

**The original documents are located in Box 4, folder “Black Colleges, 1972-1975 (2)” of the Stanley Scott Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Bettye L. Scott donated to the United States of America her copyrights in all of her husband's unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.



October 4, 1973

Dear Dr. Hancock:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President



Dr. Allen C. Hancock  
President  
Texas College  
Tyler, Texas 75703

SSS:hja

THE WHITE HOUSE

WASHINGTON

October 4, 1973

Dear Mr. Johnson:

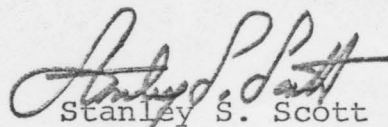
This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

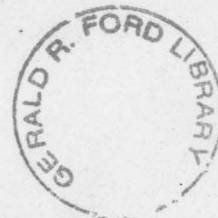
As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

  
Stanley S. Scott  
Special Assistant  
to the President



Mr. A. L. Johnson  
President  
Prentiss Normal and Industrial Institute  
Prentiss, Mississippi 39474

College president  
letters released 10/4,



October 4, 1973

Dear Dr. Southerland:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President



Dr. M. C. Southerland  
President  
The Virginia College  
Lynchburg, Virginia 24501

SSS:hja



October 4, 1973

Dear Dr. Southerland:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President



Dr. M. C. Southerland  
President  
The Virginia College  
Lynchburg, Virginia 24501

SSS:hja

October 4, 1973

Dear Dr. Russell:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President



Dr. James A. Russell, Jr.  
President  
St. Paul's College  
Lawrenceville, Virginia 23868

SSS:hja

October 4, 1973

Dear Dr. Russell:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

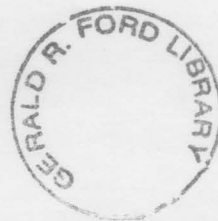
As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President



Dr. James A. Russell, Jr.  
President  
St. Paul's College  
Lawrenceville, Virginia 23868

SSS:hja

October 4, 1973

Dear Dr. Brooks:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

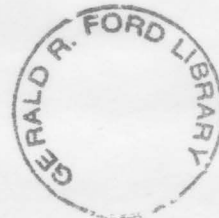
You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President

Dr. Lyman Brooks  
President  
Norfolk State College  
Norfolk, Virginia 23504

SSS:hja





October 4, 1973

Dear Dr. Brooks:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President

Dr. Lyman Brooks  
President  
Norfolk State College  
Norfolk, Virginia 23504

SSS:hja



October 4, 1973

Dear Dr. Hudson:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President

Dr. Roy D. Hudson  
President  
Hampton Institute  
Hampton, Virginia 23368

SSS:hja



October 4, 1973

Dear Dr. Hudson:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President

Dr. Roy D. Hudson  
President  
Hampton Institute  
Hampton, Virginia 23368

SSS:hja



October 4, 1973

Dear Dr. Jenkins:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President

Dr. H. E. Jenkins  
President  
Tyler Junior College  
Tyler, Texas 75701  
SSS:hja





October 4, 1973

Dear Dr. Jenkins:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President



Dr. H. E. Jenkins  
President  
Tyler Junior College  
Tyler, Texas 75701  
SSS:hja



October 4, 1973

Dear Dr. Sawyer:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President

Dr. Granville Sawyer  
President  
Texas Southern University  
Houston, Texas 77004

SSS:hja



October 4, 1973

Dear Dr. Sawyer:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President



Dr. Granville Sawyer  
President  
Texas Southern University  
Houston, Texas 77004

SSS:hja

October 4, 1973

Dear Dr. Russell:

This is just a note to let you know that I am personally concerned about the problems faced by predominantly black colleges throughout this Nation.

As a proud product of these institutions, I know firsthand what they mean to Blacks. For many, they have been an answer to a hope, a dream that would have never been realized without this opportunity for a higher education.

I am asking that you help me to focus on the problems you face which demand outside assistance. Please share with me your views and concerns regarding the future, finances and obligations in a brief format that I might compile for a guide as I attempt to do my part within the Administration.

You may expect to hear from me at a later date with a few ideas being developed in this area.

Sincerely,

Stanley S. Scott  
Special Assistant  
to the President



Dr. Wendell Russell  
President  
Virginia State College  
Petersburg, Virginia 23803

SSS:hja



# Alabama Lutheran Academy and College

1804 Green Street  
Selma, Alabama 36701

---

October 9, 1973

The Honorable Mr. Stanley S. Scott  
Special Assistant to  
The President  
The White House  
Washington, D. C.

Dear Sir:

In response to your correspondence of October 4, I wish to relate a few of my concerns relative to the status of Black Colleges. Personally, I commend you highly for your interest and concern.

Alabama Lutheran Junior College is located in Selma, Alabama. According to national statistics, this is the poorest section of the country, with the poorest housing and the least educated people in the United States. With this combination, you can obviously detect the many needs that exist for a group of people. The Blacks outnumber the Whites in the city of Selma and Dallas County. Only light industry is located in the area. Therefore, salaries are low and money is very scarce.

The fiftieth (50th) anniversary was celebrated last year. We are sponsored by the Lutheran Church-Missouri Synod. To supplement our moderate subsidy, we are receiving a few funds for student aid. This is a life saver. Presently, we are on correspondence status with the Southern Association of Colleges and Schools. They have visited our campus four (4) times. We are expecting a follow-up visit in the near future. To augment our resources, we are applying for Title III Funds - Higher Education Act of 1965. Thus, I trust that you can gather a general picture





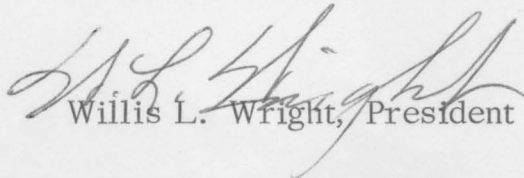
The Honorable Mr. Stanley S. Scott  
October 9, 1973  
page 2

of our plight here in the Black Belt.

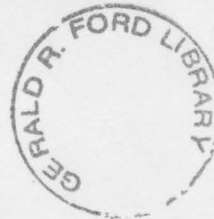
Now, if you can encourage the passage of legislation that would provide some relief in terms of tax paying citizens, I feel that all of us can be benefited. Moreover, I too am the product of a Black College on the graduate level. No doubt, I am here because of the awareness of the intense need for a people. To alleviate the situation, we ran a Career Workshop for forty (40) young people last summer and hope to repeat the same this year.

Please let me have some of your ideas on this matter. If I can be of assistance, please inform me of same. I do have a G. S. Rating of 14-15 with H. E. W.

Yours sincerely,

  
Willis L. Wright, President

WLW/rms



# NATCHEZ JUNIOR COLLEGE

1010 NORTH UNION STREET

NATCHEZ, MISSISSIPPI 39120

M. K. NELSON  
President

MARSHALL FRAZIER  
Dean

October 9, 1973

Mr. Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C.

Dear Sir:

Your letter of October 4 informing me of your interest in the continuation of small, predominantly black colleges, was truly an answer to my prayers.

I speak specifically of Natchez Junior College which has given hope to the hopeless since 1885. Many of these hopeless individuals are now holding prominent positions throughout the nation. I know of such an individual because I am that individual.

The needs of Natchez Junior College are so numerous that it is very difficult to make any preference over another, however, one of our basic needs is in the area of our recreational activities program. In the past and at present, we have to rent a gymnasium from the city, for which a fee of \$8.50 per hour is charged for each game and each practice. It is very difficult to carry on a physical fitness program with no facilities.

The next area of need is adequate on-campus housing facilities for students and faculty. In the past, three years, we have had to turn back some two-hundred and fifty students because of our housing facilities. They were not conducive to human inhabitation. If we are to provide a facility that has a wholesome living and learning atmosphere, we need two dormitories, one for males and one for females with a capacity for one hundred students each.

Our administration building at the present time, houses all of our classrooms, library, science lab and all administrative offices.



Mr. Stanley S. Scott

Page 2

Many of our books in the library are out-dated and irrelevant to our curriculum requirements.

To meet the standards of the Southern Association of Schools and Colleges, our library and science lab must meet the requirements they have requested. Both areas need the materials and equipment that will provide for good learning experiences.

The needs that I have mentioned cannot be met by our present supporting financial agency, The Missionary Baptist Convention of the State of Mississippi.

Assistance in either of the areas that I have mentioned, however small, would be a step toward maintaining one of our small, predominantly black institutions which remains dedicated to help the helpless and to bring hope to the hopeless.

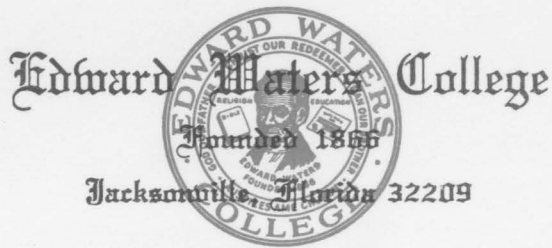
Sincerely yours,

*M. K. Nelson*

M. K. Nelson  
President

MKN/irj

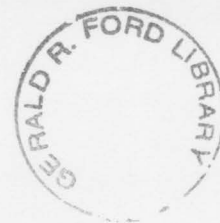




Office of the President

October 10, 1973

Mr. Stanley S. Scott  
Special Assistant  
to the President  
THE WHITE HOUSE  
Washington, D. C.



Dear Mr. Scott:

We have your letter of October 4, 1973, and were pleased to learn that you are concerned with our problems.

From our vantage point it seems fair to say that the future of our small black colleges will continue to be a struggle. Our separate societies continue to demand that these special institutions such as Edward Waters College, exist to meet the needs of so many neglected citizens.

Financially, we are experiencing severe problems. Daily operations, debt retirement, and increased demands for services strains our resources, hopes and prayers. Yet, we believe that we must continue to serve so that there will be a future for numerous black boys and girls.

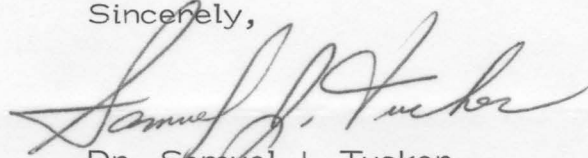
Most of our major problems could be solved if we could obtain funds. We require unrestricted funds to meet daily needs, to retire the debts, to study and make plans for the future, and to



Mr. Stanley S. Scott  
October 10, 1973  
Page 2

be able to do our small share in other ways toward making  
the American dream come true for still thousands of young  
people.

Sincerely,

A handwritten signature in cursive script, appearing to read "Samuel J. Tucker". The signature is written in dark ink and is positioned above the printed name and title.

Dr. Samuel J. Tucker  
President

SJT/gjh



October 11, 1973

MEMORANDUM FOR: MELVIN LAIRD  
FROM: STAN SCOTT

This is a follow up of our conversation this morning. Request that consideration be given to including the attached endorsement for assistance to traditionally Black colleges during their present financial crisis in your speech tomorrow.

Many of you are no doubt concerned about the recent cases filed in court by the Equal Employment Opportunity Commission. While I would not want to comment one way or the other on these issues before the courts, I would like to discuss another area that may or may not be related. That is Equal Educational opportunity.

The traditional Black college still has a meaningful place in today's society. These historically Black institutions continue in their efforts to inspire the Black youth of America and to help them realize their aspirations.

There are today ever increasing numbers of these youth completing college and entering the job arena equipped to make valuable contributions. Many of these historically Black institutions, if sufficiently strengthened, can contribute more in the future toward the furtherance of equal educational opportunity to the poor and those who would otherwise not be able to gain admission to college.

The public sector should join the government in helping to fulfill a true commitment to equal educational opportunity.

Industry would have much to gain if Black students, and other minorities could turn to them for student aid, or student loans, to be repaid by a commitment to fill a position for two years with that firm upon graduation. During the summer months these students could be given jobs within the area they would eventually work within the firm, and graduation would be a transition. The job would be familiar to the new employee and the greatest potentials could be realized through this kind of involvement.



Black colleges could be helped to strengthen various departments and specialities needed by big business so that the fruit of their labor would be a product that would be beneficial to all three: the school, the new employee, and the nation.

If it's tough to find qualified minorities to satisfy the equal opportunity goal, why don't you give a little thought to going to the root of the problem and make a contribution that will bring about a positive change.





# JARVIS CHRISTIAN COLLEGE

HAWKINS, TEXAS 75765

October 11, 1973

Dr. Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C. 20000



Dear Dr. Scott:

As a relatively new president of a predominantly black college, let me indicate my own appreciation of your expression of concern which, I gather, holds promise of some more tangible expression.

When I came suddenly to office in the fall of 1971, I found deficits, need for a balanced budget and dire predictions for all colleges, with special adverse attention to the black ones. We eliminated the deficits and balanced the budget--naively accepting federal funding as a matter of course.

We were reaffirmed for accreditation, and with private help effected some environmental control against pollution and some needed improvement in water supply. We eliminated our bonded indebtedness (except those related to Federally subsidized student housing and self-liquidating faculty housing) and took great strides to satisfactory affirmative action compliance.

We are surviving, albeit with some serious effort, increased competition for our student clientele and the limiting effects on recruitment of changes in positions and functions at the high school level. We have not been overwhelmed by selection policies and actions of a major foundation.

