

STATE OF THE UNIVERSITY

*program  
evaluation*

If you will indulge me a couple of personal observations before I embark in earnest on this year's pep talk:

A survey came across my desk recently in which the president of the University of New Mexico had studied the professional life expectancy of university presidents. He likened the results to a speech given by his Marine Corps drill instructor during the Korean War.

Of the 140 institutions which belong to what we call the Land-Grant Association, nearly a third either had openings for presidents last year or were breaking in rookies. Only three of the 140 had served as long as 20 years, and only eight as long as 15.

Whether that's good news or bad depends on one's point of view, I suppose.

I wasn't quite sure whether to be heartened or depressed by it. In any case it appears I am fast becoming one of the oldest living presidents in captivity. I guess that's an achievement in which one might take some pride. On the other hand, it's pretty clear that it is a hazardous profession.

A few years back when those variations were being circulated based on Douglas MacArthur's observation about old soldiers, the favorite in academic circles was that old university presidents don't die, but just lose control of their faculties (actually, it was said of academic deans, but it seemed equally appropriate).

But if President Davis' survey is to be believe<sup>d</sup>, that is not very often the case. What happens more often, be they old or young, is that university presidents go out the same way they came in -- fired with enthusiasm.

I guess the point of all this, if there is one, is that it has been my privilege and pleasure to give these welcome back reports for more than a decade, and I have a lot of good people to thank for that -- many of whom are here in the audience today. And, more than likely, this is the last time I will be doing this -- in Festival Hall that is.

In that connection, you may have noticed we've made a small change in the format of this event. Upon the recommendation of a university faculty committee, today has been designated the first annual Faculty Honors Day.

As many of you know, we have long had an event on campus in the spring which is called Honors Day. Emphasis at that event has always tended to be on the academic accomplishments of students. But in discussions of that event's format it occurred to someone that the scholarly and public service achievements of faculty also should deserve some public attention. Thus was born Faculty Honors Day.

We are starting off rather modestly this year, by honoring only eight persons. I'm going to introduce them in a minute, but all of them are listed in a program I trust you received when you came into the hall.

The criteria employed by the Faculty Honors Day Committee in deciding which people should be recognized were that the award should have

been made at the national, university-wide, or college-wide level.

We had a luncheon this noon in the Memorial Union, at which the people being honored, their spouses, academic deans, representatives of the honoring organizations and representatives of the university administration were on hand. Later on this afternoon, at the reception in our backyard, you will be able to recognize each of the honored faculty members by a distinctive nametag.

Many of these people are already well known to those of us who have been around the campus awhile. But I would like to ask each of them as I call their name to stand, and remain standing until all eight are on their feet, so the newcomers among us can get a look at them and we can all give them a round of applause.

I won't go into their personal or professional pedigrees, or we would be here all evening.

Dr. Mary Bromel is a long-time and much-respected professor of bacteriology. She was chosen as the 1981 Blue Key Doctor of Service. She's a member of the College of Science and Mathematics.

VelRae Burkholder, assistant professor of food and nutrition in the College of Home Economics, won the NDSU Phi Upsilon Omicron award for community service.

Susan Crockett, director of student services and assistant professor of food and nutrition in the College of Home Economics, won the Phi Upsilon Omicron Outstanding Educator Award.

Dr. David Danbom, associate professor of history in the College of Humanities and Social Sciences, won the Carstensen Award, a national honor for a superior research paper in agricultural history. Dr. Danbom is the award's first recipient.

Timothy Petry, assistant professor of agricultural economics, (that's my old bailiwick) won the Alpha Zeta Outstanding Educator Award in the College of Agriculture.

Richard Reopelle, associate professor of pharmacology was this year's winner of the Robert Odney Award, which is now given university wide for outstanding teaching.

Richard Witz, long-time professor of agricultural engineering, was chosen by the faculty as the 1981 Faculty Lecturer.

And Dr. Zeno W. Wicks, Jr., is present today for two reasons. He was chosen last spring for the Fargo Chamber of Commerce Distinguished Professorship, which carries a substantial financial emolument with it in addition to the recognition; and the Roon Award, a national honor for an outstanding research paper in the field of coatings chemistry presented at a national meeting. Dr. Wicks is the chairman of our department of polymers and coatings. He has won the Roon Award twice before.

We're very pleased to have this opportunity to call attention to the noteworthy achievements of our faculty. My guess is that this event will grow, both in scope and importance in the years ahead. Our sincere congratulations to our charter group of Faculty Honors Day inductees.

One final note on Faculty Honors Day. I hope all of you appreciate that these eight people are only symbolic of many others on our staff and faculty who are deserving of recognition. Many of you have won these same awards in the past and many are performing with distinction which, as yet, has gone unrecognized. One of our goals in setting up Faculty Honors Day is to do a better job of calling attention publicly to the fine job so many of our faculty members do.

There are two other people I would like to introduce, while I'm on the subject. Bob Koob has been a valued member of the chemistry department since 1967. As such, he has been an outspoken proponent of faculty rights and concerns. Now, as the dean of that college, he's getting a chance to look at the other side of the coin. How does it look, Bob? We'd like to have you stand for just a moment.

Dean Robert Koob of the College of Science and Mathematics -- walking evidence that it is possible to rise through the faculty ranks into an academic deanship at NDSU, even when a nationwide search is made.

