Report of the President, 1971-72
Ball State University
Ball State University
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At the outset of the academic year the theme for U.S. higher education in 1971-72 may well have been sounded by the Chronicle of Higher Education when it described the financial outlook for U.S. colleges and universities as bleak. Shortly thereafter the Carnegie Commission on Higher Education reported its findings on a survey of campus finances. The conclusion was that two-thirds of the nation's 2,340 colleges and universities were in financial difficulty or headed for financial trouble.

Unfortunately, the two reports cannot be described as isolated instances. The financial crisis challenging higher education in recent years has been well documented. And at Ball State University we became aware even before the start of classes in 1971-72 that financial matters would be of the utmost concern throughout the year.

In August, when Executive Order 11615 stabilized not only prices and rents but also wages and salaries, the scheduled increases for faculty and staff, approved by the Board of Trustees in the spring to be effective in September, were frozen.

On September 9, when on-campus enrollment hit a peak of 17,933 students, 7.1 percent higher than the year before, the University made haste to accommodate 495 more students than were projected in the estimate submitted to the State Budget Agency. For the second straight year Ball State was the only state-assisted university in Indiana to meet or exceed its enrollment projections.

The various areas of the Office of the Vice President for Business Affairs immediately began realigning the budget and sought interpretation of the guidelines for Phase I and Phase II of the Economic Stabilization Program.

In the meantime, the Student Financial Aids office, already beset by federal funding cutbacks, was receiving student requests for financial help that exceeded available funds. More than 7,500 students with verified need, who had applied for assistance before the March 1 deadline, did receive financial aid in 1971-72, but in September more than 350 applicants had to be directed to seek bank loans or federally insured loans through the banking system.

The brighter side of this economic flashback is that eventually all employees whose salaries had been affected by the wage freeze received retroactive increases. Also, by various small but significant economies
more funds were made available for student aid. In the final accounting, 1971-72 revealed an increase in student financial aid of 7 percent in the number of awards and 15 percent in dollar volume over 1970-71.

While operating within one year's budget, of course, a university must plan its budget for the year ahead. In the hope that the Indiana General Assembly would reopen 1972-73 budgetary matters in its 1972 session, Ball State requested, through the Indiana Commission for Higher Education, an additional $2.196 million in operating funds for 1972-73. When tax increase proposals, upon which supplementary fund requests from all state agencies depended, were not considered by the General Assembly, Ball State University had two avenues through which to seek to maintain its level of academic quality in the year ahead.

At the Spring Quarter 1972 faculty meeting on March 8, faculty members were apprised of (1) the need to raise student fees and (2) the need to institute even more economies, such as cutbacks in structural improvements, Saturday closing of some additional offices, reduction of certain inventories, monitoring the use of electricity, careful controls on new faculty and staff positions, and possible increase in minimum class size.

After approval by the University Board of Trustees, the Indiana Commission for Higher Education approved the increase in Ball State student fees for 1972-73: for Indiana students, from $180 to $210 an academic quarter, or $630 a year; for out-of-state students, from $360 to $420 a quarter, or $1,260 a year.

Residence hall room and board rates were also increased $45 a year, from $990 to $1,035 for 1972-73, as the University sought to adjust to inflation and rising fixed costs.

These measures are unmistakable evidence of a nationwide trend that places more of the cost of public higher education on the student.

On the more positive side, there is also convincing evidence at Ball State of the continuing increase in financial support by alumni, friends, faculty, and staff. From July 1, 1971, to June 30, 1972, membership in the President's Club increased from 515 to 766 members. Partners of the President's Club, who contribute an amount equal to the annual fees of one student, increased from 21 to 35; Fellows, who give or pledge $10,000 or more to Ball State, increased from 55 to 88.

Mr. Lowell F. Crouse served as chairman of the Annual Fund program coordinated by the Development Office in the area of Public Af-
fairs and University Development. Total gifts to the Annual Fund reached $816,243 from 9,703 donors in 1971. Total voluntary support to the University was $1,087,902, an increase of nearly 66 percent over the previous year.