Now come the Federal policies of allowing aid to follow the student, the effect of which is yet to be assessed. Now come changes and proposed changes in Title III to pose dilemmas of more serious dimensions.

Having initially graduated from one of the small, all-black independent colleges before preceeding north for graduate study (the only place where it was then available for me), and having worked at one or another of these institutions since a time when the 1954 supreme court decision was undreamed of, I know what the colleges have meant to black people and the

*Affiliated with Texas Christian University*  
An Equal Educational Opportunity College



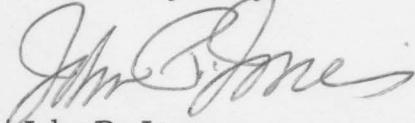
Dr. Stanley S. Scott  
October 11, 1973  
Page 2

nation. The present indecisiveness of America about higher education and particularly about the place of black people in it underscores the need, at least for a while to continue predominantly black colleges.

But you know all this just as you know that without Federal assistance the recent advancement of Jarvis would not have been possible.

Once again, thank you for your concern.

Yours very truly,



John P. Jones  
President

JPJ:jrw



ALABAMA AGRICULTURAL AND MECHANICAL UNIVERSITY



Normal, Alabama 35762

OFFICE OF THE PRESIDENT

October 11, 1973

The Honorable Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C. 20500



Dear Mr. Scott:

Thank you for your letter dated October 4, 1973, in which you expressed personal concern about the problems faced by predominantly black colleges.

You especially asked the problems we are facing that need outside assistance. One of the main problems with all predominantly black institutions is financial aid for potential, qualified students from low-income families. For example, there are 5,172,805 black youngsters in the South under eighteen years of age. Over fifty per cent of these young people are from families who earn less than \$6,000 per year. The potential college-bound students from among such families stand little chance of getting a college education because of financial limitations. The attached sheet, explaining our own situation with respect to financial aid for students, will further explain my point.

We will never be able to solve, in an adequate manner, our problem of proper education for black people unless we are able to get more of them in college. We simply do not have enough of our people attending and graduating from college.

A second serious problem lies in the fact that predominantly black institutions need "catch up" money for capital outlay purposes, adequate teaching facilities and faculty salaries. The denial of access to available funds both at the Federal and state levels is well known. Reference may be made to the continued denial of Hatch Act (1887) funds to 1890 black land-grant institutions. The 1890 Morrill Act says that these institutions shall be treated as if they were organized in 1862 under the organic Morrill Act. Yet, they have never received Hatch Act funds.

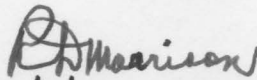
The Honorable Stanley S. Scott  
October 11, 1973  
Page 2

Finally, you can help us with USDA. Presently, the sixteen black land-grant colleges and Tuskegee Institute are receiving research funds through Public Law 89-106 (CSRS) in the amount of 12.83 million dollars, and 4 million dollars for cooperative extension work under the Smith-Lever Act. We must make sure that the various agencies in USDA do not undercut us to the extent of developing reasons why we should not have these funds. It is urgent that, somewhere in the language of the CSRS appropriation bill, the 12.83 million dollars be specifically designated for the 1890 land-grant institutions and Tuskegee Institute. The bill as presently written does not specify this, whereas it does for other agencies that are to receive funds from CSRS.

We must continue to strongly support the Title III Program. This program has done more for predominantly black colleges than most other Federal Government agencies. There is a need to keep this program under the supervision of a strong black person who knows the problems and thoughts of black people.

I appreciate having the opportunity to express these views briefly. We need your help.

Sincerely yours,

  
R. D. Morrison  
President

RDM:ald  
Attachment

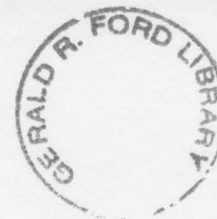




ALABAMA AGRICULTURAL AND MECHANICAL UNIVERSITY  
Normal, Alabama 35762

The University expects to enroll for the 1973-74 academic year 2,600 students. A total of 1,670 of these persons (64% of the total enrollment) will, of necessity, require full financial assistance in order to meet their educational costs. Alabama A&M, when compared on a cost basis to other institutions within this region, is comparatively inexpensive. It is possible for a student (undergraduate) to meet his full cost for \$1,750. The breakdown on our cost is as follows:

|                  |       |
|------------------|-------|
| Tuition & fees   | \$330 |
| Room & board     | 948   |
| Books & supplies | 150   |
| Other expenses   | 322   |



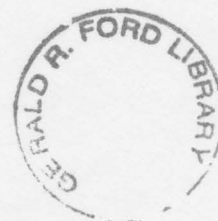
In spite of this low cost, the need for every available kind of aid by our students is of critical importance.

The average student's parental income is \$4,500 per year and he comes from a family which consists of at least two other brothers and/or sisters. With the limits now placed on our Federal funding level for the college-based aid programs--National Direct Student Loan, Supplemental Educational Opportunity Grant, College Work-Study--we have been able to assist only 19% of the student enrollment. In terms of numbers, only 507 persons have been granted financial aid thus far this year. This means that more than 1,163 students this academic year face a severe crisis. To have effectively met the full needs of each of the 1,670 persons, the University needed \$1,327,925. Our current funding level is \$814,221 less than what is needed to do an effective job.



Other sources of aid (Federally Insured Loans, Guaranteed Student Loans) could not provide assistance either. Last year (1972), 536 students managed to secure Federally Insured Loans through banks, credit unions, savings and loan associations. This year, due primarily to a change in the application procedure (each student must now establish need before a loan will be granted), and to the fact that many banks in our region are withdrawing from the program, no more than 75 students have currently been successful in securing Federally Insured Loans.

Many students this year, familiar with the de-emphasis being placed on the National Direct Student Loan and Supplemental Educational Opportunity Grant (the President's Message to Congress, January 28, 1973), started early making alternative plans to secure aid. In spite of their attempts to pay their expenses, they are still in need of added financial aid. Most will have used their summer earnings to pay for the fall semester. Those who secured aid from other sources were unable to secure enough to pay for the whole year. Without a doubt, financial aid secured from every available source in increasing amounts is needed to meet the aid demands of the students of Alabama A&M University.



**HOWARD UNIVERSITY**  
WASHINGTON, D. C. 20001

OFFICE OF THE PRESIDENT

October 11, 1973

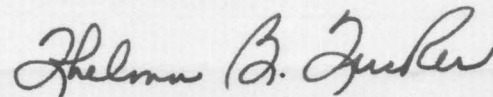
The Honorable Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C.

Dear Mr. Scott:

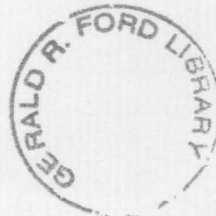
Your letter of October 4 was received during Dr. Cheek's absence from the office because of the serious illness of his mother.

Because of this, the date of his return to the office is indefinite. I shall, however, hold your letter for his attention.

Sincerely yours,



Mrs. Thelma B. Tucker  
Secretary to Dr. Cheek



# MARY HOLMES COLLEGE

WEST POINT, MISSISSIPPI 39773

OFFICE OF THE PRESIDENT

October 11, 1973

Mr. Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C.



Dear Mr. Scott:

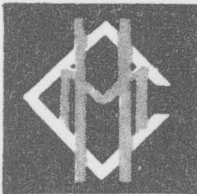
Thank you for your letter of October 4. It is a reassuring thought to know that a graduate of one of our black colleges is in the White House and is concerned about our future.

You asked for my thoughts about the future of black colleges. From my position I cannot speak for all of the black colleges, but I find that Mary Holmes College, a private two-year college, has a more important role than ever in the affairs of the black community in the rural Southeast. There are many fine colleges in the Southeast, and they are open to any qualified person, white or black. Mary Holmes College is one place where the educationally deprived person, man or woman, has the opportunity to develop his capabilities to the fullest and to show the world that he, too, can succeed. We provide both professional competence and warm understanding to help these young people who need us.

You mentioned finances. Money is today and will continue to be a problem with our college, and probably most black colleges. Nearly all of our students come from poor families, some of them almost unbelievably poor, and federal financial aid is a necessity for them. I am happy to note that the current level of federal financial aid does provide support for those who need it. We could use more, of course, but the program that exists is providing very necessary help.

We continue to need money in our effort to become "developed," that is, to obtain the academic maturity of the mainstream of predominantly white colleges. The Title III program has done wonders for our college, and if we can continue to receive assistance of this nature for a modest number of years to come we can see ourselves attaining educational maturity.

What we miss most is the financial backlog that comes from having a century of well-to-do alumni making generous annual contributions and terminal gifts to the college. Although we have been in existence for over eighty years, nowhere do we have the equivalent of the financial strength that





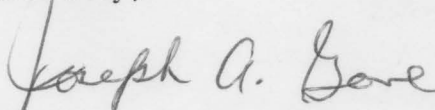
Mr. Stanley S. Scott  
Page 2  
October 11, 1973

comes from these generations of wealthy alumni. I suspect that our plight is shared by the majority of private black colleges. Mary Holmes College needs assistance from the federal government and we need money to support the ongoing program of the college, funds which most colleges would get from their alumni.

You mentioned the obligations of the black colleges. Concerned as we are with institutional survival, it is all too easy to forget that our colleges exist not to survive, but to provide important services to the young blacks of this country and to the communities from which they came. Thank you for reminding me of this important fact.

Thank you for this opportunity to tell you a little of our concerns. If there is more that I can do for you, please do not hesitate to ask.

Sincerely,

  
Joseph A. Gore

JAG:lrd





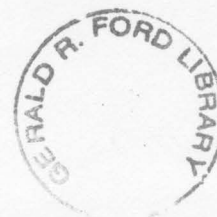
TEXAS SOUTHERN UNIVERSITY

HOUSTON, TEXAS 77004

OFFICE OF THE PRESIDENT

October 16, 1973

Mr. Stanley S. Scott  
Special Assistant  
to the President  
The White House  
Washington, D. C.



Dear Mr. Scott:

Thank you for your letter of October 4 requesting views and concerns regarding the future of black colleges.

First, I am especially pleased to note your interest in and concern for our plight. So many have indicated their interest but none so pointedly from a position such as you occupy.

Second, I have given much consideration to our situation beginning with the Sit-in Movement. In 1965 I began publishing on the subject-- "Negro Colleges for the Great Society"--and have continued through this year "One University's Urban Commitment." Through the several publications I have sought to delineate sufficiently broad parameters of the general problem to serve as basis for a comprehensive strategy for making our colleges viable and valuable for all times.

Third, I have been involved in many recent dialogues about the problem, but no one effort has afforded the comprehensive approach to the issues that an effective strategy requires. Some groups have focused on the legal aspects, others have approached the economic facet, and still others the programmatic--all piecemeally at best.

It seems to me that at all levels--local, state and national--every tactic should be carefully related to all or as many of the components as possible. And every part of each component should be carefully addressed.

For example, although our existence is no longer legal under laws which have been struck down since 1954, we could establish a legal basis for continued existence on the basis of function rather than upon racial identification. Further, Title III of the Higher Education Act need not be phased out because of identification with black colleges. Just as the

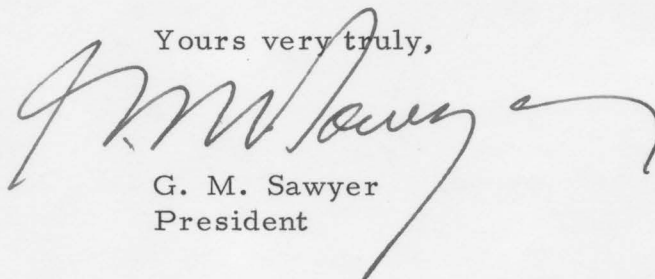
Mr. Stanley S. Scott  
October 16, 1973  
Page 2

Land Grant Act--passed in 1862--is considered yet relevant and appropriate to the schools supported by that Act, the Congress can make permanent the support of black colleges under Title III or other legislation.

I can only suggest in this brief response some of the notions that I have developed about higher education in black colleges over the past decade. I have to believe in much of what I say, because when submitted to a legislative test my thesis was upheld--The Texas State Legislature validated our continued existence on the basis of what we are doing, not on the basis of who we serve.

I hope that this will be helpful, if only to set forth points to be refuted. Nonetheless, I do appreciate the invitation to write you, and I look forward to hearing from you later as you indicate.

Yours very truly,



G. M. Sawyer  
President

GMS:tkj

Enclosures



# Florida Memorial College

15800 N. W. FORTY-SECOND AVENUE (LEJEUNE ROAD)  
MIAMI, FLORIDA 33054

Office of the President

October 12, 1973

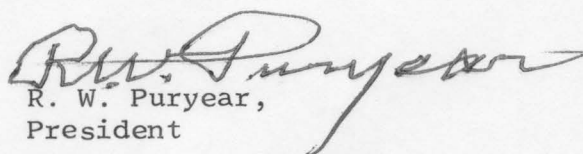
Mr. Stanley S. Scott  
Special Assistant to  
the President  
The White House  
Washington, D. C.

