree from Indiana University in 1963. He holds an M.A. degree from Indiana, which he received in 1959, and he holds a B.A. degree from Georgetown College in Kentucky where he graduated magna cum laude in 1957.

As President of Western Kentucky University, Dr. Zacharias serves on the Committee on Public Relations for the American Association of State Colleges and Universities (AASCU) and his name has been included in the 41st edition of "Who's Who in America." He is the recipient of two major teaching awards, and he has authored and contributed to numerous publications in the areas of speech communication. He is married to the former Tommie Dekle, and they have two sons, Alan and Eric, and one daughter, Leslie.

We emphasize that wives, friends, and associates of Chamber members, as well as our members, are encouraged to attend. We are confident that our program will be of great interest to all. We are certain that you are eager to make your reservations as soon as possible and for your convenience, we are requesting that you complete the form below for this purpose. Please indicate the number of tickets you require, your business affiliation, and if possible, the names of those who will be using the tickets, and return the form with a check in the appropriate amount. Since you are a Chamber member, you are entitled to ONE (1) FREE TICKET, and this should be so indicated in the proper space on the form. TICKETS WILL NOT BE SOLD AT THE DOOR AND NO REFUNDS AFTER JANUARY 7.

******************************************************************************

I plan to attend and request my one (1) complimentary ticket. ___________

________ My CHECK in the amount of $ is enclosed, which represents tickets at $13.50 each. FOR THE: 1980 Chamber of Commerce Annual Dinner THURSDAY, JANUARY 8, 1981, 6:30 P.M. Garrett Conference Center Ballroom Western Kentucky University

Date ___________

NAME: ___________

FIRM: ___________

ADDRESS: ___________

TELEPHONE: ___________

OTHER NAMES: ___________

DON'T WAIT!! MAIL YOUR RESERVATIONS NOW!!
January 16, 1981

Mr. Richard Wilson
Courier Journal-Frankfort Bureau
Frankfort, Kentucky 40601

Dear Dick:

I am enclosing a copy of an address given by President Zacharias on January 8, 1981 to the annual Chamber of Commerce Banquet. I was frankly disappointed that it did not receive what I would consider appropriate attention.

Factually and statistically it draws some most interesting parallels between performance and funding. I am certain that this will receive greater attention during the coming legislative session.

With best personal regards, I am

Very truly yours,

John David Cole

JDC:sjt
Enc.
bcc: Dr. Donald W. Zacharias
Jan. 26, 1981

Dr. Donald Zacharias, President
Western Kentucky University
Bowling Green, Ky. 42101

Dear Don,

Many thanks for your thoughtfulness in sending along the copy of the 1980 Talisman. I do appreciate it.

Also, we appreciate the open invitation to attend events on the Western campus, and whenever the opportunity presents itself, be assured you'll hear from the Knicelys.

Your offensive efforts on the budget cuts express my sentiments, and I believe the strong position you're taking will pay dividends in the long run. Hang in there.

Best personal regards to you and Tommie.

Sincerely,

Carroll Knicely
ANNUAL DINNER

BOWLING GREEN-WARREN COUNTY CHAMBER OF COMMERCE, INC.

Thursday, January 8, 1981
6:30 P.M.
Paul L. Garrett Conference Center
Western Kentucky University
Bowling Green, Kentucky
FOR IMMEDIATE RELEASE JANUARY 9, 1981

Bowling Green, Ky. -- Armed with statistics in a candid address keynoting the 1981 Annual Dinner of the Bowling Green-Warren County Chamber of Commerce, Western President Donald W. Zacharias outlined the impact of Kentucky's mandated budget reduction on WKU.

"I have never seen higher education so underfunded and underappreciated as it is in our state," Western's President said before some 500 community leaders in the Garrett Ballroom January 8.

His remarks were aimed at the state administration which leveled some of the largest financial blows upon higher education in Kentucky, and Dr. Zacharias asked Chamber members for a partnership in showing what Western means to the community and the state.

"If we were a business, Western would be filing bankruptcy papers or looking for a new partnership. Compared to the University, Chrysler Motors is a thriving business with enough profits to buy Japan," said WKU's President.

"The state leadership, I realize, is struggling with a crisis, but they have been overly cautious about conferring with any of us. It is as though they are playing a game of 'let's pretend,'" he said.

Zacharias said some of the tactics used in the game include pretending the "universities are fat with resources and are overfunded...you can dismiss personnel with fifteen to twenty years of experience...the public does not really like universities and would just as soon they were closed...that there is really only one university in the state, and it is located in Lexington...that the people at the state's comprehensive universities are incapable of recognizing when they are being robbed of their resources."

Western's President attacked the label of "regional university" which has been traditionally used to describe the state's public universities other than Kentucky and Louisville.

Citing Council on Higher Education figures, Zacharias said Western awarded 16.2 percent of all degrees granted by the state's public universities last year.

"And yet we received only 8.7 percent of the state's allocation for higher education," he said. Zacharias said the University of Kentucky awarded 24.3 percent of all degrees but received 40.5 percent. The University of Louisville awarded 18.8
percent and received 21.5 percent of the state's total appropriations, he said. Put another way, this meant UK and UL "awarded 43.1 percent of all degrees but got 62 percent of all funds," he said.

Zacharias said he didn't want to level criticism at the two schools which contain the state's professional schools and which are attended by Western graduates, but in weighing the balance, pointed out that if the law, medical and doctoral degrees from the state count were deleted, "Western is second only to the University of Kentucky in the total number of degrees it granted last year," he said.

"Most of our alumni and other friends do not yet know how serious the current threat is to the University's well-being and the Western they love," said Zacharias, adding, "they have to be informed."

Western's budget was severed by $2.2 million this year and Zacharias said reports are next year's will be cut by another $987,600.

"When the next cut comes, I am going to request that we be spared from the hatchet on the grounds that it already costs less to educate a student at Western than any other university in the state by any system of calculation you want to use," he said.

Zacharias said that last fall the University had more total teaching hours than ever before, had an increase of 6 percent in freshmen and had more students wanting to attend Western than ever in its history. And he told his audience of mostly business executives that WKU makes a significant impact upon the community's economy.

Using the Research Department of Associated Industries of Kentucky's Approach, Zacharias said Western's employment of nearly 1600 personnel has meant "at least a $34.5 million increase in annual income, $13.1 million more in bank deposits, $4.0 million more in assorted expenditures and $17.7 million more in retail sales per year."

If students spent $3 per day, that would mean $32,343 per day and $970,000 per month for the community, Zacharias said. Also, "Society benefits directly from a graduate's knowledge," he said.

"Despite the popular statements about decline in numbers that has been predicted for years, it has not yet hit us," said Zacharias.

"In fact, Kentucky has some unique opportunities if it will only use its resources wisely," he said, citing that the state ranks among the lowest nationally among high school graduates attending college.

"In spite of a tremendous investment in elementary and secondary education, only 40 percent of our graduates attend college. In most states, the figure is around 60 percent," he said.

"We believe that Western is in a position to carry a major responsibility in changing those figures," he said, concluding, "Obviously, our work in developing the human potential in this state is far from over."
Have universities become 'the new orphans of Kentucky'?

The following is a speech, edited for space reasons, given by Donald W. Zacharias, president of Western Kentucky University, at the annual banquet of the Chamber of Commerce in Bowling Green on Jan. 8.

Since my arrival at Western, I have experienced more ups and downs than a Kentucky basketball player gets reports about the state's financial condition. The situation is so bad today that I am giving you ladies and gentlemen letters from Frankfort or accept calls about the state's financial condition. The situation is so bad today that we were told that next year's budget would be announced reductions, and no words to describe our situation. Let's pretend that the university personnel with increasing Is struggling with a crisis, but they have a best plan available to Western at this time is the symbol for crisis — by entwining the symbol for danger with the symbol for opportunity.

Several times I have tried to find the right words to describe our crisis, but I have been overly cautious about confessing to anyone that we have been struggling with a crisis. Let's pretend that the Grinch has stolen our Christmas and our new year. The state leadership is yet to find it a painful irony to observe that other countries in the world recognize these qualities better than we do. Let's pretend that the college graduates proVide better for quality of family life.

The distribution of funds that we already fund a major responsibility in changing those situations and mean to the state's economy.

Using the research department of Association of Independent Colleges and Universities, as well as other universities in the state, we have not done the work wealthy enough to buy Japan. The research on the quality of our graduates and what we mean to the state's economy. I accept my responsibility in changing that situation and hope that the Council on Higher Education staff will look for ways to be a stronger advocate of public education.

At a time when the state is struggling with its finances, it is difficult for the council staff or anyone else to be heard as advocates, but there are some encouraging signs that the Council on Higher Education will show interest in protecting the quality of education. The council's special committee on higher education's future is trying to understand the current situation. They are merely a whisper today; perhaps tomorrow they will speak forcefully for our needs. A few observations may make it impossible to judge the additions to come the new orphans of Kentucky ....

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Second, problem is a need to build a new dreams of success and professionalism. Like any investment, there are some risks. Everyone may not succeed; some may not experience satisfactions that match their aspirations. And yet we know from numerous national studies that college graduates on the average not only make more money over their lifetime than high-school graduates, they also have a more continuous, less erratic job history. College graduates provide better for their children and are more likely to motivate, them to go further and do better. In the future, they will have yet to hear of a community that wanted fewer college graduates.

I do not want to imply that the only happy or successful people in the country are college graduates. I do want to stress that society benefits directly from a graduate's knowledge, increased earnings, community leadership and quality of family life.

I find it a painful irony to observe that other countries in the world recognize these qualities better than we do. Over 300,000 internationals are currently studying in the United States to take advantage of what our system offers. It is time to discover what the records of the performance of the students in the United States.

Ladies and gentlemen, it grieves me to say that the state's comprehensive universities are fond of calculus. They are Incapable of recognizing that the mathematical world is changing. Let's pretend that the public does not recognize that the state's comprehensive universities are fond of calculus. They are Incapable of recognizing that the mathematical world is changing. Let's pretend that the public does not recognize that the state's comprehensive universities are fond of calculus. They are Incapable of recognizing that the mathematical world is changing.

Lucky University, at the annual banquet of the University of Louisville, as well as our state's economy. It means annually to this area. Using the AIK's categories, Western's personnel create at least a $34.8 million increase in annual income, $131.1 million more in bank deposits, $4 million more in assorted expenditures and $17.7 million more in retail sales per year. Those figures do not include what students spend in the community. If they only spend $3 per day, that is $360,000 a year for the community or $970,000 per month.