President Emeritus John R. Emens was named chairman of the 1972 Annual Fund which by June 30, 1972, had received contributions comparing most favorably with 1971 support.

Alumni donors reached 8,743 in 1971 and contributed a total of $123,132, most of which resulted from telefund campaigns organized and coordinated by the Office of Alumni Relations. In the spring of 1972 thirteen such campaigns realized over $100,000.

In February 1972 the Alumni Council adopted a budget providing some $57,000 in scholarships from monies contributed to the Alumni Fund. The Alumni Council, which has annually provided $2,000 for Faculty Research, added $500 to a new category of Student Research.

The Alumni Council also continues to support the Alumni Emergency Loan Program for students needing short-term loans, the Study Abroad Fund to help selected faculty and staff who have a major relationship with students, and numerous other projects benefiting students, faculty, and alumni in particular, and Ball State University overall.

Ball State University is also fortunate in having a good working relationship with the community. This cooperation was most excitingly illustrated on October 31, 1971, when WIPB-TV introduced public television to East Central Indiana in the studios of Ball State's Center for Radio and Television. A cooperative venture by Eastern Indiana Community Television, Inc. (EICTV) and Ball State University, WIPB-TV covers a 35-mile radius, reaches more than half a million viewers, and is the only public broadcasting station in Indiana operating on a seven-day schedule. EICTV's goal of $30,550 was successfully oversubscribed in the nonprofit station's first public fund drive for operating funds in February-March 1972. An earlier private campaign had realized the capital funds needed.

Another community fund in which Ball State voluntarily participates is the annual United Fund campaign which in the autumn of 1971 raised $33,327 from faculty and staff.

Student Voluntary Services expanded its sixth year of students helping the community, primarily through individual tutoring, to include projects with the elderly. Student Voluntary Services also pro-
gressed toward its goal of becoming a campus clearinghouse for all student volunteer activities within the community.

The host family program—community hospitality for international students—also expanded as 202 foreign students from 52 countries lived in Muncie homes from the time of their arrival until residence halls opened. Throughout the year these students attended special luncheons and field trips organized by local service clubs. In turn, the international students participated as speakers, prepared international dinners, and joined the community in presenting a three-day international festival at the Delaware County Fairgrounds.

Because of the record enrollment, residence halls were fully occupied throughout 1971-72. In fact, all single students who sought housing in residence halls or in approved off-campus housing in September were adequately accommodated throughout the entire year, even though housing rules had been liberalized so that students of junior status, in addition to seniors and 21-year-olds, could live wherever they chose. However, facilities for married students were in short supply. With the opening of the third phase of Scheidler Apartments, the University can provide 581 apartments and 80 mobile home spaces for married students, but the waiting list continues.

Campus shuttlebus service, which included Scheidler and Anthony Apartments on the express route, was again most heavily subscribed in Winter Quarter when the temperature dropped. Even so, the service failed to pay its own way.

Providing space for 609 cars, the parking structure which opened in February 1972 was not only a first for Ball State but for Muncie as well. The signs completed for the parking structure became the prototype for parking signs throughout the campus. Placement of Ball State University signs on city and county streets and roads is also evidence of the new signage program in progress.

The areas of Public Affairs and Student Affairs conducted a cooperative survey in 1971-72 with a goal of providing continued improvement of the special facilities for disabled students.

Although some construction plans for the future were delayed by a shortage of funds, buildings in progress or already budgeted in 1971-72 included three significant academic additions.

From their temporary quarters across the street, faculty and students moved eagerly into the College of Architecture and Planning.
Building during Spring Quarter. The six-story contemporary structure was designed by Melvin D. Birkey, AIA, of South Bend, winner of a special statewide competition inspired by the young college.