Dear Mr. Scott:

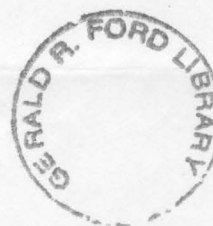
I acknowledge receipt of your letter dated October 4, 1973 with great appreciation.

A response to your request will be forthcoming within a few days.

Sincerely,

  
R. W. Puryear,  
President

RWP:cdk





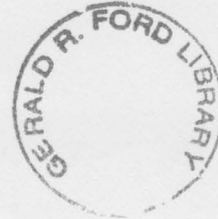
# LOMAX-HANNON JUNIOR COLLEGE

GREENVILLE, ALABAMA 36037

OFFICE OF THE PRESIDENT

October 14, 1973

Mr. Stanley S. Scott  
Special Assistant  
to the President  
The White House  
Washington, D.C.



Dear Mr. Scott:

Pursuant to a recent telephone conversation with Mr. Malvin R. Goode, ABC-TV United Nations Correspondent (retired), I attempted without success to reach your office at The White House. Moreover, this letter is in direct response to your communication of October 4, 1973, to Dr. B.M. Montgomery, former President of Lomax-Hannon Junior College.

August 15, 1972, I was appointed President of Lomax-Hannon Junior College with orders to implement programs that might solve many of the problems outlined in your letter. Lomax-Hannon has had prior contact with your office during the term of Mr. Robert Brown. At the present moment we are in need of your assistance in pushing our Upward Bound, Talent Search, and Special Service proposals.

Since 1893 Lomax-Hannon Junior College has served Greenville, Butler County, and the country-at-large by producing creditable black leaders. At the present moment I am confronted with the following three major problems: (1) Student recruitment; (2) Matching funds for public and private programs; and (3) Funds for personnel with expertise in specific fields.

Mr. Scott, under separate cover I am forwarding the brief format of finances and obligations as per your request. Your special attention to this worthy institution will prove mutually beneficial.

Very sincerely,

A handwritten signature in cursive script, appearing to read "C. Mifflin Smith". The ink is dark and the signature is fluid.

C. Mifflin Smith, President

CMS:GJ

cc: Bishop Alfred G. Dunston, Jr.



# TEXAS COLLEGE



Established in 1894

Auspices of Christian Methodist Episcopal Church

Tyler, Texas 75701

## Office of The President

October 15, 1973

Dr. Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C.



Dear Dr. Stanley:

Thank you for your communication of October 4, 1973 in which you expressed a concern about the problems faced by predominantly black colleges throughout the Nation.

I am proud to know that a person in your position is a product in these colleges because this should bring real meaning to the White House relative to our situation.

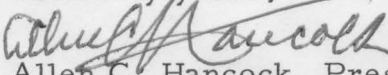
Presently, we can say that the basic problem faced by these colleges is economic. This is nothing new. Most of these colleges were born in poverty and have operated in a climate of economic deprivation throughout their history. Yet for some reason they have produced some of the finest people who have ever lived in this Nation.

As you know, the graduates of these institutions have not earned wealth, therefore, they are not in a position to provide the support they need. In addition, the majority of the students who are now attending these institutions come from homes unable to provide economic assistance. Thus, these colleges are carrying a burden that no other institution in this country accept.

It is my firm belief that the Federal Government should increase and extend Title III to the extent that these institutions may continue the great contributions they have made to America. In addition, financial aid should be increased and provided for these students.

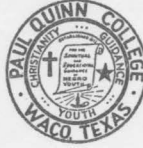
With the proper financial assistance, these colleges can continue the reclamation of human potential. This will assure that a greater number of these people will become tax payers and contributing citizens to the Nation.

Sincerely yours,

  
Allen C. Hancock, President

ACH/ga

**Paul Quinn College**  
Under the Auspices of the African M. E. Church  
WACO, TEXAS 76704



Office of the President

October 16, 1973

Mr. Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C.



Dear Mr. Scott:

In reply to your letter of October 4, 1973, I am happy to bring to your attention problems facing black colleges in the United States, problems which face many small private white colleges as well.

Private black colleges are faced with the following: (1) Decreasing enrollment due to the raiding of black colleges by large white institutions of higher education who lure with attractive scholarships the best black brains in the minority sector. (2) Decreasing enrollments in private black as well as white institutions of higher learning because of the trend in education to establish community colleges and area vocational and technical schools (3) Inadequate financial support for private, small colleges with enrollments of fewer than 1,000 students (this is particularly apparent as regards large foundations which with-hold financial support from colleges of this category. (4) Diminishing financial support by the federal government in Title III, and diminishing financial support in the library grants in the Higher Education Act. These grants enabled black colleges to develop as emerging institutions of higher education. These funds now must be shared by community colleges and all small colleges which at one time seemed to be the exclusive area of funding for black institutions of higher education. (5) The policies and regulations of the National Science Foundation and the Endowment for the Humanities which seemingly favor large institutions instead of small colleges.

A new thrust which can help small black colleges will be the Moton Foundation Plan for the Endowment of black colleges, the continuation of Title III with adequate funding by the federal government and more emphasis and financial support for the Right-to-Read and Special Services programs.

Your efforts within the administration for adequate financial support for black colleges will be most rewarding for all minorities on the American scene.

Sincerely,

A handwritten signature in cursive script that reads "Stanley E. Rutland".  
Stanley E. Rutland, President

LAURENCE C. JONES,  
PRESIDENT

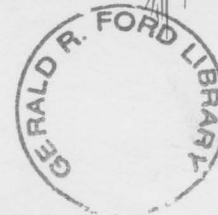
EULA KELLY MOMAN,  
TREASURER

## THE PINEY WOODS COUNTRY LIFE SCHOOL

PINEY WOODS, MISS. 39148

October 16, 1973

Mr. Stanley S. Scott  
Special Asst. to the President  
The White House  
Washington, D. C. 20500



Dear Mr. Scott:

I share your concern for the problems on which your October 4 letter focused attention. While many blacks will be able financially and scholastically, to enter the bigger and better institutions of higher learning, there will always be those who, by the same token, can not. These smaller institutions will continue to be a stronghold for the latter; and it is important therefore that they continue.

Except by donations and special gifts, I know of no way in which they can be financed, unless it is through grants from some governmental agency. It would be of tremendous help, if full support could be obtained for the land grant colleges. I will be pleased to hear from you again on this.

Sincerely,

*Laurence C. Jones*

Laurence C. Jones



# Selma University



OFFICE OF THE PRESIDENT

Selma, Alabama

36701

OCTOBER 17, 1973



MR. STANLEY S. SCOTT  
SPECIAL ASSISTANT  
TO THE PRESIDENT  
THE WHITE HOUSE  
WASHINGTON, D. C. 20000

DEAR MR. SCOTT:

I READ YOUR KIND LETTER WITH MUCH ANTICIPATION. TO KNOW THAT THOSE OF US WHO HAVE THE RESPONSIBILITY OF ADMINISTERING A BLACK COLLEGE HAVE A FRIEND IN YOU, GIVES US HOPE.

OUR COLLEGE IS A JUNIOR COLLEGE. IT IS 95 YEARS OLD. WE HAVE NOT OPERATED IN A VACUUM. THE FACT THAT WE HAVE DOUBLED OUR ENROLLMENT IN THE LAST 6 YEARS PROVES THAT WE ARE MAKING A CONTRIBUTION TO LIFE AND LIVING. WE HAVE GRANTED MORE THAN 700 ASSOCIATE IN ARTS AND ASSOCIATE IN SCIENCE DEGREES IN THE LAST 10 YEARS. CLOSE TO 400 OF OUR 700 GRADUATES HAVE COMPLETED COLLEGE IN THE LAST 10 YEARS.

WE HAVE HOPE. WE ARE THANKFUL FOR WHAT HAS BEEN DONE FOR US BY HEW. ABOUT 90% OF ALL THE FEDERAL AID OUR COLLEGE HAS RECEIVED WAS GRANTED TO US DURING THE ADMINISTRATION OF PRESIDENT NIXON. THIS LETTER IS NOT A LETTER OF COMPLAINT. THIS IS A LETTER OF PRAISE. IT IS ALSO A PASSIONATE PLEA TO HELP US KEEP OUR 95 YEAR OLD COLLEGE THAT HAS HELPED EDUCATE THOUSANDS OF STUDENTS DURING ITS EXISTENCE.

ENCLOSED PLEASE FIND "A PLEA FOR FIFTEEN PRIVATE MINORITY COLLEGES," BY M. C. CLEVELAND, JR. I AM INCLUDING TABLE 3 TAKEN FROM A BOOK "SMALL CHANGE, A REPORT ON FEDERAL SUPPORT FOR BLACK COLLEGES 1972" BY SOUTHERN EDUCATION FOUNDATION. YOU WILL ALSO FIND AN ARTICLE BY BERNARD TAYLOR, "FUNDING PATTERNS OF BLACK PRIVATE JUNIOR COLLEGES."

THE HIGHER EDUCATION BILL OF 1972 HAD A PROVISION FOR "INSTITUTIONAL AID." INSTITUTIONAL AID WAS DESIGNED TO GIVE AID TO HARD PRESSED COLLEGES. HAD THIS PROVISION REMAINED IN EFFECT OUR COLLEGE WOULD HAVE RECEIVED BETWEEN \$200,000 AND \$250,000.



THE PUBLIC COLLEGES WILL HAVE STATE BOARDS OF EDUCATION TO ENTERCEDE FOR THEM. THE PRIVATE COLLEGES WILL NOT HAVE THE LEVERAGE TO GET MUCH OF THE MONEY DESIGNATED FOR COMMUNITY AND JUNIOR COLLEGES.

WE WOULD BE HAPPY TO RECEIVE ANY GRANT FROM THE GOVERNMENT OR FROM A PRIVATE FOUNDATION. WE NEED MONEY TO INCREASE INSTRUCTORS, ADMINISTRATORS, AND AUXILIARY WORKERS SALARIES.

WE NEED TO REPAIR AND BEAUTIFY BUILDINGS. WE WOULD BE HELPED BY A GIFT OR GIFTS OF \$1,000 TO \$1,000,000.

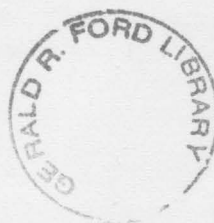
IF YOU CAN HELP US, WE WILL PROVIDE A BETTER EDUCATION FOR 400 STUDENTS. WE WILL INCREASE THE SALARIES OF 45 DEDICATED WORKERS.

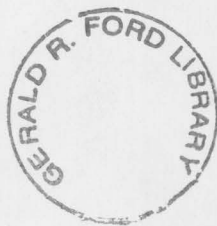
TO KNOW THAT YOU THOUGHT ABOUT US GIVES US ENCOURAGEMENT.

YOURS VERY TRULY,

*M. C. Cleveland, Jr.*

M. C. CLEVELAND, JR.  
PRESIDENT





## A PLEA FOR FIFTEEN PRIVATE MINORITY COLLEGES

There are 15 Private Junior Colleges in America which were founded by Negroes. All of these colleges are 50 years old or older with the exception of Southwestern Christian College, which is 23 years old. Please consider them as a national asset.

Many of these colleges served well in those years when black students could scarcely find any other college that would accept them.

There are millions of Americans who are concerned about endangered wildlife species. The latest report lists 14 Mammals, 50 birds, 7 amphibians and reptiles, and 30 fishes that are threatened with extinction in America. The numbers of species of animals that are endangered in the world is much larger. I think that every human being should be concerned with the preservation of every living animal.

I wonder if enough people in America will be concerned about the preservation of these 15 colleges which have served well. They are willing to continue to serve the needs of students. They need help. The help that I am requesting for a two or three-year period would greatly encourage and strengthen these institutions. The money that is requested will help insure the employment of more than 400 persons. More than 3,458 students will be attending the colleges of their choice.

These colleges have hundreds of thousands of well wishers who would be happy if someone or an agency of the Federal Government would come to their rescue. These colleges served well during the days when Negroes did not receive a great deal of encouragement. Without some help most of these institutions will not be in existence 5 years from now.

The Higher Education Bill of 1972 contained many parts that would have helped these small colleges, but the Bill has been greatly altered and I realize that there is very little that anyone can do about the alterations.

There are five programs that most of these 15 colleges will not be able to get very much assistance from, they are:

1. Title III - Support to Developing Institutions. Only 3 of the 15 colleges can qualify.
2. Subsidized Insured Loans - Most Banking Institutions in the South will not lend money to black students for college even if the loans are guaranteed by the government.
3. Revenue Sharing.
4. State Departments of Education.
5. The United Negro College Fund - is an Association that is restricted to 4-year colleges.

Most of these 15 Private Junior Colleges will be able to share in (1) Basic Opportunity Grants and (2) Work-Study. We hope most of these colleges can share in (1) Talent Search, (2) Special Services in Colleges, and (3) Upward Bound.

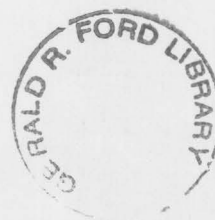
If this suggestion is legal, we hope these 15 colleges will receive some help from what will be given to 2-year institutions. Under 2-year institutions - Other student support, there is \$66,000,000.00. In Student Grants (OASDI) there is \$80,000,000.00. In <sup>a</sup>other there is *program* \$45,000,000.00.