As you can see, there is much that the public does not know about Western Kentucky University, as well as about other universities in the state. We have not done the job we want to do in telling about our needs.

We believe that Western is In a position to adopt if that led us to appreciate and support the view that caused us to see the value of investing in our state's second world war.

The times have changed. Using the research department of Association of Independent Colleges and Universities, as well as other universities in the state, we have not done the work wealthy enough to buy Japan. The research on the quality of our graduates and what we mean to the state's economy. I accept my responsibility in changing that situation and hope that the Council on Higher Education staff will look for ways to be a stronger advocate of public education.

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Let me briefly mention a second change of view that caused us to see the value of investing in our state's second world war. The distribution of funds that we already fund a major responsibility in changing those situations and mean to the state's economy.

Using the research department of Association of Independent Colleges and Universities, as well as other universities in the state, we have not done the work wealthy enough to buy Japan. The research on the quality of our graduates and what we mean to the state's economy. I accept my responsibility in changing that situation and hope that the Council on Higher Education staff will look for ways to be a stronger advocate of public education.

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A few observations may make it impossible to judge the additions to come the new orphans of Kentucky ....
Presidents of schools find the political and economic climate in which they operate is changing; Frankfort has a larger role in determining destinies of their campuses

Who controls state universities in Kentucky?

Are campuses of Kentucky's state universities facing further budget cuts and regulations?

By RICHARD WILSON

FRANKFORT, Ky. — They're well-paid and hold prestigious jobs, but Kentucky's state-university presidents are rapidly losing regulatory control over the universities, by campuses' destiny.

The political and economic environment in which they labor is far different from that of their predecessors, who often wielded enormous influence with governors and the General Assembly.

With more and more decisions affecting their campuses made in Frankfort, the university presidents' frustration was compounded last summer when Gov. John Y. Brown Jr. removed them as non-voting members of the state Council on Higher Education.

He also revamped the agency, which has regulatory control over the universities, by naming several new members.

A few weeks later the governor ordered a $114 million trimming of the state's 1980-81 budget because of a drop in revenue, and he set higher education's share of the cut at nearly $30 million. While the university presidents publicly said they were willing to do their share to help balance the budget, most contended in private that higher education had been hit harder than any other area of state government.

Although they still don't want a confrontation with Brown, they're afraid that Frankfort may think "that since we didn't scream this time, the cut didn't hurt," one of them said.

The only university official who's broken the public presidential silence is Western Kentucky University's Donald Zacharias.

In a speech early last month at the annual banquet of the Chamber of Commerce in Bowling Green, he said higher education in Kentucky is gravely "underfunded and underappreciated." The quality and quantity of education now offered at Western and the other universities, Zacharias said, will be in serious jeopardy if more pruning of the schools' financial trees is ordered. (Excerpts of his speech are on Page 3, this section, today.)

Further budget cuts for the universities are a certainty. Revised revenue figures for the state show a projected $185 million shortage in the general fund for 1981-82, and most observers see no way for higher education to escape reductions.

"Nobody I know of in higher education expects us to be exempt from the realities of our time. But we are concerned that we not be singled out to bear an undue burden (of future budget cuts)," said University of Kentucky President Otis Singletary.

He said morale at UK has hit rock-bottom, but, he added, "It's more than just an abstraction like morale. If faculty folk lose some hope about their present life, they begin seeking places that at least give them some hope for the future.

"The tragedy about this is that it's the best people who go."

Singletary and other university presidents say there is a limit to the budget reductions their campuses can sustain.

Job freezes, cutbacks in equipment purchases, travel and printing and the postponement of maintenance and construction were the principal methods of dealing with this year's reductions.

Further decreases in university budgets may mean reducing personnel, salary increases and programs.

"When you cut back resources, you're talking about lowering quality," Singletary said. He said he doesn't believe that Kentucky is in a position to want to do that.

Dr. A. D. Albright, president of the still-growing Northern Kentucky University, said recently that he may ask his board of regents and the Council on Higher Education to approve a selective-admissions plan at NKU if budget cuts become more severe.

Otherwise, he said, quality may be hard to retain. Kentucky's state universities generally permit anyone who has graduated from a state high school to enroll as an undergraduate.

While higher education's precarious financial future underlies much of the presidential frustration, it isn't the only distraction.

Mushrooming state and federal regulation have meant that more and more time is spent on paperwork and decisions that frequently have little to do with education.

The purpose of regulations is to make the campuses more accountable to other public agencies. But the president of Ohio State University, Harold Enarson, contends that...
Knicey among those named

Western Kentucky University President Donald Zacharias has announced the appointment of a high-level steering committee of WKU alumni and people closely associated with Western to assist in the formation of the institutional development program.

The committee includes:

- Lea Cole, manager of personal administration for the exploration and producing division of Mobil Oil Corporation;
- Julian Goodman, former president and chairman of the board of the National Broadcasting Company;
- Harold Helm, former chairman of the board of directors and currently honorary director of the Chemical Bank New York Trust Company;
- Carroll Knicey, former WKU board of regents member and former commissioner of the Kentucky Department of Commerce;
- William J. Parker, an attorney from Bowling Green and president of the Kentucky Bar Association;
- Hays Watkins, chairman of the board, president and chief executive officer of the Chesie System, Inc.

"Western is fortunate to have such an outstanding group of people willing to support our University advancement program," Dr. Zacharias said. "Their understanding of the business and financial world and their enthusiasm for Western will greatly enhance our efforts to attract increased private and corporate funds to the University."

The six-member committee will review and approve the role and scope of key volunteers in the area of fund raising, help identify, screen and enlist prospective fund raising leaders and advise and counsel the President on matters concerning institutional development.

Ma. Cole, a 1964 graduate of WKU and a member of Phi Mu sorority, previously held personnel managerial positions with the W. R. Grace Company, American Express and Celanese. As manager of personnel administration for the exploration and producing division of Mobil Oil, she is responsible for 17,000 international employees.

She is presently a member of the Executive Advisory Board for the International Association of Personnel Women and a member of the Executive Business Women's Forum of New York City.

Goodman served in various positions with NBC News for 20 years prior to assuming the presidency of NBC in 1965 and served four years as chairman of the board of directors.

A native of Glasgow, he was named "Kentuckian of the Year" by "The Kentuckians" in 1970, received the Paul White Memorial Award at the International Conference of the Radio and Television News Directors Association in 1973, received the Distinguished Alumnus Award from the American Association of State Colleges and Universities in 1973 and was named WKU's Outstanding Alumnus in 1975.

Helm, a native of Auburn, Ky., served in various positions with the Chemical Bank and Trust Company in New York and became president of the Chemical Corn Exchange Bank in 1955. From 1966 to 1973, he served as chairman of the executive committee of Chemical Bank New York Trust Company and has more than 50 years of banking experience.

Knicey, a Glasgow newspaper executive and publisher of The Allen County News, became president of Associated Publications Inc. in 1962 and is a director and member of the executive committee of Kentucky Family Security Life Insurance Co. of Lexington.

A native of Bowling Green, Garcia is a partner in the law firm of Harlin Parker & Rudolph and is a member of the board of directors of WKU's College Heights Foundation.

Parker, a native of Bowling Green, is a partner in the law firm of Harlin, Parker & Rudolph and is a member of the board of directors of WKU's College Heights Foundation. He is a member of the Bowling Green Bar and American Bar Associations and has been a director of the Citizens National Bank since 1967. He serves as vice chairman of the board at CNB.

Watkins, a native of Fern Creek, Ky., joined the Chesapeake & Ohio Railway in 1949 and served in various capacities, including treasurer.

Following the merger of the C&O and the Baltimore and Ohio Railway, he became vice president of finance for both systems and assumed the presidency of the dual systems in 1971. He was elected president and chief executive officer of the Chesie System, Inc. in 1973.

He is a director of National Mine Service Company, Black & Decker Manufacturing Company, Monumental Corporation and the Richmond, Fredericksburg and Potomac Railroad. He is a member of the board of directors of the American Railroads and on the board of trustees of the American Management Association.

The development steering committee will hold its first meeting in May.

ALLEN COUNTY NEWS
Scottsville, KY
4/9/81
Zacharias blasts state fund cuts

By JUDY WILDMAN
Daily News Staff Writer

Higher education is so underfunded and unappreciated in Kentucky that if Western Kentucky University were a business, it would be filing bankruptcy papers or searching for a new partnership, according to its president.

Dr. Donald Zacharias told the 500 at the Chamber of Commerce annual dinner Thursday night that state government seems to be "playing a deadly game of 'let's pretend'."

"Let's pretend that the universities are fat with resources and overfunded. Let's pretend that you can dismiss university personnel with 15 to 20 years of experience, and they and their families won't play any role in the local economy," Zacharias said.

"Let's pretend that the public doesn't really like universities and would just as soon be closed. Let's pretend that there is really only one university in the state and it is located in Lexington."

"Let's pretend that the people at the state's comprehensive universities, called regional universities by those

bargain for any student it sends to Western," Zacharias said.

The president quoted Council on Higher Education figures showing Western awarded 16.2 percent of all degrees granted by Kentucky's eight public universities in 1979-80.

"And yet...we received only 8.7 percent of the state's allocation to higher education. The University of Kentucky awarded 54.3 percent of all degrees but received 40.5 percent of the state's appropriated dollars," Zacharias said.

He acknowledged that UK's medical and law schools are expensive facilities to operate but mentioned that the University of Louisville awarded 18.8 percent of the degrees and received 21.5 percent of the total appropriation.

"Let me put it another way. The University of Kentucky and the University of Louisville awarded 43 percent of all degrees but got 62 percent of the funds," Zacharias said.

The president also said that if law, medical and doctoral degrees were eliminated from the tally, Western is second only to UK in total number of degrees granted in 1979-80.

Zacharias reiterated his dismay over the label "regional university" by citing Western's students are no more concentrated in the immediate area than any other university's students.

The label first cropped up in a Council on Higher Education mission statement for Kentucky's universities. A review of Western's mission is Zacharias' recommendation for the university's regents Jan. 31. He plans to ask for the appointment of a 75-member committee (one for each year of Western's existence) of persons from throughout the state.