Construction progressed on University Hall, a multipurpose building vitally needed for large classes, convocations, lectures, music programs, and meetings.

Groundbreaking ceremonies for the new University Library on May 24, 1972, marked a long-time campus dream beginning to come true. To be completed in 1974, the structure is being financed by a bond issue of $13.5 million, a federal construction grant of $825,331, capital outlay dollars appropriated by the 1971 General Assembly in the amount of $174,669, and previously designated funds of $400,000.

Located north of Emens Auditorium, the five-story library building with a total area of 321,000 square feet will accommodate more than 900,000 volumes and will seat approximately 3,000 readers. Special areas have been planned for graduate and undergraduate reserve book collections, special collections, microfilm reading, map collections, and music listening. Remaining in the old library building under present plans will be Teaching Materials Service, Film Service, Curriculum Laboratory, and the Department of Library Science.

With the opening of the new Home Management Complex on Warwick Road, Brandt House changed disciplines to become Ball State’s first Foreign Language House. Residence there is being rotated periodically among students of German, French, and Spanish.

Approved as policy by the University Board of Trustees were numerous motions passed by the University Senate after being recommended by councils, committees, and/or Student Senate. The new policies include such developments as residence or campus credit for any course except correspondence work offered by Ball State; a special Academic Opportunity Program of classes designed for students admitted with warning to pursue in their first quarter; a three-year trial period for granting credit to new enrollees on the basis of the College Level Examination Program (CLEP); permission to possess and use alcoholic beverages in private rooms of residence halls in which the residents are all of legal age; and the eligibility of freshmen for all varsity athletic teams.

Revision of promotion and tenure policy and procedures received critical study by the University Senate in its tenth year, as did the affirmation of academic standards for faculty members. A new and im-
proved course withdrawal policy became effective Spring Quarter as recommended by the Student Senate. By that time the five colleges were each deeply involved in self-evaluations of courses, programs, faculty, and administration.

During 1971-72, curricular changes reflected continued attention to the needs of students and society. After being given preliminary accreditation by the North Central Association, the new Doctor of Arts degree program in music enrolled its first students. Ten first-year medical students were assigned to the Muncie Center for Medical Education at Ball State by Indiana University in the second year of a statewide cooperative program aimed at expanding medical education. Through the diligence of two professors of mathematical sciences, more than $11,000 was raised from private sources to finance graduate assistantships in actuarial science. An undergraduate major in actuarial science was introduced in 1971-72.

As the result of action taken by the 1971 Indiana General Assembly, the Indiana Commission for Higher Education was created to serve as the state's coordinating agency for post-high school education.

The importance of the Commission to Ball State can best be demonstrated by listing a few of its major powers and responsibilities:

1. To plan and coordinate Indiana's state-assisted system of postsecondary education;
2. To review and make recommendations on appropriation requests for all state educational institutions;
3. To develop, continually keep current, and implement a long-range plan for postsecondary education;
4. To define the educational missions of state educational institutions;
5. To approve or disapprove of any new degree programs.

The first staff appointments to the Commission were made in September 1971. In the ensuing months Commission members held public hearings in every Indiana Congressional District as the Commission sought to ascertain the public's concepts of Indiana's educational needs and problems. Another major task was the collection of data to be used in publishing the preliminary draft of the Indiana Plan for Post-secondary Education. The goal for publication was the autumn of 1972.
The Malcolm X Memorial Library specializing in black culture opened in the Special Programs House . . . External calm belied the excitement within the new College of Architecture and Planning Building after faculty and students moved in . . . On a tour sponsored by the Alumni Association in December 1971 University Singers performed at the Indiana Society of Chicago dinner honoring the Ball Corporation and saluting Ball State University as the Indiana corporation and university of the year.
The essence of Ball State University, as of every university, lies in the students who are preparing for their chosen professions. In the year covered by this report Ball State University increased its emphasis, at both the advisory and instructional levels, on helping students in planning for their future careers.
Concert patrons silhouetted against the entrance to Emens Auditorium. Yasuo Toyoda, a student from Japan, in the garden he designed for the International House. Participating in the groundbreaking for the new library were University Trustees Dean Speicher, Dorothy (Mrs. Robert) O'Maley, Alexander M. Bracken, and F. Edwin Schouweiler, Student Association President Mike Huffman, and to my left, Vice President Richard W. Burkhardt and Director of the Library Ray Suput.
Our graduate programs overseas continued to flourish. The number of enrollees in the Master of Arts degree programs at U.S. Air Force bases in Europe increased from 231 in Autumn Quarter 1969 to 621 as of Summer Quarter 1972. According to Air Force officials, Ball State University has more students enrolled in overseas graduate programs in Europe than any of the other five American universities offering graduate programs of study.