If these two-year colleges were granted \$3,000,000.00 together on the basis of enrollment we would be very very grateful. This formula is based on the 1972-73 enrollment.

|                                                         |                    |
|---------------------------------------------------------|--------------------|
| 1. Mary Holmes College (600-700 students) - - - - -     | \$ 400,000,000.00  |
| 2. Kittrell College (500-600 students) - - - - -        | 350,000,000.00     |
| 3. Selma University (400-500 students) - - - - -        | 300,000,000.00     |
| 4. Prentiss N. & I. Institute (300-400 students) - -    | 250,000,000.00     |
| 5. Southwestern Christian College (200-300 students)    | 200,000,000.00     |
| 6. Shorter College (200-300 students) - - - - -         | 200,000,000.00     |
| 7. Friendship College (200-300 students) - - - - -      | 200,000,000.00     |
| 8. Saints College (100-200 students) - - - - -          | 150,000,000.00     |
| 9. Morristown College (100-200 students) - - - - -      | 150,000,000.00     |
| 10. Natchez College (100-200 students) - - - - -        | 150,000,000.00     |
| 11. Clinton College (100-200 students) - - - - -        | 150,000,000.00     |
| 12. The Virginia College (50-100 students) - - - - -    | 100,000,000.00     |
| 13. Mary Allen College (50-100 students) - - - - -      | 100,000,000.00     |
| 14. Alabama Lutheran Academy & College (20-50 students) | 50,000,000.00      |
| 15. Lomax Hannon College (20-50 students) - - - - -     | 50,000,000.00      |
| TOTAL - - -                                             | \$2,800,000,000.00 |

Divide the \$200,000.00 that is left over equally among the 15 colleges. Each one would receive \$13,333.00 added to the amounts stated above.

If each college received the amounts listed above we would be happy. If each college that increased its enrollment by 15% would be funded the second year in the same amount I believe each school would be very very grateful. If this could happen the third year, many of these colleges would be well on their way in becoming the pride and joy of those who are interested in them.



This is not a criticism. As a nation, we need a National Zoo. Captured animals that have been taken away from their natural habitat and caged should be cared for. If one divides 4 million dollars by 1,800 animals, he will find that \$2,222 was spent on an average per animal. If we could receive \$1,111 on an average per poverty student for financial aid, we would be happy.

### *Pandas' plush living*

## Spoiling the star boarders?

WASHINGTON

The National Zoo is spending \$550,000 this fiscal year on its two newly acquired Chinese pandas—and \$4 million for the zoo's 1,800 other inhabitants.

Some keepers complained today that the

tioned quonset hut, but to make them visible to a lot of people is a different matter."

—Associated Press

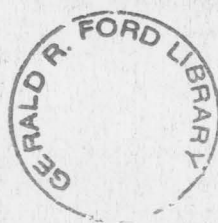
### Feel price pinch

pandas perfectly happy in an air-condi-

—Associated Press







# FUNDING PATTERNS OF BLACK PRIVATE JUNIOR COLLEGES

BERNARD TAYLOR

When one considers funding patterns of traditionally or predominantly Black two-year colleges, one must first scan the annals of history to compare where they were a century ago to where they are today.

The post-Civil War years saw the establishment of many federal and religious related agencies which were assigned the task of assisting the emancipated slaves in adjusting to their new status. More commonly known as Freedmen Bureaus or Freedmen's Aid societies, these agencies were also responsible for the establishment of a large percentage of the junior and senior colleges for Blacks. The churches and religious groups played the most prominent role in the area of higher education. The federal agencies were primarily concerned with public education.

The sense of Negritude among ex-slaves manifested itself in the separation from traditionally White religious denominations and the formation of predominantly Black ones: the Colored (now Christian) Methodist Episcopal Church (C.M.E.); National Baptist Convention, Inc.; National Baptist Convention of America; and others. The African Methodist Episcopal Church (A.M.E.) and African Methodist Episcopal Zion Church (A.M.E.Z.) had separat-

ed several years before from the White Methodist Episcopal Church and had established at least one institution of higher education—Wilberforce University.

Today, there are 15 known traditionally Black private junior colleges in the United States. All are located in the South. They span from as far east as Virginia to as far west as Texas. Eight of the total were founded by Black religious denominations. Only one is independent. The majority were founded between 1878 and 1891.

## FOUNDED BY RELIGIOUS SECTS

Although called "colleges" or "universities" initially, the institutions which were founded by the Black religious sects were little more than high schools or academies established to upgrade the educational levels of the members of the respective denominations as well as help to bridge the gap between slavery and citizenship. Some still have high school departments attached. Support during earlier years was meager.

While the institutions founded by predominantly White religious denominations received considerably more support than their coun-

terparts, bare existence was a way of life. Many of these institutions continue to receive a large portion of their budgets from the denominations.

## SUPPORT FROM BENEFACTORS

Unlike the senior colleges which were amassing endowments, receiving support from benefactors, the United Negro College Fund, and from church sources, the junior colleges had to rely on the support they received from the church sources and student tuition and fees.

With the passage of the National Defense Education Act in 1958, outside assistance was received in the form of the National Defense Student Loan Program. This was later complemented with the federal College Work-Study Program (1965) and the Educational Opportunity Grants (1965). These programs provided a respite to the scholarship drain on the college's budget.

However, because of the matching requirements for participation in the National Defense Student Loan Program and the maintenance of effort requirement for the College Work-Study Program, participation in these programs has been minimal.

Another factor affecting funding has been the recent decline in en-

## Senate's College-Aid Bill Gets Administration Nudge

By CHERYL M. FIELDS

WASHINGTON

The Nixon Administration gave a strong boost to the Senate's plans for aiding students and institutions last week as a conference committee

currently contained in the House version [of the college aid bill] is not acceptable to the Administration."

"We believe that the future health of higher education would be insured far better by a bill with no institu-



This was eliminated from the "Bill". Had this provision remained in effect, our college would have been greatly helped.

THIS INFORMATION COMES FROM SMALL CHANGE "A REPORT ON FEDERAL SUPPORT FOR BLACK COLLEGES 1972" - BY: SOUTHERN EDUCATION FOUNDATION.

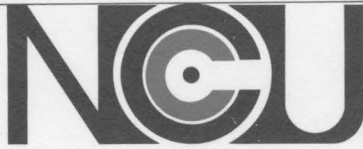
**TABLE 3—Two-year colleges founded for Negroes in the U.S., 1969**

\* The year of founding for several institutions is the year of founding of their progenitors.

† MBC = Methodist, AME = African Methodist Episcopal.

XXX - NOT LISTED IN THE EDUCATIONAL DIRECTORY,  
HIGHER EDUCATION, UNITED STATES DEPARTMENT OF HEALTH,  
EDUCATION, AND WELFARE FOR 1972-73.



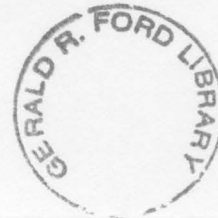


NORTH CAROLINA CENTRAL UNIVERSITY  
DURHAM, NORTH CAROLINA 27707

OFFICE OF THE CHANCELLOR

October 17, 1973

Mr. Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C. 20500



Dear Mr. Scott:

Thank you for your letter of October 4 in which you indicated your personal concerns about the problems currently surrounding predominantly black colleges and universities. It is, indeed, gratifying to know that there is someone in high office in the Federal Administration so concerned and, particularly someone who is a product of a predominantly black institution.

My views about these problems have been rather fully presented in the paper placed before you through the National Association for Equal Opportunity in Higher Education. I am confident that this paper reflects the thinking of the great majority of the Negro Presidents.

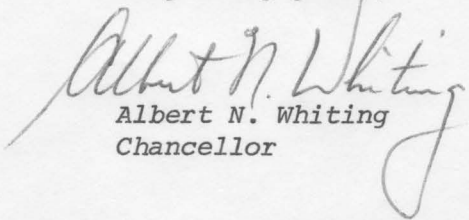
Briefly, our institutions suffer from a debilitating type of isolation which results in inadequate financial support and limited access to interaction with the powers and processes which control American Higher Education. In addition, we are struggling to educate students from immensely deprived backgrounds with limited resources. As you know, we have done well with what we have. There is room for improvement, without a doubt, but - within the limitations - what we have achieved has been heroic, to say the least.

The above could be elaborated ad infinitum but I think what I have said represents the crux of the problems.

Please know that we deeply appreciate your interest and your presence on the White House Staff. We look to you for assistance and whenever you need our support, please do not hesitate to call upon us.

With best wishes, I am

Very truly yours,

  
Albert N. Whiting  
Chancellor

ANW:tfs



***Barber-Scotia College***  
***Concord, North Carolina 28025***  
A COLLEGE OF THE UNITED PRESBYTERIAN CHURCH  
IN THE  
UNITED STATES OF AMERICA

OFFICE OF THE PRESIDENT

October 17, 1973

Mr. Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D.C.



Dear Mr. Scott:

The purpose of this presentation is to comply with your request to share with you my perceptions and concerns regarding the future of black colleges throughout the Nation.

Created for the purpose of segregation, surviving under conditions of great inequity and isolation, black colleges have established an enviable record of service to low-income students who have talent and motivation in spite of a lack of good formal preparation. A broader range of economic classes are served by traditionally black colleges in ways both creative and effective than by the majority of colleges and universities. The black colleges have served not only the under-prepared and low-income students, they have and will continue to produce black professional and intellectual leadership.

The need for traditionally black colleges, far from deminishing, is now greater than ever. These institutions should be permitted to grow in stature as fully equal partners in the national network of public and private institutions of higher education. They should be granted the support necessary for them to expand their role and their constituency beyond their present service levels.

Historically, black colleges have been inadequately financed and are currently suffering from mounting problems of finance, staffing and curriculum in spite of the increased financial support from Federal sources within recent years. These colleges have the potential for achieving both operational and fiscal stability but are in dire need of continued and significantly increased Federal support at all levels to enable them to realize their potential and enter into the main currents of academic life.

The increased support of the Federal government since 1965 in student financial aid funds and the Title III Strengthening Developing Institutions Program is acknowledged with profound appreciation. However,

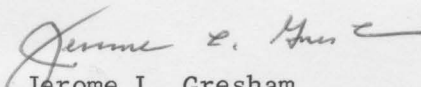


Mr. Stanley S. Scott  
October 17, 1973  
Page 2

for the continuation of these institutions that have proven to be a national asset of unrealized and unappreciated proportions, a major national commitment to existing and new directions is needed to redress the historic injustices that have been imposed on them in order to further expand educational opportunities for minority students.

For black colleges to continue to meet the needs of their constituency, the Federal government should provide increased and less restrictive multi-year commitments to institutions with grant notifications being issued so as to be coordinated with the academic year; provide for the lines of communication to remain open for discussion with appropriate representatives from black colleges to give input to Federal program development and support, and in determining policy, establishing priorities, and making decisions for affirmative action; provide for continued and increased student assistance through the traditional campus-based programs, the Guaranteed Loan Program, the Basic Opportunity Grants Program, Graduate Fellowships, Health Professions Fellowships and Scholarships, provide support for student recruitment and funds for the support of tutorial programs tailored to individual needs. In addition, funds are also needed for institutional assistance, faculty program and instructional areas, services, facilities, equipment and institutional and scholarly research.

Yours truly,

  
Jerome L. Gresham  
President of the College



kl



## Interdenominational Theological Center

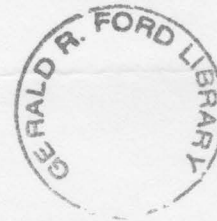
---

Office of the President

671 Beckwith Street, S.W.  
Atlanta, Georgia 30314

October 18, 1973

Mr. Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C.



Dear Mr. Scott:

I am very grateful for your letter of October 4, 1973 in which you set forth your intentions to serve the needs of black higher education as well as higher education in general.

In a few days I shall send to you additional words on my views concerning the future and the needs of black higher education institutions.

Sincerely,

*Oswald P. Bronson*

Oswald P. Bronson  
President

paw





# BENEDICT COLLEGE

HARDEN AND BLANDING STREETS  
COLUMBIA, SOUTH CAROLINA 29204

OFFICE OF THE PRESIDENT

October 19, 1973



Mr. Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C.

Dear Mr. Scott:

Thank you for your note of October 4, 1973 in which you shared with me your concern over the problems faced by predominantly black colleges in the nation.

As you know, the condition and fate of the black college, public and private, is my major preoccupation, and it keeps me busy and active 16 hours a day. I know you are busy, too, so I will deal in specifics only.

1. Many black colleges have benefited from the Title III program which will shortly be phased out. Unless a replacement program is developed, the colleges as a group will be rendered a grave disservice.
2. Funds being made available to black colleges are distributed in the manner of a Roman circus - paltry seems are sprinkled around for which the poor plebeians scramble. I urge you to recommend that more massive inputs of funds be made available to these colleges on a selective basis so that the more advanced may better serve their clientele.
3. The administration's policy of refinalization and returning of some autonomy to the States does not seem to include black higher education specifically. Some proportion of the funds returned to the State government should be designated for black higher education, for, as the doors of equal opportunity open, each state should have its cadre of qualified blacks ready to enter.