Zacharias asked for the chamber members' help in changing the attitudes of most decision-makers and building a statewide alliance of persons who can change the distribution of funds.

"Higher education and its personnel have become the new orphans of Kentucky," the president said.

Zacharias' audience included several legislators and state government officials. The presence of State Finance Secretary George Atkins "will save me the trouble of sending them (state officials) a copy of the speech," the president quipped.

Zacharias said that Atkins had always been available to discuss budget matters, however.

Atkins said after the dinner that state officials will return in February to discuss budgetary matters with university administrators. The last cutback came too quickly to permit much conference, Atkins said, in response to Zacharias' comment that state government officials were "overly cautious" about talking to education officials.

"I have no argument at all with what Dr. Zacharias' point is," Atkins said.

"I'm very much in favor of that," Atkins said.

State finance secretary compared the president's role in dealing with various university departments to the governor's role in dealing with his governmental departments.

"It's the very same principle. He (Zacharias) has to do the same thing the governor must do in a very short time," Atkins said.

"He is doing exactly what a president of Western should do—He is fighting for his university," Atkins said.

In other business at the annual chamber gathering:

-David W. Bush, a Browning farmer, was awarded the "1980 Outstanding Young Adult Farmer" honor by the chamber.

-Regina Newell, 2257 Smallhouse Road, was awarded the chamber's first Arts Contribution award for her efforts with the Arts Commission in renovating the Capitol Arts Center.

-David Dougherty, 1109 Jones Ave., was awarded the annual "Gold Telephone" for the highest recruitment of chamber members, he recruited 19 members in 1980.

-General Motors, Union Underwear and Kroger Co. awards were distributed for those industries' decisions to construct or renovate facilities in Bowling Green.

-Al Baker became the new chamber president, taking over the duties of Mark Eastin III. The other new chamber directors are David W. Browne, vice president, and Ward Elliott, treasurer. Harold Huffman will remain executive vice president and director of the chamber for his 22nd year.
WKU president invites protesters in out of cold

By BILL OSINSKI
Courier-Journal Staff Writer

BOWLING GREEN, Ky. — A crowd of students shouting slogans marched on the administration building ... and the president invited them all to come in and get warm.

At Western Kentucky University yesterday, there was a campus demonstration with a twist.

"I've seen demonstrations before, but never one like this," said WKU President Donald Zacharias, who came out to greet the 300 students who were shouting his name in the bitter cold with the temperature in the low teens.

"We want Zack! We want Zack!" the students demanded as they approached the building.

They had come to praise Zacharias, not to bury him, or even to occupy his office. Had his office been bigger, he might have let them have it, but he let them occupy the Board of Regents' conference room instead.

The protest that had inspired the demonstration is one that Zacharias has sounded himself: The state budget-cutting ax is falling too heavily on higher education.

The students supported Zacharias' stand, as evidenced by their primary chant and bumper-sticker slogan — "BACK ZACK."

"We're fighting for the man who fought for us, for the quality of our education," said David Sturgeon, one of the student organizers of the march.

The students said the planned state cutback in funds for WKU is the major cause of a gloomy attitude on campus. They said they see faculty members leaving, campus services being reduced and class sizes going up; all at a time when large increases in tuition are viewed as a near certainty.

The notion of trying to fight that air of resignation began last week, one of the organizers said, when a faculty member, referred to as Dr. X, told some of his students that the "Back Zack" sign he saw on a fraternity house might make a good theme for an action program.

No student organization sponsored the demonstration, but a core group of six students started spreading the word for yesterday's demonstration.

But winds contributed to a smaller crowd than organizers had hoped for, but the spirits of those who participated were as high as the wind chill factor was low.

Marchers 'back Zack' at Western

Freshman Glennis Wallace of Jellico, Tenn., joined in a demonstration yesterday at Western Kentucky University.

Also, the idea of making the rallying point for the march close to several fraternity houses, where liquid chill inhibitors were available, proved to be a good tactical move.

Led by a campus police car, the Marchers fairly jogged around most of the perimeter of the campus.

Zacharias moved out to the steps of the administration building to meet the crowd. He told them not to be bitter toward the state officials making the budget cuts.

"Don't knock them; let's help them," Zacharias said, urging them to write letters to state officials, legislators and university alumni to request their aid in the budget crunch.

He accepted a bumper sticker from student organizer Chandy Christian, who told Zacharias, "From now on, you can count on us for fighting for you."

After inviting the students inside, Zacharias told them that the cuts are due to the overall economic slump and to the tax-relief measures passed by the 1979 special session of the General Assembly.

There is no quick way for the state to step in and solve the problems of the universities, he said.

Living with that reality is a daily hardship that is getting harder, according to some of the students.

Steve Fuller, WKU student-body president and an ex-officio member of the Board of Regents, said the problem is much the same at other state universities.

"Every student at every university is aware that tuition is going up 20 percent, while class sizes are going up even higher," Fuller said. Classes that might have had 30 students several years ago have 80 students now and, when anticipated cuts are made, will have 100 students, he said.

Other student regents are equally disturbed about the situation, he said, adding that he hopes they will help mobilize similar protests on their campuses.

The organizers said they hoped yesterday's demonstration would be the beginning of a student movement that would lead to a better deal for higher education from Frankfort.

Zacharias said he hoped the public would view the demonstration as "a positive statement about the feeling our students have for their education."

He said the students' cheers had the personal effect of taking a bit of the edge off the grim process of making do in hard times.

"The days get a little long around here," he said, "but not with support like this."
Traditions help determine view of work, speaker says

The successful businessman offers the eager youngster a job. "How would you like to learn drudgery?"

Probably not a very enticing offer, but it's one example of the many ways the human race views the nature of work, according to Dr. Donald Zacharias, president of Western Kentucky University in Bowling Green. And it is one view about work that he said he hopes universities can change.

"The sound of it is frightening and disenchanting. At universities we hope to set new models and insights of what work is all about," Zacharias told a large group Sunday at the Cultural Arts Series sponsored by the Cumberland County Library Board and library personnel. "We now have cooperative education, in which students look at opportunities to work, practice it for a period of time, and then go back to campus and study some more."

Zacharias also discussed how individuals' ideas about the nature of work are shaped. "We pick this up with traditions and heritage," he said. "Think about the first time somebody said something about work. How did you hear your parents talk about what they did for a living? What were your impressions?"

The WKU president shared with the group his memories as a child doing household chores. "I remember shelling peas...I didn't seem to be making a lot of progress from the bushel to the bowl...That was the beginning of my understanding of the nature of work," Zacharias said, with a smile.

Stereotypes also shape an individual's view of work, he added. "For instance, we're told how many hours we're supposed to work a day...Suppose Beethoven only worked 8 a.m. to 5 p.m.? How much music would he have composed?"

Modern technology also helps shape our view of work. Zacharias added. "The impact on us is probably far greater than we think about," he said. "We have so much free time and energy, we've not learned how to use it. So little of the total human being is required to do productive work."

This brings about a challenge to the human race, Zacharias said. "The challenge is, as we become more mechanized, what do we do with the rest of our time to make it more productive? How in modern society can we use the whole person?"

He added that through the universities, "the message we try to get across to young people is that you work and achieve so your true self can be revealed...And the profession you're in will shape you more than you will shape it."

And the individual's view of the nature of work shapes people's value systems, communities and views and relationships with others, Zacharias said. Many believe the dignity of the individual comes from his willingness to work," he said. "And a lot of our leadership comes from towns like Burkesville...Involving people who get introduced to the nature of work from small communities like this."

Zacharias was introduced Sunday by Dr. Romie Judd, and guests in the audience were recognized by Lanny Judd. Earlier in the day, a luncheon hosted by Mr. and Mrs. Lanny Judd was given for Zacharias. In attendance were:

Dr. and Mrs Randall Capps, Dr. and Mrs. Willson

-Continued on Page 4
President of Western to address Rotarians

Dr. Donald W. Zacharias, president of Western Kentucky University, will speak at 6:30 Thursday night, March 19, a dinner meeting of the Franklin Rotary Club at the Franklin Country Club.

The 45-year-old native of Salem, Ind. was appointed in May 1979 as president of WKU.

He received a doctoral degree from Indiana University in 1963. He holds a M.A. Degree from Indiana in 1959 and a B.A. Degree from Georgetown College in Kentucky.

Zacharias in 1978 was named executive assistant to the chancellor of the University of Texas system. He served as assistant to the UT-Austin president from 1974 until 1978.
Zacharias gets speech award

Western Kentucky University President Donald Zacharias Sunday received the "Outstanding Speaker Award" from Western's speech team.

The award is given only when a speaker distinguishes himself, not annually, according to Larry Caillouet, faculty adviser to the speech team.

Zacharias was presented the award during the speech team's annual awards banquet. He has a doctorate degree in speech communication from Indiana University and taught a business and professional speech class at Western last semester.
"ZACK BACKER" Chandy Christian presents Dr. Donald Zacharias with a supportive bumper sticker, endorsement letters and a crowd of chanting ralliers Wednesday afternoon at the conclusion of a campus march. Miss Christian, an Ames, Iowa, sophomore, was one of several organizers of the rally supporting the Western Kentucky University president in his publicized efforts to prevent state budget cuts to higher education.
Shivering students and teachers wore enthusiasm as a windbreaker in 11-degree weather Wednesday afternoon.

The bunch of mittened, ski-jacketed ralliers grew to more than 200 in its trek from College and 13th streets up the Hill and around the Western Kentucky University campus.

Plastered with sloganed stickers, waving with banners and chanting, "We back Zack," the group followed its snowy trail to the administration building steps where Zack himself — Dr. Donald Zacharias — got the type of reception university presidents must dream about in their most imaginative moments.

The clapping and chanting subsided as Chandy Christian, an Iowa sophomore, told the president that students, too, rebel against the state's "deadly game of 'let's pretend.'"

Her reference was to Zacharias' Jan. 8 speech to the Chamber of Commerce members in which he first mapped out some of the campaign strategy of his battle against further budget cuts to higher education.

State government seems to pretend universities have ample funding. Kentucky has only one university (meaning University of Kentucky) and the public does not care if the schools close, he indicated. Zacharias was critical of anticipated cutbacks that might follow a 3.1 million reduction for 1981-82.

"We are proud of you for fighting for us," Miss Christian told Zacharias and the crowd through a megaphone. "And from now on, you can count on us; we're fighting for you."