Ball State University's Teachers College was one of four institutions chosen to provide a technical assistance team to help selected school systems and large cities implement the "Right to Read Effort" of the U.S. Office of Education, an endeavor to increase functional literacy throughout the nation.

The December visit of a four-man team of the National Architectural Accrediting Board resulted in notification in June of accreditation for the College of Architecture and Planning.

For the first time Ball State University was ranked among the top speech programs in the nation—fourth among all large universities. The Ball State speech team won the National Individual Events Tournament and took first place sweepstakes at nine different tournaments in competition with a total of 188 colleges and universities. In addition, a Ball State student won the National Peace Speech Association Contest.

The Bureau of Business Research received a $5,000 grant from the Indiana Educational Services Foundation for establishment of the Eastern Indiana Data Bank. The Bureau has now developed a method for conducting community economic development profile studies for Eastern Indiana communities.

As a result of grant proposals to outside agencies submitted for thirty-four academic departments or administrative areas, the Office of Research reported a total funding in 1971-72 of $3,682,381 for research grants, institutes and workshops, fellowships and educational programs, equipment grants, institutional aid, student aid, and construction.

Forty-two faculty members from eleven academic departments received a total of $21,250 under the faculty academic year research grant program administered by the University Research Committee and funded by the University. In the first year in which academic year research grants were available to new faculty, four new faculty members received a total of $1,180. Summer research grants were again awarded to seven faculty members.
The Student-Faculty Research Committee made fourteen undergraduate student research awards from funds contributed by the University, Student Senate, Ball State Student Foundation, Sigma Zeta, and the Consumer Buying Association.

Through the program administered by the Creative Teaching Grants Committee, a total of $5,060 was awarded to thirteen faculty members. The new Creative Arts Committee, established to encourage, strengthen, and foster creative arts at all levels, awarded a total of $3,591 to eleven faculty members.

The annual banquet for retiring faculty became the Omega and Recognition Banquet in the spring of 1972. The thirteen individuals honored included seven becoming emeriti, four receiving special awards, and two who held special chairs in 1971-72.

Retiring were Dr. J. Virgil Herring, Head of the Department and Professor of Accounting; Charles R. McNaughton, Director of Placement; Dr. Donald E. Miller, Professor of Biology; Dr. Alice W. Nichols, Professor of Art and Director of the Art Gallery; Dr. Wayne G. Pippenger, Director of the Student Health Center; Laura M. Schroeder, Associate Professor of Elementary Education; and Ruth Kitchin, Manager of the Bookstore. (Ruth I. Dutro, Associate Professor of Science—Laboratory School, announced her retirement in June.)

Recognized for outstanding achievement in his first five years on the faculty was Anthony J. Costello, Associate Professor of Architecture; for research, Dr. David L. Costill, Professor of Physical Education and Director of the Human Performance Laboratory; for service, Duane E. Deal, Associate Professor of Mathematical Sciences and Administrative Assistant to the Chairman of the Department; and for teaching, Dr. Helen H. Sornson, Professor of Elementary Education.

