

Western Kentucky University

**TopSCHOLAR®**

---

WKU Archives Records

WKU Archives

---

11-19-1984

## UA11/1 On Campus

WKU Public Affairs

Follow this and additional works at: [https://digitalcommons.wku.edu/dlsc\\_ua\\_records](https://digitalcommons.wku.edu/dlsc_ua_records)



Part of the [Higher Education Administration Commons](#), [Journalism Studies Commons](#), [Mass Communication Commons](#), and the [Organizational Communication Commons](#)

---

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact [topscholar@wku.edu](mailto:topscholar@wku.edu).

# ON CAMPUS

WESTERN KENTUCKY UNIVERSITY  
ARCHIVES

Western Kentucky University

November 19, 1984

## NEW BUSINESS DEAN ANNOUNCES GOALS

Dr. Robert Hershbarger has been on the job as the new dean of the Bowling Green College of Business Administration since Nov. 1, and he's outlined some goals for his college.

At a campus Phi Beta Lambda meeting, he told students and faculty: "We must provide a very high quality of education for all the business students. Instruction must be current and relevant to their futures," said the former associate dean of Cleveland State University's College of Business Administration.

"Western should strive to develop a reputation as one of the top two colleges of business administration in the state," Dean Hershbarger said.

How WKU will accomplish these goals, he said, is to first work toward accreditation for all of the college's programs, strengthening both graduate and undergraduate programs, and "to find WKU a niche--something unique to WKU that can enhance our program," he said.

Recognition of faculty is important, Dr. Hershbarger said. "Faculty need to have creative academic pursuits, to present research papers as often as possible, then receive publication. "All of this will enhance their classroom instruction," Dean Hershbarger said.

Innovative teaching approaches will be pursued, he promised, such as more effective use of current resources, telecommunications and use of computers.

For the community, Dr. Hershbarger said WKU should help regional businesses solve their daily challenges. Another goal is to expand the college's development activity, and increase interaction with alumni.

"I'd like to see expanded feedback from old and very recent graduates," Dr. Hershbarger said.

And another goal: "to involve alumni in some lifelong learning opportunities. No longer can we assume people may stay with one company when they begin work. Western could provide re-education programs for alumni," the Dean said.

\*\*\*

(Over)

Contact: Sheila Conway, Editor

SURVEY SHOWS AMERICANS SUPPORT HIGHER EDUCATION

A survey of 1,005 adult Americans in October revealed people think college costs will be out of reach for the average citizen in the future, and that most who go to college will only be able to go with financial aid.

The survey was conducted by the Council for Advancement and Support of Education, the College Board and the American Association of Community and Junior Colleges. Here's what else they found out:

- \*Most surveyed (66.9 percent) believe the overall quality of higher education in the U.S. is good or excellent;
- \*Participants listed federal aid to higher education third on a priorities list, ranking aid for medical research and for the aged first and second;
- \*Americans are satisfied with what community and junior colleges are providing them in quality of instruction; two-year degrees are helpful in transferring to four-year institutions, they indicated;
- \*Respondents, by a 75.3-19.5 percent margin, favor retaining gifts to charities and to educational institutions as a deduction on federal income tax returns; and
- \*More than one-third of respondents, regardless of their levels of education, indicated intention to complete additional schooling in the near future.

\*\*\*

RODES-HELM FORUM TO DISCUSS TV PREACHERS

Dr. Jerry Cardwell, head of the sociology, anthropology and social work department, will discuss ideas from his new book, "Mass Media Christianity: Televangelism and the Great Commission," with Dr. Jeffrey K. Hadden, author and expert on religion in America, Thursday, Nov. 29 at 8 p.m. in Garrett Ballroom.

The two are sponsored by the Rodes-Helm Foundation, and their subject is "The Electronic Church."

Hadden is head of the University of Virginia's sociology department and has published books and monographs and nearly 50 articles on religion and society.

The Forum is free.

\*\*\*

(More)

GOV. COLLINS TALKS WITH CAMPUS LEADERS

Gov. Martha Layne Collins paid a surprise visit to WKU's eight Leadership Scholars last week during a seminar in the Regents Conference Room.

The Governor sought their suggestions on a variety of topics and encouraged the recipients of the University's largest scholarships to stay in Kentucky and use their talents in their state.

"We need your abilities as scholars and as leaders," she said.

Leadership scholars on campus this year are George Wayne Bush, Jeffrey Alan Felty, Kristie Lynn Foulke, Beverly Kay Kirk, Mitchell Shawn McKinney, William Dell Robertson, Cynthia Rhea Smith and Susan Marie Stockton.

\*\*\*

UNIVERSITY JOURNAL FEATURES HEALTH CARE

Dr. Edward N. Brandt Jr., assistant secretary for Health, U.S. Department of Health and Human Services, will be President Zacharias' guest on University Journal Monday, Nov. 26 at 8:30 p.m. (CDT) over stations in the Kentucky Educational Television Network.

The program's topic will be Health Care in America.