The battle Is hardly won, but Zacharias told the group that important people are beginning to notice higher education's plight. Council on Higher Education members are listening, and other people across Kentucky are realizing the need for change, he said.

"There are a lot of people who love this university and are ready to help, and you ought to know that," the president said. Enlisting the aid of supporters was one of Zacharias' suggestions to a student's question about steps to be taken.

Miss Christian, one of a group of students who promoted the rally Wednesday, read letters from two of those people. Mayor Harold Miller and State Rep. Jody Richards (D-Bowling Green), and presented them along with a "Back Zack" bumper sticker to the president.

Invited out of the chill into the regents' conference room, students asked about the university's desegregation plan, recruitment of minority and female faculty and administrators and the apparent inequity in funding among the state schools.

Zacharias reminded students that the most effective campaign would be a positive one. "I'm sure no state..."
leader wants the economy to be in the shape it's in today,” he said.

When asked, Zacharias had no specific suggestions on where the state could come up with more money for education. "I try not to get involved pointing my finger at other agencies, other departments...Frankly, there's nothing I can do about that."

Students and other citizens might add their strength to the fight by writing to "the key people in the process," whom he itemized as William McCann, CHE chairman; Harry Snyder, CHE executive director; Finance Secretary George Atkins; Lt. Gov. Martha Layne Collins and Gov. John Y. Brown Jr.

Some of those officials soon will receive petitions circulated by Associated Student Government. And unless some changes are effected, students plan personal visits to Frankfort organized much like the rally Wednesday.

Steve Fuller, Western's ASG president, said he had talked to other student regents in the state, and "we have discussed the possibility that if our voices are not heard, we may organize a march.”

A march on Frankfort would be a last resort, Fuller said.

The student leader had hoped for 400-500 persons at the rally but was pleased at the turnout of more than half that number in the afternoon's numbing weather.

"I would like to have seen it on a nice day," Dave Oren said. The Bowling Green junior is a member of Delta Tau Delta, one of many campus fraternities and sororities supporting the march.

Herb Leopold, a health and safety associate professor, said, "The students like the man."

"They believe we've got an advocate," he said.

One student huddled at the parade's start offered her reason for the warm support for the university administration on a chilly afternoon.

"I think it caught on because the kids at school are interested in what's going on...and a rally is something they can do to show they care," Patty Carter, a Hawesville senior said.
Western Kentucky University student Glennis Wallace, above, adds his voice to the approximately 200 others at a rally in Bowling Green Wednesday supporting WKU President Donald Zacharias in his opposition to budget cuts. At left, Chandy Christian presents a 'Back Zack' sticker to Zacharias.
Faculty raises jeopardized

By JIM HIGHLAND

Amid predictions that the economy will not improve and might even get worse, state Rep. Buddy Adams said Saturday employees at Western Kentucky University might not get a salary increase next year.

Adams, a member of the House Appropriations and Revenue Committee, said the news could be even worse because the university could be forced to curtail programs that are not absolutely necessary to WKU's operation.

Adams said he does not know about the salary increases at this point, but there is a "good possibility" faculty members could have to do without the increases next fiscal year.

The state Department of Finance is projecting the state will be $185 million short in funds necessary to carry out programs at the budgeted level.

The first $100 million can be obtained without damaging any programs, Adams said, but the other $85 million will result in a reduction in "programs, salaries, and jobs."

The state legislator said that in February and March Gov. John Y. Brown Jr. will be talking to state agencies about the potential cuts, and the governor will announce the cuts in April.

What Brown is going to do is cut every program areas with the exception of essentials and hold the line until the 1982 General Assembly meets, Adams said.

He said during the legislative session, pressure is going to be on the General Assembly to make some changes in the tax base.

"The demands placed on the General Assembly are going to be tremendous," Adams said.

At the same time, Adams said things might not be as bad as they seem.

For example, Appropriations and Revenue Committee economists are projecting the state will receive $42 million more in revenue this fiscal year than economists for the Department of Finance.

A&R economists are projecting $62 million more in revenue next fiscal year, than that projected by state economists, Adams said.

If budget cutbacks are necessary, all state agencies will be sharing in the burdens, including elementary and secondary education, he said.

Western Kentucky University President Donald Zacharias announced recently a 60-day hiring freeze, and Adams believes that was a good idea.

He said the budget reduction at Western could be considerably more than the $900,000 originally forecast for

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Faculty

1981-1985 and Zacharias is trying to control some of that cut through a management decision.

The university may increase tuition next year, but Adams said there is some question on who will get that money.

The increase generated could go into the state's General Fund or it could come under the overall control of the state Council on High Education.

"It hasn't been decided who is going to get the increase," Adams said.

"Brown decides that one."

Adams added that there will be no special session to consider ways of generating more money for state agencies.
Back Zack

WKU PRESIDENT Donald Zacharias got a little support Saturday as he prepared to meet with his board of regents. Back Zack stickers appeared at different locations on the University campus. It was not known who put up the stickers or why. But they are believed to indicate support for the WKU president who has attacked the state administration for its lack of support of higher education. This particular sticker adorns the statue of former WKU President Henry Hardin Cherry.
Student shares Zacharias' budget woes

Michele Wood

President Donald Zacharias has said Western is having trouble handling the state's budget cutbacks.

I can sympathize. I too, am having budget problems. I grew accustomed to semi-lofty sums of money in my bank account. Although I tried to spend my money wisely, I easily spent my money by more than a few dollars a day to eat at restaurants and buy clothes and for spur-of-the-moment weekend trips. Jobs on the Herald were not quite as financially rewarding. Zacharias handled the cutback by reducing the number of resident assistants and dorm residents. Zacharias has appealed to Bowling Green businessmen for a little assistance. But then I couldn't go out to eat tonight and I'm craving Chinese food. I guess I never could handle a budget.
Zacharias, state aide disagree

By RON MITCHELL
Daily News Staff Writer

Western Kentucky University's president says figures detailing budget cutbacks for state agencies support his contention that a disproportionate burden was placed on higher education, but a state official disagrees with him.

"I do think higher education took a disproportionate reduction in appropriations for 1980-81 and I think that is further verified by material distributed by the legislative finance subcommittee," Dr. Donald Zacharias, Western president, said this morning.

Zacharias was responding to a letter he received today from James O. King, secretary of Gov. John Y. Brown Jr.'s Cabinet. King said mention Zacharias made in a Jan. 8 speech contained a "glaring omission" concerning the state's economy.

"He [King] disagrees with some of the figures we have presented and with some of our arguments. It is certainly appropriate to give me his reaction and I will weigh considerably his judgments," Zacharias said.

"I am sure you are personally cognizant of the state of our economy," King's letter said. "And to imply that state universities are underappreciated solely on the basis of reductions caused by shortfall of revenue is an overstatement of fact, as is your statement."

However, Zacharias reiterated parts of his recent speech at the Bowling Green-Warren County Chamber of Commerce annual dinner, where he

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Zacharias, state aide disagree

from Page 1

Zacharias said "I have never been higher education so underfunded and underappreciated as it is in our state today.

"If we were a business, Western would be filing bankruptcy papers or looking for a new partner.

A $114 million cutback in state funds to all agencies was implemented by Brown last fall because of a shortfall in revenue projections.

"The $2.2 million cutback for Western represented 8 percent of Western's state appropriation of $28.4 million for fiscal year 1980.

Zacharias said this morning that figures presented to a finance subcommittee in Louisville Monday support his comments on higher education's budget reductions.

Of the $114 million cut from the state budget, $40.9 million came from surplus funds and capital construction appropriations. That left $73.1 million that was cut from budgets of all state agencies.

State funds for higher education were decreased by $29.9 million, which represented 40.9 percent of the total agency budget reductions, according to finance subcommittee figures.

State agencies that had percentages of the total cutbacks closest to higher education were elementary and secondary education with 25.7 percent of the total reduction and human resources with 18.7 percent.

"So you tell me who's exaggerating figures," Zacharias said.

Zacharias said there is no major disagreement between himself, King or other government officials and that his speech and subsequent response from the Cabinet secretary will benefit higher education.

Because preliminary figures indicate additional state budget cutbacks between $150 million and $200 million will be necessary, Zacharias said state government will be more aware of higher education's position.

"I think we're in a good position for higher education to get a good hearing of its case," Zacharias said. "I'm very encouraged now."

In drafting additional budget reductions for state agencies there will be emphasis on being fair to higher education, according to Western's president.

"His [King's] feeling is that higher education has been treated fairly and will be treated fairly in the future. The major point I want to get across is that King is now willing to serve as a bridge to the governor's office and is willing to listen."

King is a former administrator at the University of Kentucky.

King and spokesmen for Brown were unavailable this morning for comment.
We love our local colleges

Few cities the size of Owensboro are lucky enough to have two private colleges serving them. During the next three days, area residents will be reminded of the importance of Kentucky Wesleyan and Brescia colleges to this community. Through a variety of "Love Your Local College" events, people will be made aware of the cultural, athletic and educational opportunities offered by Brescia and Wesleyan.

This focus on the local colleges is fitting for two reasons. First, it highlights the resources available to area residents only because the colleges are here.

- The chance to get a private college education without having to pay room and board expenses.
- Cultural performances — from choir concerts to guitar recitals to theater — that are open to the public.
- College sports events, including some of the best small college basketball in the nation.
- Special services, such as the nationally recognized speech and hearing clinic at Brescia.

The list goes on.

Second, this weekend’s admonition to love your local colleges reminds everyone of the degree of commitment that educational institutions require. The educational resources of an area like Owensboro cannot be taken for granted. Without a strong emotional commitment to education, Owensboro may find itself with shrinking educational opportunities when they should be expanding.

An example of that kind of unified community commitment to education is coming out of Bowling Green these days. Western Kentucky University President Donald Zacharias is trying to rally the university, Bowling Green and as much of western Kentucky as he can muster to battle. Zacharias is protesting both past and potential cuts in state funding for WKU. A “Back Zack” movement has begun, complete with bumper stickers.

But while the forces fighting for education in Bowling Green are united, the people supporting education in Owensboro are not. Each of the local colleges has its own supporters while graduate education is primarily under the control of WKU. No single person or institution can forcefully represent the interests of education in Owensboro.