Dr. George R. Terry, the George A. Ball Professor of Business from 1969 to 1972, and Dr. D. Bruce Gardner, the John R. Emens Distinguished Professor in 1971-72, were also presented with special plaques.

The Ball State Parents Association became a reality when the Parents Association Executive Committee was appointed in the spring.

On March 30, 1972, the Ball State Daily News celebrated its fiftieth anniversary. Originally a weekly named the Easterner, the campus newspaper has evolved into a 12-page daily tabloid with a circulation of 15,000.
Between the reporting of all sports by the *Daily News* and the broadcasting of football and basketball games by the Ball State Sports Network, athletic events were well covered in 1971-72. Volleyball stole the headlines when Ball State was chosen as the host for the third annual NCAA Volleyball Championship Tournament in April. Ball State again placed nationally, third only to UCLA and San Diego State.

After two years of athletic competition, the Board of Governors of the Academic and Athletic Association of Midwest Universities announced on May 26, 1972, the termination of the Conference of Midwestern Universities, the athletic division of the Association. The withdrawal of Southern Illinois University from the CMU and the difficulty in expanding the membership with universities of comparable size, academic programs, and well-rounded athletic programs were cited as reasons for the board’s decision.

The Academic Affairs Conference of Midwestern Universities, however, burgeoned in 1971-72. Executive Director Dr. Harold E. Walker, at a mid-year faculty meeting, described the advantages of institutional cooperation that accrue from membership in a consortium such as the AACMU as (1) access to additional resources to enrich teaching and research, (2) opportunity to ally more effectively with other scholars in the same field of interest, (3) expanded opportunity for joint research, which increases chances of funding, and (4) the potential possibility of exchange of faculty and administrators.

The AACMU announced plans to open an urban center in Chicago to serve as a work-study base for students in such fields as cross-cultural education and urban planning. The Ball State University Board of Trustees authorized acceptance at Ball State University for 1972-73 of up to five students from AACMU institutions without payment of nonresident fees.

International interests were expanded in the spring of 1972 when sixteen architectural students were in London studying in the facilities of the Architectural Association, the School of Environmental Studies, the North East London Polytechnic, and Central London Polytechnic.

Also in the field of international education, plans were completed in 1971-72 to provide Ball State students the opportunity, starting in the autumn of 1972, to study and live for an academic quarter in London, England. Other plans were shaped during the year to make it possible
for students to spend an academic quarter in England as part of the Experimental Program in the Preparation of Elementary School Teachers. Invited by President Sun Keun Lee of Yeungnam University in Taegu, Korea, to be the keynote speaker at the Conference on Emerging Programs in American Education, I met with Korean scholars and government officials and American officials in Taegu in April. The cordial hospitality extended to me and Mrs. Pruis and the awarding of the honorary degree of Doctor of Letters were sincere expressions of good will and gratitude to Ball State by this promising Korean university. Our reception by officials of other colleges and universities in southeast Asia was equally cordial. These institutions were visited on behalf of the American Association of State Colleges and Universities to evaluate possibilities of establishing study centers for the AASCU.

From Asia we traveled to Europe to visit the newest centers in our U.S. Air Force European Program, now totaling sixteen. On April 29 Ball State held overseas commencement exercises for the second year. Lt. General Albert P. Clark, Superintendent of the U.S. Air Force Academy, gave the commencement address. I was pleased to be at Wiesbaden, Germany, to award the Master of Arts degree to 156 U.S. Air Force officers, noncommissioned men and women, and other base personnel. A highlight of this commencement was the awarding of the honorary Doctor of Laws degree to Dr. K. Douglas Beakes, Director of Adult Education for United States Air Forces in Europe.

On May 24, Ball State’s sixty-third commencement exercises were held on the campus. Since many of the graduating seniors had entered Ball State in 1968, my first year here, it seemed appropriate to break precedent and to give the commencement address myself. Mine was also the pleasure of awarding the honorary Doctor of Laws degree to John W. Fisher, President of the Ball Corporation.