\*\*\*

'WE DID IT!' SAYS WKYU-FM

During its fundraising week, WKYU-FM not only reached, but exceeded its 1984 goal of \$25,000, reports Susan Westfall, station development director.

WKYU-FM is the campus radio public service, heard at 88.9.

\*\*\*

## **About Students**

---

Ralph Pearson, a sophomore from Greenville, Ky., will be WKU's first exchange student with Kansai University of Foreign Studies in Hirakata City, Japan.

Ralph will study for a year in Japan, and WKU will receive a student, as part of a student exchange agreement.

\*\*\*

(Over)

## About You

---

DIANE ALPERT, curator of the Kentucky Museum, has been elected western regional representative by the Kentucky Association of Museums, which is composed of museums and historical sites throughout Kentucky.

\*\*\*

KEN DYRSEN, counselor for special services, presented a workshop session entitled: "So you think you can empathize, huh?: What's it really like to have a disability?" at the Kentucky Association of Educational Opportunity Program Personnel's annual fall conference in Louisville, Oct. 17-19.

\*\*\*

DR. JAN GARRETT, assistant professor of philosophy, presented a paper on "Aristotle, MacIntyre, the Arts and Us" at the Fall meeting of the Kentucky Philosophical Association in Louisville Nov. 10.

\*\*\*

JOE GLASER, professor of English, has been named to the National Advisory Board for educational software of Holt, Rinehart and Winston.

\*\*\*

DR. BARRY GRIFFIN of the department of finance and management information systems, presented a paper, "Bolstering the Job Search: Comparing Needs and Availabilities," at the international meeting of the American Institute of Decision Sciences Nov.5-7, in Toronto, Canada.

\*\*\*

RILEY HANDY, head of the department of library special collections, has been elected vice-president of the Kentucky Association of Museums. The association is composed of museums and historical sites throughout Kentucky.

\*\*\*

(More)

"On Campus" - Page 5

CHARLES MEYER, assistant professor of English, was recently quoted in a column on the history of punctuation in The Chicago Tribune. After analyzing 75,000 words of edited modern written American English, Meyer said, "I was surprised how often the rules were broken or not known. It seems that, when in doubt, people use more commas."

\*\*\*

VICKY MIDDLESWARTH, assistant curator for education, Kentucky Museum, and DONNA PARKER, exhibits technician, have completed a two-year term as co-editor of K.A.M. News, quarterly newsletter of the Kentucky Association of Museums.

\*\*\*

VIRGINIA D. NEEL, department of library public services and librarian, science library, was named "Special Librarian of the Year 1984" by the special libraries section of the Kentucky Library Association at its annual meeting in Louisville.

\*\*\*

D. NEIL PETERIE, professor of art, has a prismacolor drawing, "Turf," on exhibit in the 37th Annual Mid-States Art Exhibition at the Evansville Museum of Arts and Science, through December 2. His entry was one of 74 selected out of 389 entrants. Peterie also won the Best of Show award for a charcoal drawing, "Okra," at the eighth annual Kentucky Art Education Association Exhibition at Pine Mountain State Resort Park.

\*\*\*

DR. ED WOLFE, of the department of finance and management information systems, published an article, "The Iowa Transfer System: An Update," in the fall issue of the Journal of Retail Banking.

\*\*\*

Next "On Campus": Monday, Dec. 3. Deadline: Monday, Nov. 26.

(Over)

## Etc.

---

THE CREDIT UNION will be closed Thursday and Friday, Nov. 22 and 23. Hours are 9-3 Monday-Wednesday. Need Christmas cash? See them for a low-cost loan.

\*\*\*

THE UNIVERSITY CENTER ART STUDIO is open Monday through Thursday from 4-8 p.m. Faculty, staff and their families, and WKU students with valid IDs will be given access to the facility.

The studio has membership in the American Crafts Council.

Questions concerning the art studio may be directed to Bennie Beach, Downing University Center, 2456.

\*\*\*

THE MUSEUM CONSIGNMENT SALES GALLERY opens in the Kentucky Museum Garden Gallery tomorrow.

The gallery, open to the public during normal hours of The Museum Store, will feature works produced in wood, metal, ceramic, textile, oil and watercolor. The fall selection includes works by Dr. D. Neil Peterie, William C. Weaver, Albert Y. Wong and John Warren Oakes, art faculty.

Museum store hours are 10 a.m. to 4 p.m. Tuesday through Saturday and 1 to 4:30 p.m. Sundays. The Museum is open 9:30 to 4 Tuesday through Saturday and 1-4:30 Sundays.

Call Diane Alpert, museum curator, 2592.

\*\*\*

THE OFFICE OF INTERNATIONAL STUDENT AFFAIRS has a selection of handcrafted international gifts for sale. These items (painted crosses from Guatemala, lacquered boxes from Thailand, Turkish knitted items, and more), available through Global Gifts, a marketing outlet for Third World handicraft cooperatives, are reasonably priced. Come by the office (in the Rock House, across from Cherry Hall) and do some early Christmas shopping.