Yet the need for that kind of single voice is as important in Owensboro as it is in Bowling Green. While WKU’s crisis is immediate, Owensboro’s is chronic. Because it has been unable to send a clear, powerful signal to Frankfort, this area has never received the kind of state support for education which would complement the work of the two private colleges. In an era of fiscal restraint, education — whether private or public — will need powerful allies. Some of that commitment can be cultivated this weekend in the "Love Your Local College" celebration. But it can't stop there.
Zacharias is sounding fund alarm

By RON MITCHELL
Daily News Staff Writer

A major financial crisis is facing higher education in Kentucky, but Western Kentucky University's president believes the public and decision-makers are unconvinced of the magnitude of the problem.

The impact of declining state funds for universities is being felt by Western's faculty and staff, who have been informed that personnel cutbacks will be necessary because of the budgetary dilemma.

"We're being as systematic and non-alarmist as we can. We will make every effort to retain as many personnel as we can through normal departures," says Dr. Donald Zacharias, Western

Continued
Back Page
Column 3, This Section

Zacharias president since August 1979. "But, yes, there will be some personnel who will be dismissed."

In a memorandum sent earlier this month to WKU's three vice presidents, Zacharias estimated the financial problems will prevail for at least three years.

Because of revised projections showing the state's revenue would be $114 million less than originally estimated, Western's 1980 state appropriation of $28.4 million was decreased by $2.2 million, or 8 percent.

Cutbacks for Kentucky's eight state-supported universities totaled $29.9 million for 1980. Zacharias has recently made controversial statements that the higher education cutbacks are disproportionate to budget decreases for other state agencies.

The overall effect for Western will be reductions in personnel, services and academic programs, Zacharias says.

"Since state officials insist they have no funds to help us through this crisis, we frankly have no choice about making cuts. The only questions are where and how," Zacharias' memo said.

"This cut is going to cause the elimination of positions and the dismissal of some personnel."

During an interview Wednesday, Zacharias said the public perception is that there are areas of waste within the university and that the financial crisis is exaggerated. He said that is not the case.

"We all know and feel our operation has been economical," Zacharias said, noting that Western has one of the lowest cost-per-student averages in the state system. "There are very few frills compared with institutions in other states."

In order to accommodate the budget cuts implemented last fall and decreases projected for this year, Zacharias has instructed administrators to conduct a review of all programs and services in the university.

A tuition increase between 15 and 25 percent expected to be approved by the Council on Higher Education in February will help offset the budget cuts, but will have minimal benefits,
Each unit of the university will be analyzed to determine the impact of budget reductions. Plans will be drafted to determine how operations can be consolidated, revised or eliminated to achieve maximum efficiency.

"In any problem situation the first element is to find exactly what the problem is and its various dimensions. At some point there needs to be a fair and objective analysis of all issues and try to agree on the best alternatives."

Attempting to determine viability of each program is a complex and controversial process, with benefits of academic programs weighed against other university services, Zacharias said. For example, when a vacancy occurred recently in the university's security department, administrators recommended another person be hired because adequate security is vital to Western. However, that position is one that will remain vacant.

"We could not hire a new security officer if it meant not hiring a faculty member. Our academic mission is paramount in the total university effort. To operate a university of this size there are numerous indispensable areas."

The most significant effect of the budget reductions is that faculty members are leaving Western for comparable positions at higher salaries at institutions in other states, according to Zacharias.

"It's obvious to me many faculty are accepting offers to other states where institutions are offering more money," he said.

He cited a faculty member who notified the administration Tuesday that he has accepted a professor position in another state at a salary increase of $9,000 annually.

The bottom line on the budget cutbacks is for state government and the Council on Higher Education to explore all alternatives fairly and objectively, Zacharias said.

Like Western, other state universities need to review all programs and services and determine priorities that must be retained despite budget cutbacks, according to Zacharias. He said there should also be a thorough review of the operations and funding of each university and development of clearly defined policies that utilize current investments in areas of personnel and facilities.

Zacharias said his concerns over the budget crisis and lack of understanding of the magnitude of the problem are shared by presidents of other state institutions. Western's president said his outspoken comments on the subject during the past month have not been an intentioned attempt to make him, spokesman for all universities but are a result of a need to disseminate accurate information.
Gov. Brown's messenger misses the point

Criticisms by President Donald Zacharias of state financing of higher education have provoked a rebuttal from Frankfort—finally.

In a letter written Jan. 21 by James D. King, secretary of Gov. Brown's cabinet, Zacharias is criticized for a "glaring omission" in his interpretation of the state's economic condition. "While all of us can espouse grandiose goals, there must be revenue in the treasury to pay the bills," the letter said. "There is a glaring omission in your address about the serious economic condition that has resulted in a revenue shortfall that has affected all state agencies."

True, all of state government has felt the pinch of the revenue shortfall since the state ordered a $114 million reduction in general fund spending last fall. And the situation isn't getting any better.

The Department of Revenue has estimated a $185 million drop in revenue for the state's 1981-82 budget—$71 million more than was anticipated. Here again, higher education will have to absorb part of the shortfall.

But it seems that King missed the point. Zacharias' criticisms of the budget cuts—voiced before the Bowling Green-Warren County Chamber of Commerce Jan. 8—didn't ignore the reasoning behind the cuts. The crux of his attack was—and continues to be—the unfair distribution of the higher education funds.

In his speech, Zacharias said it costs less to educate students at Western that at any other state university. He believes this qualifies Western for a bigger, not smaller, share of state money.

"It's difficult to find a way to get them to take efficiency into serious account, rather than being penalized for it, ignored or just given a pat on the back," he said.

And that perhaps is the greatest irony of all. It was Brown who campaigned on the theme that the state must be run as a business when a business is run efficiently it is rewarded—not penalized.

Zacharias quoted figures from the Council on Higher Education showing that Western awarded 16.2 percent of all degrees granted by public universities in Kentucky in 1979-80. Yet Western received only 8.7 percent of the state's allocation to higher education.

The University of Kentucky awarded 24.3 percent of all degrees but received 40.5 percent of the state's higher education funds, he said, while the University of Louisville awarded 18.8 percent of the degrees and received 21.5 percent of the total appropriation.

"If you have heard those figures before, then you had to calculate them yourself, because the big city media in Louisville and Lexington are not likely to discover them," he said.

Indeed, it seems that Zacharias' efforts are being misunderstood or even worse—ignored. The Courier-Journal didn't acknowledge his attack on the unequal higher education financing until his comments were rebutted in King's letter. And although the article quoted his speech—20 days later—extensively, there was no mention of the figures he used concerning the number of degrees awarded versus the percentage of higher education spending.

"The budget crunch was not created in Frankfort, but the responsibility rests with the governor to make the necessary cuts in spending to assure a balanced budget," King's letter said.

No one's arguing with that. But unless the real intentions of Zacharias' attack—the imbalance of the state's financing of higher education—aren't seriously evaluated, unequal financing of the state's universities will continue.

It's commendable that Zacharias has spoken out against what he feels is an unfair situation. Now maybe it's time to hear from the other university presidents who feel the same way.
Cabinet secretary points out ‘glaring omission’

WKU chief’s criticism of state cuts prompts rebuttal

By RICHARD WILSON  
Courier-Journal Staff Writer

FRANKFORT, Ky. — A university president’s criticism of state budget cuts for higher education has provoked a rebuttal from a top official in the Brown administration.

James O. King, secretary of the governor’s Cabinet, told Western Kentucky University President Donald Zacharias in a lengthy letter that his Jan. 8 comments to a Bowling Green audience contained a “glaring omission” concerning the state’s economic condition.

“While all of us can espouse grandiose goals, there must be revenue in the treasury to pay the bills. There is a glaring omission in your address about the serious economic condition that has resulted in a revenue shortfall that has affected all state agencies,” King said in the letter, written Jan. 21.

Zacharias said last night that he could not comment on King’s letter because he had not yet received it. King released a copy of the letter to this reporter upon request.

Zacharias said that some people may have interpreted his speech as a personal disagreement with the governor. But he said that was not true.

“I think he is very conscious about having a strong economic base in the state. The key point I was trying to make in the speech,” Zacharias said, “is that universities have much to offer in the way of helping the governor and his administration in achieving economic progress.”

“I feel that the universities have not yet been called upon directly to participate in a partnership with the current goals of the administration,” Zacharias’ earlier remarks were made at the annual banquet of the Bowling Green-Warren County Chamber of Commerce. He also outlined WKU’s economic impact on the community and asked the business leaders for their continued support.

“Ladies and gentlemen, it grieves me to say this: I have never seen higher education so underfunded and underappreciated as it is in our state today,” Zacharias said.

The WKU chief acknowledged the state’s fiscal crisis and said that if WKU were a business it would be filing bankruptcy papers or seeking a new partnership.

“Higher education and its personnel have become the new orphans of Kentucky,” he said.

State expenditures for higher education, Zacharias said, should be considered an investment, not an expense. He said the state benefits directly from graduates’ knowledge, increased earnings and leadership.

The attitude of unnamed “decision-makers” is another problem confronting WKU, Zacharias said.

“To them Bowling Green and Western are forgotten territories. Most of our alumni and other friends do not yet know how serious the current threat is to the university’s well-being and the Western they love,” Zacharias said.

He also said that WKU’s accomplishments qualified it for more state funds, not less. If more budget cuts are ordered by the state, Zacharias said he would request that none be mandated for WKU.

He also said the public is unaware of the successes of WKU and the state’s other universities. The quality of the schools’ graduates and the impact of the campuses on the state’s economy also often go unnoticed, he said.

“I accept my responsibility in changing that situation and hope that the Council on Higher Education staff will look for ways to be a stronger advocate of public education,” he said.

In his letter, King told Zacharias that he understood his frustration, which is also being felt by the heads of other state agencies.

“The state ordered a $114 million reduction in General Fund spending last fall because of a revenue shortfall. Higher education’s share of the cut was nearly $30 million, including $2.2 million from WKU’s budget.”

But King said that the only other alternative to the cuts was a tax increase, which he said Brown refuses to propose in the present economic climate.

He noted that more than 80 percent of the state’s budget goes to three areas — elementary and secondary education, higher education and human resources. To exempt higher education from the cuts, King said, would put an unfair burden on other areas of government.

King said he would request that no one be asked to share in the burden created by the reductions, but he said an adverse role would not help higher education.