The 1971-72 academic year ended much as it had begun—with an emphasis on realizing the financial means necessary to achieve the University’s goals. In addition to completing the budgetary requests for the 1973-75 biennium, Ball State worked on a ten-year projection of enrollment, operating budgets, degree programs, and physical facilities requested of all state universities by the Indiana Commission for Higher Education.

One benefit of such an undertaking is the clearer view an institution must take of its needs and goals. The report of the ad hoc Committee
on the Goals of the University, which had been approved at all levels of the University in 1971-72, proved helpful here. The report covers the responsibilities of faculty, staff, and students; the programs of instruction—baccalaureate, limited vocational, and graduate—to which Ball State's resources are committed; and the means by which policies—approval and establishment of which rest in the University's Board of Trustees—are implemented.

People, programs, and policies—these are what make Ball State function as we strive to meet the educational needs of Indiana at the University level and to fulfill the hopes of all the students who choose to come here.

We continue to be blessed with a faculty, a student body, an administrative staff, a supporting services staff, a Board of Trustees, a body of alumni, and a host of friends who are dedicated to the building of a vigorous university. May it ever be thus.

John J Pruis
President, Ball State University
In Memoriam

Frances R. Botsford, Associate Professor Emerita of Business Education; Charles F. Cary, University Police Investigator; Leroy M. Davis, Mail Clerk, Mailing Service; Richard L. Dunham, Head of Department and Professor of Music Education; Edith E. Enochs, Custodian, LaFollette Halls; Charles B. Hamilton, retired Custodian; Howard O. Iseley, retired Custodian; Richard C. Leonard, Custodian, Physical Plant; Honora M. Noyes, Professor of Business Education and Office Administration; Anna Olin, Associate Professor Emerita of Art; Hazel C. Paris, Custodian, LaFollette Halls; A. L. (Pete) Phillips, Associate Professor Emeritus of Physical Education; Elizabeth Potter, Secretary to the Vice President for Student Affairs; Rolland W. Thomas, Facilities Equipment Attendant; Alexander Watt, retired Custodian; Harlan White, Custodian, Student Center
University Funds for Current Operations

Summary of Revenues, Expenditures and Transfers, 1971-72

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| **Expenditures and Transfers** |               |              |                       |              |
| Educational and General Instruction and Departmental Research | $ 17,560,951 | $ 1,424,828 | $ -0-                | $ 18,985,779 |
| Sponsored Research | -0-           | 147,185      | -0-                   | 147,185      |
| Library            | 1,935,721     | -0-          | -0-                   | 1,935,721    |
| Institutional Services | 1,987,340      | -0-          | -0-                   | 1,987,340    |
| Student Services   | 1,876,226     | -0-          | -0-                   | 1,876,226    |
| Public Services    | 312,719       | 480,578      | -0-                   | 793,297      |
| General Administration, Operation and Maintenance of Physical Plant | 5,807,796 | -0-      | -0-               | 5,807,796    |
| Student Aid        | 624,692       | 1,593,960    | -0-                   | 2,218,652    |
| Auxiliary Enterprises Operations | -0-       | -0-          | 8,858,493             | 8,858,493    |
| **TOTAL**           | $ 30,105,445  | $ 3,646,551  | $ 8,858,493           | $ 42,610,489 |

| **Transfers**       |               |              |                       |              |
| Auxiliary Enterprises Operations Debt Service and Other Reserve Funds | -0-       | -0-       | 3,187,653             | 3,187,653    |
| Support of Various Programs | 348,644  | [260,495] | (70,252)             | 17,897       |
| **TOTAL**           | $ 30,454,089  | $ 3,386,056  | $ 11,975,894          | $ 45,816,039 |

Note: Expenditures for capital improvements during 1971-72

Included in expenditures for current operations $ 1,821,396

From Plant Funds [not shown above] for new construction and major remodeling 6,189,096

**TOTAL** $ 8,010,492