\*\*\*

## Coming Up

---

- Monday, Nov. 19 Arts and Crafts Consignment Sales Gallery. Kentucky Museum. Contact Diane Alpert at 2592 for more information.
- 8 p.m. Bowling Green/Western Symphony Concert. Snyder's "A Symphony of Fashion" Part II. Capitol Arts Center.
- Nov. 19-20 Bowling Green Bank Invitational. Diddle Arena. 6:30 p.m.-Tennessee vs. Southern Illinois. 8:30 p.m.-Evansville vs. Western. Nov. 20-consolation game beginning at 6:30.
- Tuesday, Nov. 20 11:45 a.m. Women's Alliance Meeting. Topic: "Networking: The Role of Women in Communications." Panelists include Charles Anderson, Media Services, Sheila Conway, Public Information and Barb Dubczak, WBKO-TV. DUC Auxiliary Dining Room.
- 11:45 a.m.-12:45 p.m. Lunchtime Learning Program. Kentucky Museum. Call 2592.
- 8 p.m. Senior Recital. Alesia Beckham, soprano. Recital Hall in the Ivan Wilson Center for Fine Arts.
- Wednesday, Nov. 21 12:45 p.m. Thanksgiving Holiday begins.
- Saturday, Nov. 24 12:30 p.m. Polled Hereford Sale. Agriculture Exposition Center. Contact Dr. Ray Johnson at 3151.
- Monday, Nov. 26 2 p.m. Southern Kentucky Market Hog Show and South Central Kentucky Market Hog Derby. Agriculture Exposition Center. Contact Dr. Gordon Jones at 3151.
- 4 p.m. Southern Kentucky English Council. "How to Handle the Grading Crunch," presented by Karen Pelz of the English dept. Faculty House.
- 8 p.m. Graduate Recital. Dan Wilkinson, horn. Recital Hall in the Ivan Wilson Center for Fine Arts.
- 8:30 p.m. University Journal will air over KET. Dr. Edward N. Brandt Jr., M.D., assistant secretary for Health, U.S. Dept. of Health and Human Services, will speak on "Health Care in America."
- Tuesday, Nov. 27 11:45 a.m.-12:45 p.m. Lunchtime Learning Program. Kentucky Museum. Call 2592.
- 6:30 p.m. Personal Income Taxes. Tuesday, Wednesday and Thursday. Grise Hall 438. Call the Office of Independent Study at 4158 for more information.
- 8 p.m. Senior Recital. Sherri Phelps, soprano. Recital Hall in the Ivan Wilson Center for Fine Arts.

(Over)



"On Campus" - Page 8

- Nov. 27-Dec. 20 "The Star of Bethlehem." Hardin Planetarium. Monday through Thursday at 7:30 p.m. and Sunday at 2:30 and 7:30 p.m.
- Wednesday, Nov. 28 7:30 p.m. Adult workshops. "Return to Christmas Past: Historic Decorations for Your Tree." Kentucky Museum. Call 2592.
- Nov. 28-Dec. 1 Showmanship Seminar of Livestock Management. Agriculture Exposition Center. Contact Dr. Delmer Davis at 3151.
- Thursday, Nov. 29 10 a.m. Volunteer Training Program: "An Old Fashioned Christmas." Kentucky Museum. Call 2592.
- 7 p.m. South Central Kentucky Pork Producers Banquet. Agriculture Exposition Center. Contact Dr. Gordon Jones at 3151.
- 8 p.m. Rodes-Helm Forum. "The Electronic Church" with Dr. Jeffrey Hadden, national expert on "Religion and Religiosity in America," and Dr. Jerry Cardwell, author of "Mass Media Christianity: Televangelism and the Great Commission."
- 8 p.m. WKU Concert Band, Kent Campbell, Conductor; Sylvia Kersenbaum, Pianist; James Heldman, Narrator. Program includes a variety of traditional band music including selections of Christmas music. Featured work is Leos Janacek's mysterious and beautiful Capriccio for piano and winds with Sylvia Kersenbaum as soloist.
- Friday, Nov. 30 7:30 a.m. Chamber of Commerce Coffee Hour. Downing University Center Auxiliary Dining Room.
- 12:45 a.m.-4 p.m. Physics Olympics VI. Thompson Complex-Central Wing, Room 129. Call 4357 for more information.
- 4 p.m. Children's Theatre presents "Marmalade Gumdrops" in Theatre 100 of Gordon Wilson Hall. Also showing tomorrow and Sunday at 1 and 3:30 p.m.
- Nov. 30-Dec. 1 Quad Rath Lon. Agriculture Exposition Center. 2-5 p.m. and 6:30-9:30 p.m. on Nov. 30. 9 a.m.-5 p.m. on Dec. 1. Contact Dr. Gordon Jones at 3151 for more information.
- Sunday, Dec. 2 3 p.m. Bowling Green/Western Symphony "Messiah" Sing-In. Capitol Arts Center.

"On Campus" is a semi-monthly internal communication service of the Office of Public Information for faculty and staff, published every other Monday. Information includes news and announcements, primarily, but we also encourage letters. All material will be attributed, and we ask only that discussion be professional and not directed to campus issues regarding policy matters. "On Campus" does not represent any special interest group.