“The budget crunch was not created in Frankfort, but the responsibility rests with the governor to make the necessary cuts in spending to assure a balanced budget,” King said.

He also said that the state’s revenue picture for the next fiscal year, which begins July 1, appears bleak, and that heavier budget cuts than were suffered this year will probably be necessary.

“Higher education will again be asked to share in the burden created by the reductions, but I can assure you that it will be fair among the institutions of higher education and among all agencies of state government,”

King said.

But Brown administration officials and members of the Council on Higher Education staff said today that the governor is considering higher education a priority in the last legislative session and had provided major budget increases to make campus salaries more competitive.

“I am sure you are personally cognizant of the state or our economy. And to imply that state universities are undervalued solely on the basis of reductions caused by shortfalls in revenue is an overstatement of fact, as is your statement,” King said.

King complimented Zacharias, WKU’s president since mid-1979, for his leadership of WKU and his defense of it. But he said an adversarial role would not help higher education.

“The budget crunch was not created in Frankfort, but the responsibility rests with the governor to make the necessary cuts in spending to assure a balanced budget,” King said.

He also said that the state’s revenue picture for the next fiscal year, which begins July 1, appears bleak, and that heavier budget cuts than were suffered this year will probably be necessary.

“Higher education will again be asked to share in the burden created by the reductions, but I can assure you that it will be fair among the institutions of higher education and among all agencies of state government,”
Letter to the editor

The correct signatures of communications appearing in this column must be printed in all instances. Letters must be brief, not exceeding 200 words and must avoid defamatory or abusive statements. The Daily News reserves the right to condense any communication considered too lengthy and to limit the number of letters on any subject. Publication does not imply approval of the Park City Daily News.

Zacharias commended

Editor, Daily News:

Western Kentucky University President Zacharias should be commended for his recent comments on Kentucky higher education and, more specifically, the Brown Administration's unequal treatment of the state's universities. It is particularly apparent in Frankfort that the Council on Higher Education fully intends to maintain and promote the University of Kentucky's superiority at the expense of the other state universities. The term "regional" university is becoming more and more prevalent.

The Brown Administration's appointees—a disproportionate number of which are Lexington and Louisville natives—frequently allude to the "University of Kentucky, the University of Louisville and the regional universities" as if speaking of the primary and then the secondary institutions.

Indeed, in state government a degree from Western in not considered equivalent to a degree from U.K. The majority of persons in positions of authority in state government are Frankfort-Lexington area natives with U.K. ties and when a state contract for university services is being awarded, U.K. and U.L. are given the nod over the other schools in an overwhelming percentage of cases.

The Central Kentucky area from Louisville east of Lexington is considered by most in Frankfort including Gov. Brown and many policymakers to be the prime area of the state as far as rapidity of growth and desirability of living conditions are concerned. Many persons in Frankfort view the Western Kentucky area from Owensboro to Paducah to Bowling Green as being primarily rural and lagging behind in education and progress. Unfortunately, WKU is likewise lumped into this category.

Only recently has U.L. begun to gain prominence as a possible equal to U.K. and, unfortunately, this may be due in part to the recent success of its basketball team rather than to academic considerations. As we all know, Kentucky's priorities have always been misguided. Athletic expertise is a must and perhaps a good education can be thrown in for good measure if funds are available (and if WKU persists in a dying athletic league, even this bit of state pride will escape us). I would encourage all WKU alumni to begin a letter-writing campaign to our state legislators and the administration in Frankfort in an effort to prevent further funding cuts and deterioration of WKU's status.

President Zacharias "knows whereof he speaks."

Susan Stinson-Harmon
101 Furrow Lane
Frankfort, Ky.
WKU President Zacharias outlines impact of state's budget reduction

Armed with statistics in a candid address keynoting the 1981 Annual Dinner of the Bowling Green-Warren County Chamber of Commerce, Western President Donald W. Zacharias outlined the impact of Kentucky's mandated budget reduction on Western Kentucky University.

"I have never seen higher education so underfunded and underappreciated as it is in our state," Western's President said before some 500 community leaders in the Garrett Ballroom January 8.

His remarks were aimed at the state administration which leveled some of the largest financial blows upon higher education in Kentucky, and Dr. Zacharias asked Chamber members for a partnership in showing what Western means to the community and the state.

"If we were a business, Western would be filing bankruptcy papers or looking for a new partnership. Compared to the University, Chrysler Motors is a thriving business with enough profits to buy Japan," said WKU's President.

"The state leadership, I realize, is struggling with a crisis, but they have been overly cautious about conferring with any of us. It is as though they are playing a game of 'let's pretend','" he said.

Zacharias said some of the tactics used in the game include pretending the "universities are fat with resources and are overfunded ... you can dismiss personnel with 15 to 20 years of experience ... the public does not really like universities and would just as soon they were closed ... that there is really only one university in the state, and it is located in Lexington ... that the people at the state's comprehensive universities are incapable of recognizing when they are being robbed of their resources." Western's President attacked the label of "regional university" which has been traditionally used to describe the state's public universities other than Kentucky and Louisville.

Citing Council on Higher Education figures, Zacharias said Western awarded 16.2 percent of all degrees granted by the state's public universities last year.

"And yet we received only 8.7 percent of the state's allocation for higher education," he said. Zacharias said the University of Kentucky awarded 24.3 percent of all degrees but received 40.5 percent. The University of Louisville awarded 11.8 percent and received 21.5 percent of the state's total appropriations, he said. Put another way, this meant UK and UL "awarded 43.1 percent of all degrees but got 62 percent of all funds," he said.

Zacharias said he didn't want to level criticism at the two schools which contain the state's professional schools and which are attended by Western graduates, but in weighing the balance, pointed out that if the law, medical and doctoral degrees from the state count were deleted, "Western is second only to the University of Kentucky in the total number of degrees it granted last year," he said.

"Most of our alumni and other friends do not yet now how serious the current threat is to the University's well-being and the Western they love," said Zacharias, adding, "they have to be informed."

Western's budget was severed by $2.2 million this year and Zacharias said reports are next year's will be cut by another $987,600.

"When the next cut comes, I am going to request that we be spared from the hatchet on the grounds that it already costs less to educate a student at Western than any other university in the state by any system of calculation you want to use," he said.

Zacharias said that last fall the University had more total teaching hours than ever before, had an increase of 6 percent in freshmen and had more students wanting to attend Western than ever in its history. And he told his audience of mostly business executives that WKU makes a significant impact upon the community's economy.

Using the Research Department of Associated Industries of Kentucky's Approach, Zacharias said Western's employment of nearly 1600 personnel has meant "at least a $34.5 million increase in annual income, $13.1 million more in bank deposits, $4.0 million more in assorted expenditures and $17.7 million more in retail sales per year."

If students spent $3 per day, that would mean $32,343 per day and $970,000 per month for the community, Zacharias said. Also, "Society benefits directly from a graduate's knowledge," he said.

"Despite the popular statements about decline in numbers that has been predicted for years, it has not yet hit us," said Zacharias.

"In fact, Kentucky has some unique opportunities if it will only use its resources wisely," he said, citing that the state ranks among the lowest nationally among high school graduates attending college.

"In spite of a tremendous investment in elementary and secondary education, only 40 percent of our graduates attend college. In most states, the figure is around 60 percent," he said.

"We believe that Western is in a position to carry a major responsibility in changing those figures," he said, concluding, "Obviously, our work in developing the human potential in this state is far from over."
Official defends WKU fund cuts

By STEWART JENNISON
Messenger-Inquirer

Complaints by the president of Western Kentucky University about funding cuts have been termed simplistic and superficial by a state higher education official.

In a speech last week, Western President Donald Zacharias told Bowling Green business leaders that funding for his university is sadly disproportionate to the University of Kentucky.

Responding Thursday to the content and public nature of Zacharias' complaints, Harry M. Snyder, executive director of the Kentucky Council on Higher Education, said, "I don't really blame Don for speaking out and attempting to aid Western's interests. But I would have expected him not to take a simplistic approach to the figures and draw that sort of superficial conclusion from the data."

In a keynote address before the annual dinner of the Bowling Green-Warren County Chamber of Commerce Jan. 8, Zacharias said Western awarded over 16 percent of all degrees granted by the state's public universities last year, yet received only 8.7 percent of the state's allocation for higher education.

Zacharias said the University of Kentucky awarded 24.3 percent of all degrees, but received 40.5 percent of funding, while the University of Louisville awarded 18.8 percent of the degrees and received 21.5 percent of total appropriations.

Not counting degrees for law, medicine and doctoral level work, Western is second only to the University of Kentucky in the total number of degrees granted last year, Zacharias said.

Western's budget was cut by $2 million this year, and there are signs another $987,600 may be cut next year, he said.

"When the next cut comes, I am going to request that we be spared from the hatchet on the grounds that it already costs less to educate a student at Western than any other university in the state — by any system of calculation you want to use," Zacharias said.

After receiving a report of the speech Thursday, Snyder said all university presidents were complaining about budget cuts, "but that's perhaps the first speech I've heard from any of them that takes that approach."

Snyder is executive for the council that makes recommendations on biennial funding to the governor and the General Assembly. Most budgets were cut as part of an austerity program affecting most aspects of state government.

Snyder said Zacharias' conclusions were superficial because all funds allocated to universities are not directly related to the number of degrees awarded.

As examples, Snyder listed monies for the University of Louisville hospital, an animal diagnostic center at Murray State University, "the new university farm center at Western, the university lab school at Western, and the three-quarters of a million dollars Western spends on intercollegiate athletics."

Snyder said, "It doesn't serve anybody very well, including Western, to complain that U.K. gets more money than they do because none of our institutions gets enough and it's not going to help any institution to get somebody else's share."

Zacharias could not be reached for subsequent comment Thursday. However, Paul Cook, Western's budget director, said earlier in the day that reaction in Bowling Green to Zacharias' comments have been favorable.

"We're not trying to argue against other institutions," Cook said. "We're just saying what other councils have said — that we're doing more with fewer state dollars."

Asked if Western was trying to rally public opinion as a means of heading off further budget cuts, Cook said, "There are a lot of ways to present your case. This is one of the more public ways."

Western has the largest payroll of any employer in Warren County, Cook said and has a strong "town-gown relationship" with the community and business leaders.