The next person I want to introduce to you sort of represents the opposite circumstance. Dean Joe Norwood of the College of Pharmacy joined us in July from the University of Iowa, where he was director of the health services research center. We feel very fortunate to have obtained a person of his considerable stature in the health sciences education field. Joe, (Dean Norwood) would you please stand and let us have a look at you?

One more person I want to mention just briefly in passing is another guy named Joe -- Dr. Joseph Stanislao, is normally the dean of our most populous academic college -- the College of Engineering and Architecture, where he has done an outstanding job of recruiting,

restructuring programs, and dealing with the problems of burgeoning enrollment.

But for the past several months he has surprised a lot of people (probably including himself) by doubling in brass as the Acting Vice President for Agricultural Affairs. I know that we received some expressions of incredulity when that appointment was announced, but since that time Dean Stanislao has brought principles of engineering to bear on pressing agricultural problems with thought-provoking results. I believe he has made converts out of some of those skeptics who thought engineering and agriculture would mix like oil and water.

There are many others in the audience I would like to introduce this afternoon. We have 80 new faculty and staff members, 24 of whom are in addition to the number we had last year. We lost a dozen senior faculty to retirement last spring and they won't be easy to replace. But it's heartening indeed to consider the quality of the new people who have just joined our staff. May I say that all of you are most welcome to NDSU. We think you're going to like to here. We'll all have a chance to get better acquainted with you over a cup of punch about an hour from now.

Last week I had the pleasure of meeting some other people I had never met before. I greeted new freshmen, transfer students, and their parents on Tuesday. More than 350 parents came to our home for a reception Tuesday morning. It was a beautiful early fall North Dakota morning and that's by far the best turnout we've ever had. But I was also impressed with how serious so many of them seemed. These people, students and parents alike, have high expectations from us. So it is

very clear that we have our work cut out for us in the year and years ahead.

1981 has been a good year for NDSU so far, and there's every indication that's going to continue. The State Legislature helped us get things off on the right foot last January with a 10 percent catch up salary raise. That was followed by raises in the 9 percent bracket in July. We have another all-time record-high enrollment at a time when demographic projections would have had our enrollment significantly in the decline.

Our physical plant is in excellent shape, and will become more so in mid-winter when the Music Education Center is scheduled for completion.

In terms of research and outreach activities, construction of the Northern Crops Institute is slated to get under way this fall. It will be a facility totally dedicated to research in agriculture, and certainly indicative of NDSU and the state's growing stature in world agricultural production.

Personnel, programs and facilities, the magic ingredients of a successful university. With regard to those resources, we happen to feel that NDSU at this juncture may be at the strongest point in its history.

During the past year we engaged in a fair amount of what might be termed institutional navel gazing -- that is we rather carefully scrutinized most of our academic programs, the people involved in them and the philosophies within which they function.

A hard-working long-range planning committee, with a lot of help from many of you, produced a concise document entitled "The 1980s and Beyond: A Framework for Long-Range Planning at NDSU." One thing the committee rather quickly discovered is that NDSU is much too complicated and dynamic a place to try to spell out specific changes that should or should not take place over the next decade. What it -- wisely, I think -- elected to do instead, was to try to set up a framework within which proposed changes in direction could be thoughtfully considered in relation to societal, demographic and socio-economic trends. I know we are going to find it a valuable document. I also know it wasn't easy and I want to commend all of the people who worked on it. Dean Jacobsen was chairman of the committee. Copies are available from Vice President Hoops' office.

*program eval.*

Another project, under the chairmanship of Dr. Dave Forbes in the College of Pharmacy, sought to achieve an internal evaluation of the relative strengths of our academic departments. That, too, was a very tough assignment. It made some people nervous, but I don't think there should be cause for alarm. Our goal is simply to bring all of our academic programs up to their maximum potential. You will be hearing more about it this fall.

Very much related to both of these undertakings is the Faculty Development program which we are just now setting in motion with the help of a \$300,000 grant from the Bush Foundation. It is being administered strictly within the teaching faculty, and will allow our people to enhance their teaching skills in a strictly non-threatening setting.

Well, I have rambled on at considerable length and touched upon a number of topics. I appreciate your taking time from busy schedules to attend this convocation.



If you have gotten the impression that there is a mild sense of euphoria circulating in Old Main these days, it would be an accurate impression. It's the sort of thing football coaches call cautious optimism.

While much of the rest of our nation and the world are beset with problems of appalling dimensions, North Dakota, and more specifically, NDSU, is in a fairly enviable position.

In a conversation with one of our former North Dakota governors, he reeled off a long list of reasons why this is a wonderful place to live. I don't remember them all, but it included the completed interstate highway system, the largest body of water between Lake Superior and the Pacific Ocean, the lowest crime rate in the nation, the highest per capita population of millionaires, energy wealth, the longevity of our people, and our nationwide leadership in wheat production -- easily traceable, by the way, to many years of experiment station and extension work at NDSU. We're even, incidentally, leading the nation in the production of honey. It's a pretty convincing list. (We may all need another pep talk like that about the middle of January.) But there's no question about it. North Dakota in 1981 has a number of very redeeming qualities.

Well it's time for me to stop. In just a few weeks, our Foundation Board people will be on campus to help us continue planning for the decade we are now in, which will culminate in NDSU's 100th birthday in 1990.

I'm sure there are some pitfalls over the horizon that none of us is able to foresee. But for the moment at least, I think we're off to a very good running start. Thank you very much for coming. We hope to see you all in the backyard in just a few minutes.

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