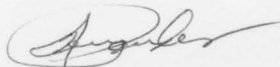


Mr. Stanley S. Scott  
Page 2  
October 18, 1973

4. While appealing directly for more and direct grants-in-aid for black higher education, I do not, in any way, prejudice my complete faith and dedication to the system of free enterprise on which our economy is based. In saying so, I underline my belief that the private college has a continuing role to play in the market place of higher education, and that the more discerning consumer will continue to opt for quality education in select private colleges. No attempt should therefore be made to invade the privacy or infringe upon the autonomy of these schools.

I trust that these brief comments will help you develop an effective program to guide the Administration.

Sincerely,



Henry Ponder  
President

HP:jls



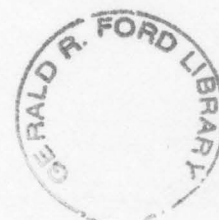
CLARK COLLEGE □ ATLANTA, GEORGIA 30314



OFFICE OF THE  
PRESIDENT

October 19, 1973

Mr. Stanley S. Scott  
Special Assistant  
to the President  
The White House  
Washington, D. C.



Dear Mr. Scott:

I am pleased that the White House continues its interest in black colleges and supports what we are trying to do in these institutions. I know of your personal interest in these institutions and the commitment of President Nixon in their behalf. As major questions develop regarding support for such things as construction, student financial aid, program and institutional development, it is good that the White House assumes leadership in the interest of these institutions.

The future of the black colleges is good. The attitude of students seeking higher education and their enrollment in these institutions is at a high level. This is so in spite of what is said in some quarters regarding enrollment of blacks in other institutions. Of course, the prospects vary according to location and according to what the various schools have to offer. In my view, four areas are extraordinarily important in continuing support.

First, substantial support for institutional development is necessary. This is particularly true in terms of developing sophisticated administrative structures that can assure effective utilization of resources. The private colleges in particular suffer in this regard. Of the 41 colleges in the United Negro College Fund, I would suspect 30 of them suffer from serious under-administration. Another six or seven need considerable improvement in administration. The cost of upgrading administration is great, and we cannot underwrite this from charges made to students.

Second, we need money for program improvements. Black students must have opportunities for new careers. Here at Clark College we refer to this problem as "Increasing the Options." I believe you are familiar with our efforts in this regard. I am enclosing copies of some of our program brochures in the areas of mass communications, health sciences, the general science program, and policy studies. These will give you some notion of what I am concerned about in this regard. It takes money to implement new curricula and programs. We need to expand our efforts in business administration to encompass at least 20 or 30 occupations in that field.



Member United Negro College Fund

Mr. Stanley S. Scott - 2.  
October 19, 1973

Third, funds are needed for expanding student support. I am afraid that the Basic Opportunity Grant program will be slow in meeting the needs of black students because that program encompasses a larger family income spread and competition for the money will be very keen. Black students in black colleges run the risk of not getting adequate support under that program unless the pool of funds is substantially increased beyond that presently available.

Fourth, we will need money to develop additional facilities. We have no wealthy alumni who can endow buildings for us. Private philanthropists increasingly refuse to support bricks and mortar. Consequently, when we at Clark want to build a facility for health sciences or for mass communications, it is a long struggle to raise the funds without federal support. I think one of the great tragedies in federal support for higher education has been the elimination of interest subsidy and construction support which can be of benefit to the black colleges.

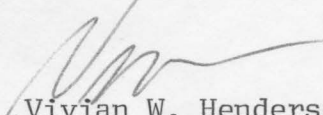
Black colleges are caught in a situation where policy was made for all institutions based upon enrollment trends, capacity, and needs in the larger institutions and in white institutions. Thus, when construction support was eliminated from the federal budget, there was little recognition of the serious catch-up construction needs in black colleges as well as needs accompanying growth in these institutions. Even the special fund provided by President Nixon for construction in the black colleges appears to be inoperative at present. In other words, it is also impossible for black colleges, particularly the private ones, to construct the seriously needed catch-up facilities as well as those needed to accompany growth without federal funds and subsidy. Clark College, at this very moment, would use approximately \$2 million in loans and grants under federal support programs. Moreover, we have pending an application for a \$600,000 loan for our health facility building.

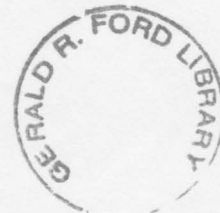
It is my hope that the Institutional Development Program of Title III will be continued with appropriations through 1975 when the act expires and hopefully that it will be renewed with improvements after that time.

It is always good to hear from you, and I hope these thoughts will be helpful. During the spring of 1974, we would like to have the opportunity to have you speak on our campus, and I shall be in contact with you about this possibility.

Kindest personal regards and best wishes.

Sincerely yours,

  
Vivian W. Henderson



/jcs  
Enclosures



# Bethune-Cookman College

DAYTONA BEACH, FLORIDA 32015

MARY MCLEOD BETHUNE  
FOUNDER

RICHARD V. MOORE, PRESIDENT

MYRON F. WICKE  
SECOND VICE CHAIRMAN, TRUSTEE BOARD  
SECOND VICE CHAIRMAN, EXECUTIVE COMMITTEE

JOEL D. McDAVID  
CHAIRMAN, TRUSTEE BOARD  
CHAIRMAN, EXECUTIVE COMMITTEE

J. SAXTON LLOYD  
THIRD VICE CHAIRMAN, TRUSTEE BOARD  
THIRD VICE CHAIRMAN, EXECUTIVE COMMITTEE

JAMES E. DAVIS  
FIRST VICE CHAIRMAN, TRUSTEE BOARD  
FIRST VICE CHAIRMAN, EXECUTIVE COMMITTEE



19 October 1973

LEROY E. NORTHRUP  
SECRETARY-TREASURER  
BOARD OF TRUSTEES

OFFICE OF THE PRESIDENT

The Honorable Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C. 20501

Dear Mr. Scott:

Thank you for your letter of October 4, 1973 which was received during my absence from the campus.

I am sure you realize the position of the black colleges and it is my firm belief that unless the Federal Government continues to subsidize them through federal assistance programs, some of us will experience an early demise.

Enclosed, a copy of my report to the Board of Trustees and other material relating to the annual meeting of the Board of Trustees.

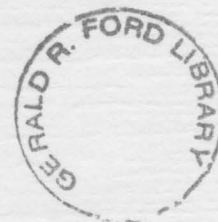
In the event you are in this section, please visit with us and observe us in our work.

With warmest personal regards,

Cordially yours,

Richard V. Moore  
President

RVM/swl  
Enclosures





47  
72

A Report  
From The  
President  
Bethune-Cookman  
College





With the passing of time, too often great men and women are forgotten, names overshadowed by accomplishments. Two who remain constantly in the forefront at Bethune-Cookman College are Mary McLeod Bethune, founder of the Daytona Normal and Industrial Institute for Girls and the Reverend D. B. S. Darnell, founder of Cookman Institute. For from a merger of these two institutions in 1923 came Bethune-Cookman College, a four-year, Methodist related institution.

In 1947, the College sought and received an "A" rating by the Southern Association of Colleges and Schools and was voted into full membership by that agency in 1960. With accreditation came a heightened optimism among the Bethune-Cookman community, an optimism that has, in part, resulted in the pride and progress now in evidence at the College.

## *The President's Message*

In 1947, I assumed the Presidency of Bethune-Cookman College with reverence of the past, idealism for the future. Much had been done by my able predecessors, but much more remained to be accomplished if the College was to continue a steady course of progress. The years from 1947 to 1972 mark a quarter century of activity and achievement for Bethune-Cookman College. The overall impact of these 25 years has resulted in dramatic changes in all areas of endeavor . . . student enrollment, faculty increases, physical expansion and academic revision and improvement.

It is my feeling that a more accurate perspective of our progress may be seen by a comparison of my first year as president with the present. To chronicle every significant event of the past quarter century would be an insurmountable task.

This annual report is directed to you, the members of the Board of Trustees of Bethune-Cookman and to all who have demonstrated an interest in and given assistance to the College — to faculty, students, alumni and our friends within the local community . . . to the leaders of business, industry and foundations who are supporting higher education, and to that large body of Methodists who are showing an increasing interest in and enthusiasm for the College.

It is with a great sense of personal pride and inward satisfaction that I relate to you the success story of Bethune-Cookman . . . the three-fold increase in student enrollment; the addition of 19 fulltime professors to the teaching faculty; construction of 12 academic buildings and renovation of five others; implementation of a revised academic program which increased major offerings from seven to a total of 16.

Many of you are already quite familiar with the Bethune-Cookman story, for it has been with your help that we have attained our present level of achievement. With your continued support and assistance, and with that of all members of the college community, we approach the next quarter century at Bethune-Cookman College with strength of purpose and confidence in direction.

RICHARD V. MOORE  
*President*







## Academics

Nineteen and forty-seven was a year of individualism at Bethune-Cookman College, an attribute which has carried forth to the present. At that time, the instructional program had as its basic philosophy the serving of student needs and interests in such a manner as to enable them to increasingly recognize, face and solve personal social problems. Bethune-Cookman also sought to provide maximum opportunities for the development of personal potential in terms of each individual's personality. And finally, we attempted to show each individual his or her potential for making significant contributions to our democratic society, special emphasis being placed on training of the head, hand and the heart.

To these ends, an adequate-for-its-time instructional program was developed. Two degrees were offered in 1947 — the Bachelor of Science degree in elementary education and the Bachelor of Science degree in secondary education. Seven major programs of study were offered to the student, including:

|                         |                  |
|-------------------------|------------------|
| Business Administration | Home Economics   |
| Business Education      | Modern Languages |
| English                 | Science          |
| Social Science          |                  |

For those interested in vocational training as opposed to a more formal education, classes in auto mechanics, electricity, carpentry, radio, shoe repair, tailoring, and commercial dietetics were offered.

Fundamental to any program in teacher education is a laboratory school. For our 1947 education student, we provided Keyser School (enrollment 153) for practical application of instructional techniques derived from classroom experiences.

With this basic beginning, the academic program has been constantly reorganized and reshaped to keep pace with the changing needs of our society and those who are a part of it.

## Academics

We at Bethune-Cookman consider idealism a virtuous attribute, for attempts at perfection often lead to great accomplishments and zealous ambition. However, we, too, are realistic in facing the inevitability of change in cultural and educational values. We do not simply resign ourselves to change. We seek to aggressively bring it about when expressly for the benefit of the College.

Bethune-Cookman College has sought and made those revisions in its instructional programs which would prepare students to relate to the challenges and the problems not only of today, but tomorrow. To achieve this farsighted purpose, we have committed ourselves to: (a) provide a comprehensive background in humanities and sciences; (b) to offer fields of study which will satisfy the goals of students; (c) to interpret current social and economic problems within a scholarly and constructive framework; (d) to present opportunities for cultural development; and (e) to create an institution of free inquiry where students may establish their identities.

Since our beginning, we have worked to establish a strong, flexible instructional program . . . flexible enough to meet the changing needs of our students

and the demands of our society. Yet at the same time, we hold firmly to the prescribed values of Bethune-Cookman College.

Today, the instructional program of Bethune-Cookman is organized into four divisions — Education, Humanities, Science and Mathematics, and Social Science.

The College confers Bachelor of Arts and Bachelor of Science degrees in 16 major areas of study:

|                         |                         |
|-------------------------|-------------------------|
| Biology                 | Mathematics             |
| Business Administration | Music                   |
| Business Education      | Physical Education      |
| Chemistry               | Physics                 |
| Elementary Education    | Psychology              |
| English                 | Religion and Philosophy |
| Foreign Languages       | Social Science          |
| History                 | Sociology               |

These 16 majors represent an increase of nine over those offered in 1947.

Based on first semester 1972-73 enrollment figures, the major areas of study with the highest number of students are sociology with 250 students, business administration with an enrollment of 230 and elementary education with 180.

Opportunities are also available for students requiring pre-professional instruction. Courses are offered in medicine, dentistry, nursing, pharmacy, law, ministry, social work and college teaching, optometry, engineering, and medical technology.

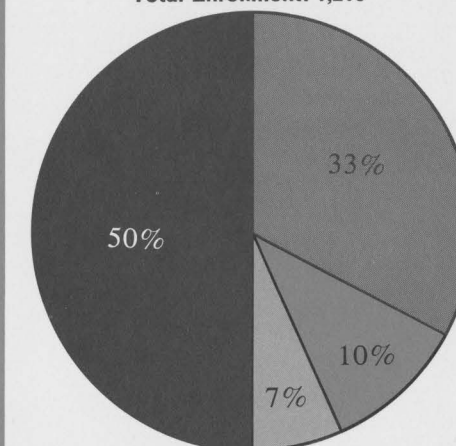
In the reshaping of the College's program of instruction, many offerings were discontinued. It was our feeling that such courses as tailoring, shoe repair, and other similar classes could be more effectively implemented through the fine vocational schools in the city of Daytona Beach and surrounding areas.