At the chamber of commerce dinner, Zacharias asked members for a stronger partnership in promoting what the university means to the community and state.
Academic Council to review 42-hour rule

By ROBERT CARTER

In a meeting this afternoon, Academic Council will consider a proposal to reduce the number of upper-level hours required of students who enrolled after Jan. 1, 1979. If approved by the council and the Board of Regents, the rule would permit those students to graduate with 42 hours of upper-level (300-level courses and higher) hours, instead of the 54 now required.

The measure was first read to the council at its December meeting; upon today's second reading and discussion, the council will vote.

When the regents approved the rule last year, problems occurred for many majors in Ogden College departments, sometimes making it impossible for them to complete their degree programs in four years. Exemptions were granted later for those departments, lowering the requirement to 42 hours for majors and from 49 to 42 hours for various areas of concentration.

The proposal would not change the requirement for students who enrolled before 1979. They need only 32 upper-level hours for graduation.

The Board of Regents made this exception after assistant attorney general Carl T. Miller said a statement in Western's 1977 catalog that read "a minimum of 32 semester-hours must be completed in senior-level courses" might constitute a legal contract between the students and the university.

When the regents approved the 54-hour rule in April 1978, it included all students who would graduate after 1980. Students who needed exemptions had to have the approval of the Academic Council's credits and graduation committee.

A story in the Feb. 26, 1980, Herald stated that most university in Kentucky to require this many upper-level hours. The University of Louisville is next, with 50 upper-level hours required; other schools require as few as 40 hours. Western formerly required 43 hours of courses numbered 300 and higher, but the requirement was changed to 32 hours in 1974.

This afternoon's meeting starts at 3:10 in Garrett Conference Center, room 204.
Zacharias cited CHE figures that showed Western awarded 16.2 percent of all degrees granted by Kentucky's eight public universities in 1979-80.

At the same time, Zacharias said Western received only 5.7 percent of the state's allocation to higher education. The University of Kentucky awarded 24.3 percent of all degrees but received 40.5 percent of the state's appropriated dollars.

The University of Louisville was awarded 18.8 percent of the degrees and received 21.5 percent of the total appropriation, Zacharias said.

As a member of the board of regents, Campbell said he does not like to see Western's budget cut; however, he added that every university is going to have to be examined in terms of the cost per student and which institutions operate most efficiently.

"Brown appreciates efficiency," Campbell said. Referring to Western's low per student cost, he said, "I have a feeling that that's the kind of thing that appeals to him" (the governor).

Campbell said the governor has been very "high on Zacharias," and the governor "felt like he was extremely competent and capable."

"Brown is a solid businessman, not a petty politician," Campbell said. "He is not going to get even." Campbell pointed out that "Zacharias can talk to Brown whenever he wants to. It seems to me Brown would have been more receptive had it been done face-to-face as opposed to him (Brown) reading about it in the newspaper."

Campbell said he has not talked to the governor about Zacharias' comments, but he said he will be talking to him in the future.

Meanwhile, Zacharias said Saturday private discussions had been held with representatives of the state administration, but very little had come out of those meetings.

He said that the governor, Dr. Harry Largen, WKU business affairs vice president, and Dr. Paul Cook, WKU budget director, met this fall with a representative of the governor's office, a representative of the state Department of Finance and a representative of CHE.

They said they told the three representatives that the budget cut was going to be very difficult for the university to absorb and were told there was insufficient money in Western's budget to absorb the cut.

"Essentially, they said this was the way it was going to be. There were no more funds," Zacharias said.

Zacharias said he had talked with Brown earlier about a variety of things, including the removal of the college presidents from CHE.

Zacharias said it "would have been better if the college presidents had had a chance to stay on the council."

With the recent budget cuts, the governor made it clear the only thing he wanted to do was operate through CHE, Zacharias said.

He said he believed both the "gover-
Zacharias' criticisms finally get response

By CYNDI MITCHELL

The president's voice is finally being heard.

Four days after President Donald Zacharias told the Bowling Green-Warren County Chamber of Commerce in a speech Jan. 8 he had "never seen higher education so underfunded and underappreciated in the state," Gov. John Y. Brown's press secretary Frank Ashley said he "had no knowledge of the speech."

But Tuesday, Zacharias received a response from Brown's cabinet secretary, James O. King, saying there was a "glaring omission" in Zacharias' comments.

"While all of us can espouse grandiose goals, there must be revenue in the treasury to pay the bills. There is a glaring omission in your address about the serious economic condition that has resulted in a revenue shortfall that has affected all state agencies," King's letter said.

"I am sure you are personally cognizant of the state of our economy. And to imply that state universities are underappreciated solely on the basis of reductions caused by shortfall of revenue is an overstatement of fact, as is your statement," King said.

Higher education absorbed $30 million of a $114 million reduction Brown ordered last fall because of inaccurate revenue estimates.

Zacharias also used Council on Higher Education figures in his speech saying Western granted 16.2 percent of all degrees awarded by state universities, yet received 8.7 percent of state higher education money. He said Western's "accomplishments qualify it for more, not less state funds."

But Zacharias said King's letter also expressed understanding of state agencies' frustration in dealing with the cuts, but that the state's only alternative was increasing taxes.

"It (King's response) is appropriate, and I appreciate his reaction," Zacharias said.

"It indicates there will be a
ZACHARIAS fights for "fair" financial treatment for Western Kentucky University. In a fiery speech before the Chamber of Commerce, the Western president said, "If we were a business, Western would be filing bankruptcy papers or looking for a new partnership." He also discussed the $2 million additional budget cut anticipated in 1981-82, and what Western means to the community in dollars and cents. Unlike the typical university administrator, it looks like Zacharias has the "courage" to fight for his convictions.
At an annual awards presentation at Western Kentucky University recently, at least four Logan Countians were among the approximately 200 students who received awards for excellence in academics, service, and athletics during the 1980-81 school year, which has now ended. In each of the above pictures, Western president Donald W. Zacharius is in the center. At left, Patricia Darlene Rhoades receives the William R. Walls, Jr. Memorial Award sponsored by the Delta Epsilon Chapter of Pi Delta Phi Honor Society (an organization for French majors) from Dr. James Babcock of the Department of Foreign Languages. Mrs. Rhoades will graduate this summer and will return to the university for graduate work in the fall on an assistantship. She is the wife of John Rhoads of Russellville, the mother of Travis and Kerry Rhoads, the daughter of Mrs. Joe Yasney of Russellville and the late Sgt. John H. Gfeller, and the granddaughter of Mr. and Mrs. Marvin Gfeller of Abilene, Kansas. Left center, Darlene Berry, a mathematics major, received the Pi Mu Epsilon Mathematics and Computer Science Award from Dr. Robert Bueker of the math department. She is the daughter of Mr. and Mrs. Jewel Berry of Russellville. Right center, Mary Marlene Miller, an exceptional children education major, received the Shawn Lindsey Yokurka Memorial Scholarship Award for Excellence in Teaching Potential and the Airidge and Burton Goodman Downing Scholarship Award in Elementary Education from Professor George W. Downing of the Department of Mathematics and Computer Science. She is the daughter of William Miller of Russellville. At right, Brittie Cundiff Cole, a German and English major from Logan County, received the F. C. Grace Award for Excellence in Scholarship from Dr. Babcock. Mrs. Cole is the daughter of Mr. and Mrs. Brittie Cundiff of Madison, Tenn.
WKU Head Blasts Lack Of Funding

BOULING GREEN, Ky. (AP) — If Western Kentucky University were a business it would be filing bankruptcy papers or looking for a new partnership says Dr. Donald Zacharias, president of the school.

Zacharias took advantage of the presence of State Finance Secretary George Atkins and several state legislators at a Chamber of Commerce dinner Thursday night to blast what he said is the underfunding and lack of appreciation for higher education in Kentucky.

Referring to a $2.2 million budget reduction for Western for the 1980-81 school year and an anticipated $987,600 reduction for 1981-82, Zacharias said state government seems to be "playing a deadly game of let's pretend:

- "Let's pretend that the universities are fat with resources and overfunded.
- "Let's pretend that you can dismiss university personnel with 15 to 20 years of experience, and they and their families won't feel it.
- "Let's pretend that the public does not really like universities, and would just as soon they were closed.
- "Let's pretend that there is really only one university in the state and it is located in Lexington.
- "Let's pretend that the people at the state's comprehensive universities, called regional universities by those who are fond of categories, are incapable of recognizing when they are being robbed of their resources," he said.

"When the next cut comes, I am going to request that we be spared from the hatchet on the grounds that it already costs less to educate the student at Western than at any other university in the state by any system of calculation you want to use," Zacharias said.

He quoted Council on Higher Education Figures indicating that Western awarded 16.2 percent of all degrees granted by the state's eight public universities in 1979-80, but received only 8.7 percent of state funds for higher education.

"The University of Kentucky awarded 24.3 percent of all degrees but received 40.5 percent of the state's appropriated dollars," he said.

Zacharias said Atkins' presence in the audience of about 500 "will save me the trouble of sending them a copy of the speech."

Atkins said later, "I have no argument at all with what Dr. Zacharias' point is ... He is doing exactly what a president of Western should do — he is fighting for his university."

Let's Pretend

Zacharias says WKU in trouble

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FOR IMMEDIATE RELEASE
October 16, 1980

Bowling Green, Ky.--Western Kentucky University's President Donald W. Zacharias will be the keynote speaker before a joint meeting of the Kentucky Community Education Association and the Kentucky Association for Continuing Education in Owensboro Thursday, Oct. 23.

Dr. Zacharias will speak at the 1:30 p.m. opening session at the Executive Inn.

The two associations represent approximately 400 persons involved in programs and activities of community and adult education.

The theme of this year's conference is "Education in the 80s -- Opportunities and Challenges."

President of the organization is Dr. Donald C. Butler, director of adult and community education at Western.

-30-

Zacharias

SC/jr
WKU deserves area's support

Western Kentucky University's president, Dr. Donald W. Zacharias, has made a strong case for more qualified funding of Kentucky's public universities.

Speaking at the annual dinner meeting of the Bowling Green-Warren County Chamber of Commerce, Dr. Zacharias cited figures which show that the University of Kentucky is getting the lion's share of the funds Kentucky is appropriating for higher education while Western is receiving far less than its fair share.