As we have stated, flexibility and relevancy are two of our prime considerations in the determining of academic offerings. And to be flexible, we realize that other programs, above and beyond the traditionally structured ones, are essential to meet the diverse needs of our students. In keeping with this concept, we have implemented the following special programs:

## Freshman Development Program-Begun 1972

This program is designed to help those freshmen who score in the lower quartile on the Scholastic Aptitude Test (SAT) of the College Entrance Examination Board and/or the Sequential Test of Educational Progress (STEP). These students are given individual attention in communication skills (reading, writing, speaking), mathematics and social science. They are required to meet daily, Monday through Friday, for individual help with tutors and teachers. The 1972 enrollment was approximately 90.

ENROLLMENT  
IN ACADEMIC DIVISIONS  
Total Enrollment: 1,216



DIVISIONS:

- Social Sciences
- Humanities
- Education
- Science and Math







## Cooperative Education Program-Begun 1971

Bethune-Cookman's Cooperative Plan of Education is based on the idea that a combination of classroom instruction and actual work experiences yields a better educated and more practical individual.

Our Co-op Program is a workable plan which allows students to study for a quarter then work the following quarter in an area directly related to their academic interest. Work experiences are offered in industry, large corporations, small businesses, and many other areas. Not only is the Program of immediate benefit to the student, but in some instances an employer will reserve a position for the student after he or she is graduated from the College.

## Eight College Consortium-Begun 1971

The Eight College Consortium, under the auspices of the Institute for Services to Education (ISE), a non-profit organization, has set up an Eight College Curriculum Program (E.C.C.P.) of which Bethune-Cookman is an active participant.

Five courses are offered to the freshman student — communication, mathematics, social institution, physical science, and biology — and two courses for sophomores — philosophy and humanities. Each is flexible, structured to meet individual student's needs and interests. Program courses may be integrated with the general curricular offerings.

The ISE-sponsored curriculum programs have been used successfully for the past six years in some 27 colleges. Broadly stated, the program is designed to maximize new techniques and materials in teaching math, communication, social science and history.

## Model Cities Program-Begun 1971

This Program is designed to give our students "field experience" in an urban area. We have experienced tremendous success in such agencies as the Mayor Youth Council, juvenile homes and other agencies of social concern. The major thrust of the Program centers in the Tampa, Florida area.

Among the 1971-72 student participants, 92 percent found immediate employment after graduation.

## MOTIVE (Move On To Individual Vital Education) - Begun 1971

Open to 100 entering Bethune-Cookman freshmen is the MOTIVE Program, serving underprivileged students and funded by the federal Department of Health, Education and Welfare (HEW). Its primary objective is to fill the individual needs of students created by environmental deficiencies and to assist them in the development of a positive attitude toward learning.

## Independent Studies-Begun 1963

Independent Studies, as the name implies, is a program in which capable students, usually juniors and seniors, are permitted to work on their own at a

most advantageous rate, with a minimum of supervision by the instructor. Students must take examinations and/or produce a final product as a measure of their success in the Program.

## Student-Faculty Exchange with Florida Southern College - Begun 1970

Our exchange program, supported by funds from Title III, continues to bring faculty and students from Bethune-Cookman College and Florida Southern into contact with the many challenges of our academic and social world. We feel that such interaction fosters an understanding of various lifestyles, an understanding that can be both academically and personally rewarding.

## Law Enforcement Education Program (LEEP)- Begun 1970

The LEEP program funded by the Justice Department continues as one of our most popular programs. The main thrust is to upgrade law enforcement through instruction and discussion. Students enrolled in courses leading to a career in law enforcement may receive a financial assistance award of up to \$1,800 per year.

We at Bethune-Cookman believe that we provide an instructional program which is flexible, one which fosters free inquiry and learning, and one which provides basic knowledge of the cultural, social and the academic world. But above all, ours is a program which prepares our students to meet the demands of the future.







## College Community

### Student Body

World War II had a direct effect on the enrollment of Bethune-Cookman in 1947. Out of a total student population of 610, veterans numbered 254, pursuing programs of study in both the general college area and in vocational training.

A total enrollment figure of 610 may be misleading without close scrutiny of the categories of students attending the College. A breakdown of the student body is as follows:

|                                   |     |
|-----------------------------------|-----|
| Regular College Students          | 285 |
| Vocational Students               | 125 |
| Keyser Laboratory School Students | 160 |
| Part-time Students                | 40  |
| Total Enrollment                  | 610 |

In 1947, the majority of students attending the College were from the home state of Florida. Out of the state's 67 counties, 47 were represented by students at Bethune-Cookman. Students from 13 other states also attended the College. And finally, 12 international students were enrolled in 1947; 11 from Nigeria and one from British Honduras.

### Faculty

One of the most significant publics of Bethune-Cookman College is its faculty. The faculty has in effect determined the quality of instruction and the condition of the whole learning process. Since our institution's purpose is to stimulate, improve and promote the learning process of students under its jurisdiction, failure of a qualified faculty means failure of a college.

In 1947 the most urgent need was for a strong, consecrated faculty. At that time, the College had a complement of 35 teachers. Of this number, 10 had earned Master's degrees, 18 held the Bachelor's degree, and 7 vocational instructors had certificates.

Twenty-five years ago, teachers' financial awards were not great, although the salaries provided were in line with and above those required by the Southern Association of Colleges and Schools. The average salary for teachers on a nine month basis was \$1,440. The lowest salary paid in 1947 was \$900; the highest was \$2,025.

Faculty benefits were non-existent in 1947 as there were no statutes on appointments, salaries and tenure.

### Administration

In 1947, the Board of Trustees consisted of 75 members, however, at no time were more than 20 present at the annual meeting. A number were represented by proxy.

### Student Body

Over the years, the students of Bethune-Cookman have, to a great extent, played a significant role in the development of the institution through their enthusiasm for and support of many of our programs, both in an academic and a social context. With an increased enrollment came stronger support... support which enhanced the general welfare and security of the institution.

Enrollment for the first semester, 1972-73 is 1,216 (560 men, 656 women). This total reflects an increase of 606 students over 1946-47. However, we should keep in mind that the 1947 enrollment included a number of vocational students and those grammar school children attending Keyser Laboratory School. The 1972-73 enrollment total is based on full-time day students only. So in essence, there has been almost a three-fold increase in college student enrollment. While many schools have suffered drastic reductions in number of students, this semester's student population is a decrease of just three students over the first semester one year ago.

In 1972 as in 1947, a demographic analysis of the student population shows that a majority (610) comes from 47 Florida counties. Students come from an additional 22 states and the District of Columbia bringing the total number of out-of-state students to 200.

Twenty-six international students are attending Bethune-Cookman College. These students represent six foreign countries: Bahama Islands, Jordan, Kenya, Nigeria, Philippine Islands, and the Virgin Islands.

Results of a recent religious preference survey reveal that out of 22 faiths indicated, those five which predominate among Bethune-Cookman students are: Baptist, Methodist, Catholic, Holiness and Pentecostal.

### Faculty

The American educational system is facing and has faced radical social change in the name of instructional and/or curriculum revisions. Our faculty does not fit the popular misconception of the college professor as a vociferous and violent revolutionary.

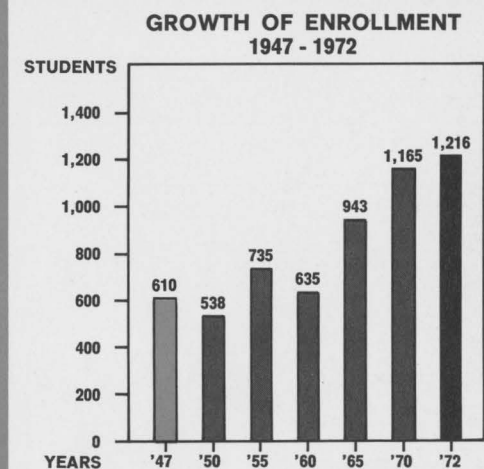
The professors of Bethune-Cookman are more socially aware, more cognizant of the inequalities which exist in our society than were their earlier counterparts. But to condemn him or her for rejecting out-moded methods and ideas and for wanting to change situations for the better is inconsistent with the American ideals.

If faculty are activists, it is in the healthiest sense of that word. If they are concerned about war and peace, about the state of our cities, about racial injustices, about education and opportunities, we are indeed fortunate, for they represent a bright hope for Bethune-Cookman and the rest of the world.

The educational level of our instructors is one of the most significant advances made in the area of instruction over the past 25 years. At the present time, out of a total of 66 members, 44 percent (or 28 members) hold the earned Doctorate degree, while the remaining 56 percent (or 36 teachers) hold the Master's degree and above. Their expertise and knowledge is more readily passed on to the individual student, as there is a very favorable faculty-student ratio of 1 to 19.



## College Community

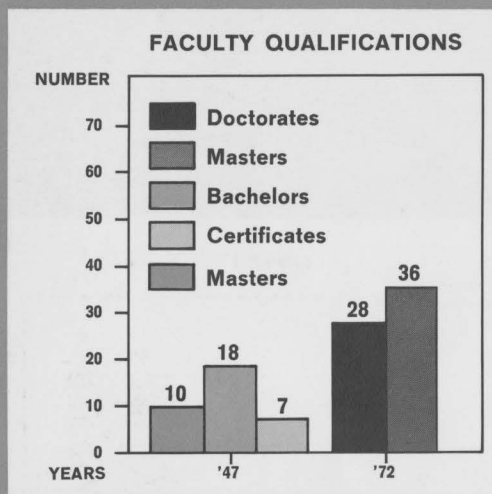
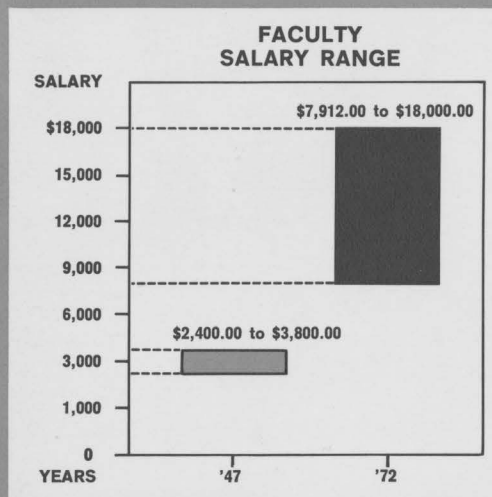


### GEOGRAPHICAL DISTRIBUTION OF STUDENTS

First Semester 1972-73

| STATE                | NO. OF STUDENTS |
|----------------------|-----------------|
| Alabama              | 12              |
| California           | 1               |
| Connecticut          | 2               |
| District of Columbia | 2               |
| Florida              | 990             |
| Georgia              | 56              |
| Idaho                | 1               |
| Illinois             | 9               |
| Indiana              | 2               |
| Louisiana            | 1               |
| Maryland             | 2               |
| Massachusetts        | 1               |
| Mississippi          | 2               |
| Missouri             | 1               |
| New Jersey           | 10              |
| New York             | 38              |
| North Carolina       | 6               |
| Ohio                 | 3               |
| Pennsylvania         | 33              |
| Rhode Island         | 1               |
| South Carolina       | 12              |
| Tennessee            | 3               |
| Virginia             | 1               |
| Wisconsin            | 1               |
| FOREIGN COUNTRIES    |                 |
| Bahama Islands       | 13              |
| Jordan               | 1               |
| Kenya                | 3               |
| Nigeria              | 4               |
| Philippine Islands   | 1               |
| Virgin Islands       | 4               |





Faculty rewards, in both salaries and other compensation, increased markedly since 1947. However, today's salaries are below the national average of colleges our size, and in the lowest of accredited colleges by the Southern Association of Colleges and Schools. The current annual salary range for faculty is from \$7,912 to \$18,000, yielding an average of \$12,956. This amount is \$1,297 less than the state-wide average of \$14,253 (based on four-year institutions only).

The conditions of employment have changed substantially so that at the present time, faculty are covered by rank and tenure provisions. Many faculty members receive grants to do summer study and in several instances the College, in cooperation with Foundations, the Methodist Board of Education and the United Negro College Fund, has granted teachers leaves of absence to study, with pay, toward the Doctorate degree in their areas of specialization.

Fringe benefits for professors include retirement, Social Security, hospitalization, Workman's Compensation, Weekly Indemnity Salary Insurance and Life Insurance.

Computers are becoming more prevalent on college campuses in non-scientific subjects such as foreign languages and English — areas in which programming involves the conversion of words into numbers suitable for the electronic systems. For this reason, Bethune-Cookman is involved in a 27-month *College Improvement Program*. The program will give at least two faculty members on our campus expertise in these and other applications. It will then be their duty to instruct other faculty members in ways of improving particular subject areas through computer techniques, showing them better ways to educate the student.

In addition to providing expert instruction, counseling and tutoring to our students, many Bethune-Cookman professors are engaged in significant writing and research, expanding their knowledge and informing others.

## Administration '72

Since 1947, the Articles of Incorporation have been amended three times by the Board of Trustees and the By-Laws of the Charter have been added. They were adopted at the annual meeting on March 28, 1956. On March 22, 1967, the Charter and By-Laws with a few corrections were adopted for the purpose of filing them in the Office of the Secretary of State in accordance with now existing law. They provided that the Board of Trustees would consist of a minimum of 24 and a maximum of 52 members; that the Trustees would hold two regular meetings in each year — one between October 1 and December 31 and the other between March 1 and June 30. The latter shall be the annual meeting. It also stipulated that the Executive Committee of the Board of Trustees would be composed of 15 Trustees, who would meet at least once in the months of September, December, February, May and July.

The Board of Trustees has remained intact in composition and in interest over the past twelve months. The contribution of the members of the Board of Trustees cannot be measured in words. One would have to observe the progress of our educational enterprise at close range to see the influence, advice, insight and wisdom being constantly given by these dedicated men and women. Each member of our Board of Trustees brings to Bethune-Cookman great loyalty, devotion, experience and dedication to the cause of the College and to higher education.

The book value of Bethune-Cookman College in 1946-47 was \$528,616. The 37-acre campus consisted of four major buildings: Curtis Hall, constructed in 1922; Cookman Hall, opened in 1924; Faith Hall, completed in 1935; and the library, Harrison Rhodes Memorial Building, opened in 1941. The Library at that time housed 14,956 volumes, 105 monthly periodicals, 23 weekly newspapers and four daily newspapers. It was staffed by two full-time librarians and the total operational budget was \$9,000.

Though the buildings were few, Bethune-Cookman College successfully maintained an excellently landscaped campus of farmlands, orange groves, beautiful oaks and shrubs through the efforts of the Women's Advisory Board.

In 1947, the College was primarily serving the needs of local students, as evidenced by the fact that out of a total enrollment of 610, on-campus living quarters held a capacity of only 266.

## Physical Facilities

Since its inception, Bethune-Cookman College has maintained both a naturally attractive and functionally designed campus. Today, it consists of 37 acres and 20 buildings, with a book value of approximately \$9,000,000.

One of our newest and most beneficial buildings is the Carl S. Swisher Library, completed in 1971 at a cost of \$1,200,000. The Library has 80,000 volumes, 329 periodicals, and 18 newspapers. It is staffed by seven full-time librarians, 25 student helpers and three checkers, all working within an annual operational budget of \$250,000. The present structure is built to house 150,000 books and periodicals and for a student enrollment in excess of 1,500.

Since 1947, a number of construction projects have been begun and completed at Bethune-Cookman. The following lists buildings repaired, renovated and constructed.

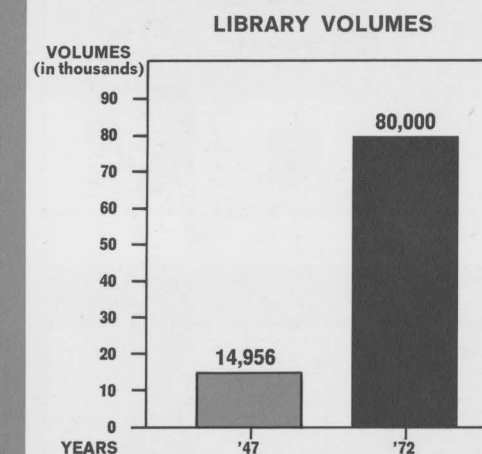
Funds are on hand for the construction of a new Infirmary, which is expected to be occupied September, 1973. Plans have been drawn for the new Laundry, which is to be occupied on or before January 1, 1974. The Albert V. Danielsen Art Center is also on the drawing board and is expected to be occupied before the end of 1974.

### Name of Building and Year of Improvement or Construction

| Building                                                                                         | Cost                | Completion Date |
|--------------------------------------------------------------------------------------------------|---------------------|-----------------|
| Faith Hall Annex and Renovation                                                                  | \$ 25,576.00        | 1948            |
| Ranslow Lodge (New)                                                                              | 44,995.00           | 1948            |
| Harrison Rhodes Memorial Library<br>(addition of stacks and Classrooms<br>and Annex to Building) | 70,000.00           | 1948            |
| Cookman Hall (Renovation and Repair)                                                             | 27,500.00           | 1951-56         |
| Moore Gymnasium (New)                                                                            | 400,000.00          | 1953            |
| Curtis Hall (Renovation and Repair)                                                              | 67,000.00           | 1955-57         |
| Meigs Hall (New)                                                                                 | 450,000.00          | 1956            |
| Helen Kettle Classroom Building (New)                                                            | 400,000.00          | 1964            |
| LeFevre Residence Hall for Men (New)                                                             | 550,000.00          | 1966            |
| Charles C. Parlin Student Center (New)                                                           | 700,000.00          | 1966            |
| John O. Gross Science Hall<br>(Addition, Renovation and Repair)                                  | 700,000.00          | 1966            |
| James E. and Florence Davis Air<br>Conditioning Plant (New)                                      | 150,000.00          | 1966            |
| Veva Friend Maintenance Building (New)                                                           | 75,000.00           | 1968            |
| Julia E. Robinson Music Building (New)                                                           | 650,000.00          | 1969            |
| Carl S. Swisher Library (New)                                                                    | 1,200,000.00        | 1971            |
| Ja-Flo Davis Residence Hall for Women (New)                                                      | 950,000.00          | 1972            |
| Harrison Rhodes Memorial Social Science<br>Building (Remodeling, Renovation and Repair)          | 275,000.00          | 1972            |
| Remodeling and Landscaping of Campus                                                             | 1,000,000.00        |                 |
| <b>TOTAL</b>                                                                                     | <b>7,735,071.00</b> |                 |



## Physical Facilities







## Financial Affairs



In the academic year 1946-47, the buildings, grounds, and equipment that made up the physical portion of Bethune-Cookman College was assessed at a book value of \$528,616.00. To operate the school, a total operating budget of \$214,106 was appropriated.

In support of our annual operating expenses was a total income of \$216,320.00. This amount was received from the following sources:

|                       |                     |
|-----------------------|---------------------|
| Tuition and Fees      | \$ 48,490.00        |
| Endowment             | 5,757.00            |
| Appropriations        | 49,377.00           |
| Gifts and Grants      | 7,223.00            |
| Auxiliary Enterprises | 86,426.00           |
| Student Aid           | —                   |
| Other                 | 19,047.00           |
| <b>Total Income</b>   | <b>\$216,320.00</b> |

The total endowment fund of the College was \$136,178. Income received from an alumni fund raising effort in 1946 yielded \$700 for the institution (3% alumni participation).

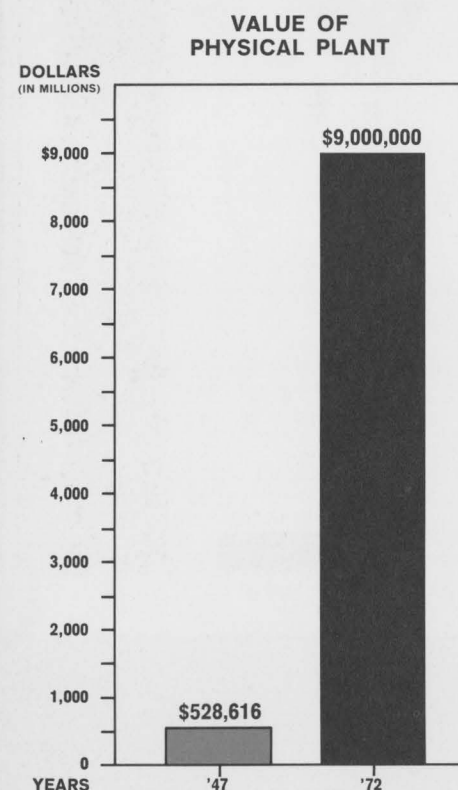
## Financial Affairs '72

The single most significant achievement for Bethune-Cookman College in 1972 occurred in the area of financial affairs. In this year, we eliminated the deficit of previous years and finished the year with a surplus of \$15,000. We felt this accomplishment to be of particular importance at a time when many other institutions are, out of necessity, taking from their endowment fund to support the annual operating budget of the school, and at a time when the American economy is under the pressures of inflation.

The latest audit report on the physical facilities, grounds and equipment of Bethune-Cookman yields a value of \$9,000,000. To operate the College in 1972, the total appropriated budget was \$3,294,137.

A financial statement of the school in 1972 shows a total income of \$3,317,293, while all expenses for that year amounted to \$3,143,028. This leaves an excess of income over expense of \$174,265.

To support operating expenses of the institution was an endowment fund of \$1,333,039 (at book value). Gift income for 1972 reached a total of \$446,257, of which \$35,620 was the receipts of an alumni giving program (55% alumni participation). A breakdown of gift income includes:



## Income Statement

### Income

|                       |                     |
|-----------------------|---------------------|
| Education and General |                     |
| Tuition and Fees      | \$1,443,556.00      |
| Endowment             | 73,120.00           |
| Appropriations        | 352,697.00          |
| Gifts and Grants      | 446,257.00          |
| Other                 | 69,333.00           |
| Auxiliary Enterprises | 815,399.00          |
| Student Aid           | 116,931.00          |
| <b>Total Income</b>   | <b>3,317,293.00</b> |

### Expense

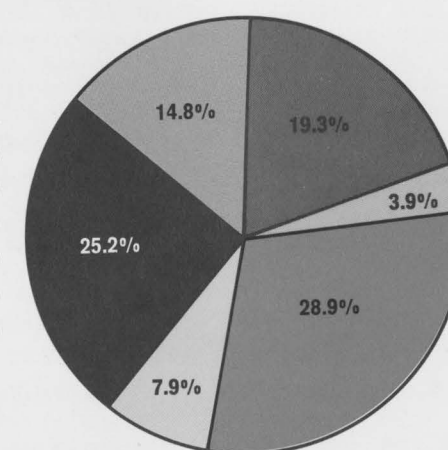
|                            |                     |
|----------------------------|---------------------|
| Education and General      |                     |
| Administration             | 356,570.00          |
| General                    | 698,917.00          |
| Instruction                | 620,253.00          |
| Library                    | 187,508.00          |
| Operations and Maintenance | 307,101.00          |
| Auxiliary Enterprises      | 743,587.00          |
| Student Aid                | 229,092.00          |
| <b>Total Expense</b>       | <b>3,143,028.00</b> |

**Excess of income over expense** ..... 174,265.00

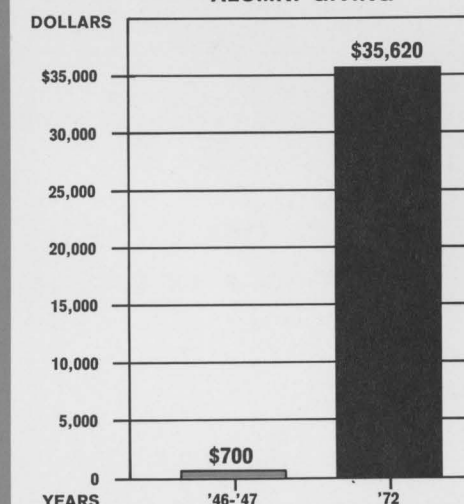
## Gift Income

By Source

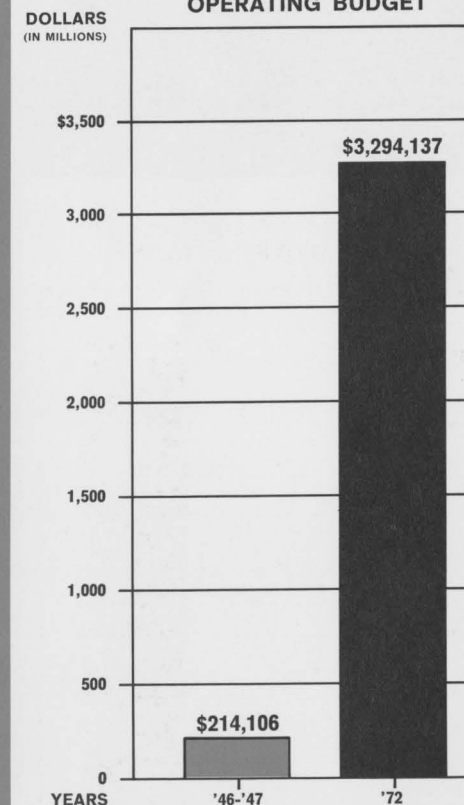
|                     | Year 1972           |
|---------------------|---------------------|
| Alumni              | \$ 35,620.00        |
| Churches            | 112,370.00          |
| Business & Industry | 65,926.00           |
| Foundations         | 85,742.00           |
| Friends             | 17,581.00           |
| Government          | 129,018.00          |
| Other (specify)     | —                   |
| <b>Total</b>        | <b>\$446,257.00</b> |



## ALUMNI GIVING



## GROWTH OF OPERATING BUDGET







## Board of Trustees Officers of The Board

Bishop James W. Henley  
CHAIRMAN

Mr. James E. Davis  
FIRST VICE CHAIRMAN

Dr. Myron F. Wicke  
SECOND VICE CHAIRMAN

Dr. J. Saxton Lloyd  
THIRD VICE CHAIRMAN

Dr. Leroy E. Northrup  
SECRETARY-TREASURER

Judge P. B. Revels  
RECORDING SECRETARY

Dr. Richard V. Moore  
PRESIDENT

Bishop Joel D. McDavid  
CHAIRMAN ELECT

## Executive Committee

Bishop James W. Henley  
CHAIRMAN,  
EXECUTIVE COMMITTEE

Bishop Joel D. McDavid  
CHAIRMAN ELECT,  
EXECUTIVE COMMITTEE  
(as of March 1973  
Annual Meeting)