The inequity is apparent in a comparison of funds appropriated for various state universities and the number of degrees which each awards. Figures compiled by the Council on Higher Education reveal that in 1979-80 Western awarded 16.2 percent of the degrees conferred by Kentucky's eight state-supported universities, while receiving only 8.7 percent of the funds allocated to their support.

Meanwhile, the University of Kentucky was receiving 40.5 percent of available funds while awarding 24.3 percent of all degrees.

The Lexington university of course has law and medical schools and, unlike Western, awards doctoral degrees. But even so, the council figures show that the University of Louisville, which also has medical and law schools and which awards doctoral degrees, received 21.5 percent of available money while awarding 18.8 percent of the degrees.

Granted, the University of Kentucky's mission in Kentucky is unique in some respects, but that hardly seems basis for the huge disparity in state support which the council's figures show.

A more likely reason U.K. fared so well while Western and some other state universities were placed on tight budgets is that supporters of the Lexington institution did a better job of persuading the Council on Higher Educa-
'Tactical error,' says Campbell

Zacharias may have upset Brown

By JIM HIGHLAND
Daily News Special Writer

The Bowling Green attorney who represents Gov. John Y. Brown in Warren County believes Western Kentucky University President Donald Zacharias may have made a tactical error when he lashed out at the state administration over WKU budget cuts.

Joe Bill Campbell, also a member of the WKU Board of Regents, said he is confident the governor "doesn't appreciate Dr. Zacharias' comments" and "doesn't feel they are justified when you look at the whole picture."

Campbell said he is sure those in the Brown administration "don't appreciate at all the public comments," and Campbell said he personally would rather have seen the WKU president sit down with Brown and talk to the governor about the problems.

At the same time, Campbell said he understands that Zacharias is "doing what he feels like he has to do for Western."

The governor, however, has to be concerned with all state agencies, Campbell said. The governor has people in all state agencies yelling at him, and he has to look at everything in perspective, Campbell said.

He said there is a "great segment" of the public that doesn't have an appreciation for higher education, and the governor has to take that into consideration.

"A tax increase in a time of recession is not something the public will stand for," he said.

In a speech during the annual Chamber of Commerce dinner, Zacharias cited CHE figures that showed Western awarded 16.2 percent of all degrees granted by Kentucky's eight public universities in 1979-80.

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Continued On Page 5-A
Column 1, This Section
Western received only 8.7 percent of the state's allocation to higher education. The University of Kentucky awarded 24.3 percent of all degrees but received 40.5 percent of the state's appropriated dollars. The University of Louisville was awarded 18.8 percent of the degrees and received 21.5 percent of the total appropriation, Zacharias said.

As a member of the board of regents, Campbell said he does not like to see Western's budget cut; however, he added that every university is going to have to be examined in terms of the cost per student and which institutions operate most efficiently.

"Brown appreciates efficiency," Campbell said. Referring to Western's low per student cost, he said, "I have a feeling that that's the kind of thing that appeals to him." (the governor).

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"Brown is a solid businessman, not a petty politician," Campbell said. "He is not going to get even."

Campbell pointed out that "Zacharias can talk to Brown whenever he wants to. It seems to me Brown would have been more receptive if it been done face-to-face opposed to him (Brown) reading about it in the newspaper."

Campbell said he has not talked to the governor about Zacharias' comments, but he said he will be talking to him in the future.

Meanwhile, Zacharias said Saturday private discussions had been held with representatives of the state administration, but very little had come out of those meetings.

He said that he, Harry Largen, WKU business affairs vice president, and Dr. Paul Cook, WKU budget director, met this fall with a representative of the governor's office, a representative of the state Department of Finance and a representative of CHE.

He said they told the three representatives that the budget cut was going to be very difficult for the university to absorb and were told there was sufficient fat in Western's budget to absorb the cut.

"Essentially, they said this was the way it was going to be. There were no more funds," Zacharias said.

Zacharias said he had talked with Brown earlier about a variety of things, including the removal of the college presidents from CHE.

Zacharias said they "would have been better if the college presidents had had a chance to stay on the council."

With the recent budget cuts, the governor made it clear the only thing he wanted to do was operate through CHE, Zacharias said.

He said he believed both the "gover­nor and CHE could make themselves more available to the college presidents."

On a more positive note, Zacharias said he received a letter Friday from Bill McCann, CHE chairman, who said he "would be willing to meet with university presidents and talk about the problems the universities have."

The presidents are slated to present their views to CHE during its Feb. 10 meeting.

Zacharias said he recognizes the state has major financial difficulties, but he said he believes Western took more than its share of the cut.

The WKU president said the governor pays little attention to him on "major matters," and there's "not much reason to think he would recognize our financial situation as being unique."

However, Zacharias has proposed the appointment of 75 persons, those not associated with the university, to examine WKU's mission statement.

He suggested that perhaps these people and others explaining to Brown the situation might get him to change his mind.

In the meantime, two legislative subcommittees functioning as a joint interim committee will be on the university campus this week for a meeting that could be crucial to the university.

Members of the higher education subcommittees of the Education Committee and the Appropriations and Revenue Committee will visit the WKU campus for a meeting at 10 a.m. Tuesday.

Committee members will be assessing the impact of budget cuts on the campus and will be examining Western's budgetary needs for the 1982 fiscal year.

Zacharias said as he understands the format for the meeting, he will be making a presentation, and the committee members will be asking questions. Whether other individuals attending the meeting will be allowed to make statements is uncertain. However, the meeting is open to the public.

Earlier this week, Frank Ashley, the governor's press secretary, told Western Kentucky University's student newspaper, The College Heights Herald, that he had heard nothing about Zacharias' speech.

And Harry Snyder, CHE executive director, said he feels there is no valid basis for comparison of regional institutions and research institutions (UK and U of L.)

"If Western wants equal funding, would they be willing to take the funding the community colleges get?" Snyder asked a reporter for the university newspaper.

Snyder also denied knowledge of Zacharias' speech...
The Faculty Senate passed a resolution Thursday supporting President Donald Zacharias' efforts to obtain state money.

The resolution, written by the executive committee, was the group's first written support of the president's approach to budget problems since Zacharias addressed the senate last month.

The resolution states that the Faculty Senate stands behind the president's efforts to improve attitudes toward higher education in general and specifically at Western.

A motion was passed to send the resolution to the state Council on Higher Education, the chairmen of appropriate legislative committees, Zacharias and the Board of Regents.

"Our purpose is to help, not hinder, the president," Pat Bowen, senate vice chairman, said. "Most of us support the president individually and vocally, but I think it is important for us to back his efforts as a united group in the form of a resolution."

The senate plans to act upon its pledge of support once the state budget is announced and Western's financial situation is final, Mrs. Bowen said.

The senate reviewed a faculty rank and promotion document proposed by Dr. James Davis, vice president of academic affairs, and the Council of Academic Deans. Zacharias sent the proposal to the senate for evaluation and said he would not review it until the senate submits a report.

The document proposes changes in the criteria and procedure for rank and promotion of faculty members. The current policy is being used as the starting point for revisions.
WKU chief’s criticism of state cuts prompts rebuttal

By RICHARD WILSON
Courier-Journal Staff Writer

FRANKFORT, Ky. — A university president’s criticism of state budget cuts for higher education has provoked a rebuttal from a top official in the Brown administration.

James O. King, secretary of the governor’s Cabinet, told Western Kentucky University President Donald Zacharias in a lengthy letter that his Jan. 8 comments to a Bowling Green audience contained a “glaring omission” concerning the state’s economic condition.

“While all of us can espouse grandiose goals, there must be revenue in the treasury to pay the bills. There is a glaring omission in your address about the serious economic condition that has resulted in a revenue shortfall that has affected all state agencies,” King said in the letter, written Jan. 21.

Zacharias said last night that he could not comment on King’s letter because he had not yet received it. (King released a copy of the letter to this reporter upon request.)

Zacharias said that some people may have interpreted his speech as a personal disagreement with the governor. But he said that was not true.

“I think he is very conscious about having a strong economic base in the state. The key point I was trying to make in the speech,” Zacharias said, “is that universities have much to offer in the way of helping the governor and his administration in achieving economic progress.”

“I feel that the universities have not yet been called upon directly to participate in a partnership with the current goals of the administration,” Zacharias’ earlier remarks were made at the annual banquet of the Bowling Green-Warren County Chamber of Commerce. He also outlined WKU’s economic impact on the community and asked the business leaders for their continued support.

“Ladies and gentlemen, it grieves me to say this: I have never seen higher education so underfunded and undervalued as it is in our state today,” Zacharias said.

The WKU chief acknowledged the state’s fiscal crisis and said that if WKU were a business it would be filing bankruptcy papers or seeking a new partnership.

“Higher education and its personnel changing that situation and hope that the Council on Higher Education staff will look for ways to be a stronger advocate of public education,” he said.

In his letter, King told Zacharias that he understood his frustration, which is also being felt by the heads of other state agencies.

(The state ordered a $114 million reduction in General Fund spending last fall because of a revenue shortfall. Higher education’s share of the cut was nearly $30 million, including $2.2 million from WKU’s budget.)

But King said that the only other alternative to the cuts was a tax increase, which he said Brown refuses to propose in the present economic climate.

He noted that more than 80 percent of the state budget goes to three areas — elementary and secondary education, higher education and human resources. To exempt higher education from the cuts, King said, would put an unfair burden on other areas of government.

King said the Brown administration considered higher education a priority in the last legislative session and had provided major budget increases to make campus salaries more competitive.

“I am sure you are personally cognizant of the state or our economy. And to imply that state universities are underappreciated solely on the basis of reductions caused by shortfall of revenue is an overstatement of fact as is your statement,” King said.

King complimented Zacharias, WKU’s president since mid-1979, for his leadership of WKU and his defense of it. But he said an adversary role would not help higher education.

“The budget crunch was not created in Frankfort, but the responsibility rests with the governor to make the necessary cuts in spending to assure a balanced budget,” King said.

He also said that the state’s revenue picture for the next fiscal year, which begins July 1, appears bleak, and that heavier budget cuts than were suffered this year will probably be necessary.

“Higher education will again be asked to share in the burden created by the reductions, but I can assure you that it will be fair among the institutions of higher education and among all agencies of state government,” King said.
Back Zack

Student Rally For Higher Education

Where: Corner of 13th and College
When: Wednesday - Feb. 11, 1981
Time: Assemble at 3:30

The Spirit Makes The Master
You Make The Spirit!
BACK
ZACK