Mr. James E. Davis  
FIRST VICE CHAIRMAN

Dr. Myron F. Wicke  
SECOND VICE CHAIRMAN

Dr. J. Saxton Lloyd  
THIRD VICE CHAIRMAN

Dr. Leroy E. Northrup  
SECRETARY-TREASURER

Judge P. B. Revels  
RECORDING SECRETARY

\*Mrs. Richard Friend  
The Reverend Lee Nichols

Dr. Arthur N. Morris  
Dr. Charles M. Hendricks  
Attorney Paul E. Raymond

Mr. Arthur Switzer  
Mr. Alan B. Wright  
Dr. Robert L. Smith  
Dr. Walter B. Rutland

*\*Deceased as of January 8, 1973.*

## Ex-Officio

Dr. Richard V. Moore  
PRESIDENT  
BETHUNE-COOKMAN COLLEGE

(Mrs. Bessie F. Bailey  
OFFICIAL STENOGRAPHER  
BOARD OF TRUSTEES AND  
EXECUTIVE COMMITTEE)

## Board of Trustees Bethune-Cookman College

Dr. Samuel A. Banks  
Gainesville, Florida

Dr. Clem C. Benton  
Fort Pierce, Florida

Dr. A. W. Boldt  
Atlanta, Georgia

Dr. Jacob F. Bryan, III  
Jacksonville, Florida

Mrs. Lincoln B. Childs  
Jacksonville, Florida

Mrs. Margaret Meigs Clifford  
Bronxville, New York

Dr. Albert V. Daniels  
Wellesley Hills, Massachusetts

Mr. Herbert M. Davidson  
Daytona Beach, Florida

Dr. Jack A. Davis  
Lake Junalaska  
North Carolina

Mr. James E. Davis  
Jacksonville, Florida

Dr. Lee Davis  
Tampa, Florida

Mrs. M. L. Forniss  
Birmingham, Alabama

\*Mrs. Richard Friend  
Ormond Beach, Florida

Mr. Harry D. Frueauff  
Tallahassee, Florida

The Reverend A. D. Hall  
Miami, Florida

Dr. Charles H. Hendricks  
Daytona Beach, Florida

Bishop James W. Henley  
Lakeland, Florida

Dr. Thomas R. Horton  
Armonk, New York

Dr. Johnny L. Jones  
Miami, Florida

Mr. Stafford Ferguson  
Riviera Beach, Florida

Dr. Marjorie Stewart Joyner  
Chicago, Illinois

Dr. Louis M. Kottle  
Daytona Beach, Florida

Dr. DeWitt C. LeFevre  
Beaver Falls, New York

Dr. J. Saxton Lloyd  
Daytona Beach, Florida

Bishop Edgar A. Love  
Baltimore, Maryland

Judge William A. Meadows  
Miami, Florida

Dr. Baron deHirsch Meyer  
Miami Beach, Florida

Dr. Alice G. Mickens  
West Palm Beach, Florida

Mr. William B. Mills  
Jacksonville, Florida

Dr. Archie J. Morgan  
Atlantic City, New Jersey

Dr. Arthur N. Morris  
Baltimore, Maryland

Bishop Joel D. McDavid  
Lakeland, Florida

The Reverend Lee Nichols  
Tallahassee, Florida

Dr. Leroy E. Northrup  
Lakeland, Florida

Dr. Edwin O. Ogbu  
New York, New York

Dr. Charles C. Parlin  
Englewood, New Jersey

Attorney Paul E. Raymond  
Daytona Beach, Florida

Judge P. B. Revels  
Palatka, Florida

Judge Hobson Reynolds  
Philadelphia, Pennsylvania

Dr. Walter B. Rutland  
DeLand, Florida

Dr. Charles Schools  
Vienna, Virginia

Dr. John Sengstacke  
Chicago, Illinois

Mr. Bernard Shiell  
Tallahassee, Florida

Dr. Robert L. Smith  
West Palm Beach, Florida

Dr. Michael Sossin  
Miami Beach, Florida

Dr. Carl S. Swisher  
Jacksonville, Florida

Mr. Arthur Switzer  
Daytona Beach, Florida

Dr. William C. Webb  
Chipley, Florida

Dr. Myron F. Wicke  
Nashville, Tennessee

Mr. Alan B. Wright  
Daytona Beach, Florida

Mr. Broderick McKinney  
President, Student  
Government Association  
Bethune-Cookman College  
STUDENT REPRESENTATIVE

Mr. Davis McMillon  
STUDENT REPRESENTATIVE  
(Elected by Student Body)

### Trustees Emeriti

Dr. Herbert J. Burgstahler  
St. Petersburg, Florida

Dr. James H. Lewis  
Jacksonville, Florida

Attorney Ralph Richards  
Clearwater, Florida

Dr. Morris B. Seltzer  
Daytona Beach, Florida

Dr. D. E. Williams  
Tallahassee, Florida

### Honorary Trustees

Bishop W. Ralph Ward  
Syracuse, New York

Bishop Lloyd C. Wicke  
Rye, New York

*\*Died January 8, 1973.*

## In Memoriam

The following members of the Board of Trustees of Bethune-Cookman College, having eminently served the College — sometimes far beyond the 'call of duty' departed this life since the President's inauguration in 1947 —

Mr. G. D. Rogers, Sr.

Dr. Hamilton Holt

Mr. Solomon Brookins

Dr. O. E. Rice

The Reverend H. W. Bartley

Dr. Mary McLeod Bethune  
Founder, President-Emeritus

Mr. Charles B. Prettyman, Jr.

Dr. E. A. Graham

Mrs. Gertrude FiLondon

Dr. W. M. Wells

Dr. Texas A. Adams

Dr. O. Alton Murphy

Bishop John W. Branscomb

Mrs. Gertrude Hotchkiss Heyn

The Reverend  
Evans M. Hurley

Miss Margaret Rhodes

Dr. D. H. Rutter

Bishop John Wesley  
Edward Bowen

Mrs. Eleanor Roosevelt

Mrs. Louise Lawrence Meigs

Bishop Marquis  
LaFayette Harris

Dr. Samuel D. Weissbuch

Dr. John Owen Gross

Dr. James A. Long, Jr.

Attorney Daniel  
Webster Perkins

Dr. Lincoln B. Childs

Attorney Frederick B.  
Lovejoy, Jr.

Mrs. Veva Whitmore Friend

## Administrative Officers

|                                                                       |                                                               |                                                                                 |
|-----------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------------------------|
| Dr. Richard V. Moore<br>PRESIDENT                                     |                                                               |                                                                                 |
| Dr. William F. Kornegay<br>ACADEMIC DEAN                              | Mr. Nathaniel A. Nelson<br>DIRECTOR, FINANCIAL AID            | Mrs. B. J. Moore<br>DIRECTRESS, MARY MCLEOD<br>BETHUNE FOUNDATION               |
| Dr. James E. Huger<br>BUSINESS MANAGER                                | Mr. Roscoe D. Camp<br>DIRECTOR, PUBLIC RELATIONS              | Mr. Godfrey P. Van Meter<br>DIRECTOR, CHARLES C. PARLIN<br>STUDENT CENTER       |
| Mr. Harry L. Burney, Jr.<br>DIRECTOR OF DEVELOPMENT                   | Mr. Clarence N. Childs<br>DIRECTOR,<br>STUDENT PERSONNEL      | Mr. James H. Keys, Jr.<br>EXECUTIVE SECRETARY<br>NATIONAL ALUMNI<br>ASSOCIATION |
| Mr. Harrison F. DeShields, Jr.<br>REGISTRAR-DIRECTOR<br>OF ADMISSIONS | Mrs. Henrine W. Banks<br>DIRECTOR,<br>WOMEN STUDENT PERSONNEL | Mrs. Bessie F. Bailey<br>EXECUTIVE SECRETARY                                    |
| Dr. Joseph H. Taylor<br>DIRECTOR OF PROJECTS                          | Mr. Don Crawford<br>DEAN OF MEN                               | Mr. Ernest C. Cook<br>CHIEF ACCOUNTANT                                          |
| Mr. Edward R. Rodriguez<br>DIRECTOR OF PLACEMENT                      | Mrs. Claudine McKee<br>DEAN OF WOMEN                          | Mr. Alvin A. Reid<br>BUDGET CONTROL OFFICER                                     |
| Miss Martha M. Berhel<br>HEAD LIBRARIAN                               | Dr. Neil O. Crosslin<br>COLLEGE PHYSICIAN                     |                                                                                 |
| The Reverend Rogers P. Fair<br>COLLEGE CHAPLAIN                       | Mrs. Alice M. Ray<br>COLLEGE NURSE                            |                                                                                 |
|                                                                       | Mr. Harry L. Burney III<br>DIRECTOR,<br>STUDENT RECRUITMENT   |                                                                                 |

## Division Chairmen

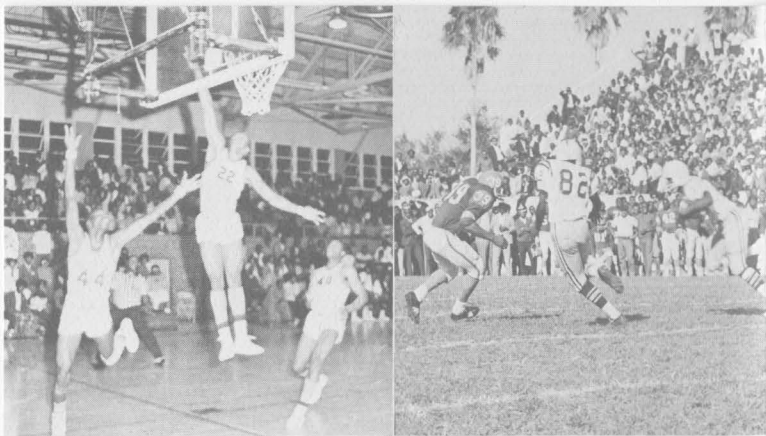
|                                                                                    |                                                                          |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| Dr. Florence L. Roane<br>CHAIRMAN,<br>DIVISION OF EDUCATION                        | Dr. Arthur R. Charlesworth<br>ACTING CHAIRMAN,<br>DIVISION OF HUMANITIES |
| Dr. Rabie J. Gainous<br>ACTING CHAIRMAN,<br>DIVISION OF SCIENCE AND<br>MATHEMATICS | Dr. Odest J. Watson<br>CHAIRMAN,<br>DIVISION OF SOCIAL SCIENCE           |

## Looking Ahead 1972-97

The past 25 years at Bethune-Cookman College have been years of struggle, decision and achievement. Tremendous advances have been made in all areas of college life, as a result of efforts by both those who make up the college community and those of a broader outside constituency . . . leaders in business and industry, foundations and Trustees.

With this support have come the advancements of the last quarter century. Continued help and assistance can insure that the next 25 years will be a time of progress and prosperity at Bethune-Cookman College.





### Student Activities and Organizations

A diversified program of extra class activities — social, recreational, religious and literary — is provided on the campus to meet the individual interests of the student. These activities include social fraternities and sororities, student government, campus publications, church clubs, the chorale and band, academic and honor societies, service and leadership organizations, dramatics, YMCA and YWCA, seminars, discussion groups, collegiate athletics and intramural sports (football, basketball, tennis and track).

An eight-week summer session is conducted beginning the second week in June and ending the first week in August. Honors programs and in-course honors are available to the superior student.

Aside from its regular academic programs Bethune-Cookman College offers special programs for exceptional students. Our continuing research indicates that students who score very high on the College Board Examinations (SAT) and present a good high school record may benefit by individual study or reading courses or may wish to apply for advanced standing by examination in their strong fields.

For students who score low on SAT, the College offers various diagnostic and developmental programs. For example, our studies show that a student with a SAT verbal score below 250 and a poor or mediocre high school record has about a 75 per cent. chance of going on probation after one year unless he seeks special assistance in his areas of weakness. For these students, the College makes available such programs as Developmental Reading, The Concept Program and various Diagnostic Programs.

### Advanced Placement and Standing

Students are granted advanced standing if they demonstrate high proficiencies on achievement tests administered by the College Entrance Examination Board. Advanced standing may also be granted on the basis of tests administered by the College and upon recommendation of the departmental faculty concerned.

# BETHUNE - COOKMAN COLLEGE



DAYTONA BEACH, FLORIDA



Dr. Richard Vernon Moore  
President, Bethune-Cookman College  
Since 1947

This description of Bethune-Cookman College is intended to provide pertinent information for college counselors, prospective students, and others concerned with college admissions. Inquiries about Bethune-Cookman College and its program are welcome at any time and may be addressed to the Director of Admissions, Bethune-Cookman College, Daytona Beach, Florida.

### General Description

Bethune-Cookman College is a four-year church-related (Methodist) co-educational college, founded in 1904 by the late Dr. Mary McLeod Bethune. The College enrollment is approximately 1200. Any qualified student, regardless of his race, religion or national origin is considered for admission.

Bethune-Cookman College is a member of the Associated Mid-Florida Colleges. This Association, which includes Florida Presbyterian College, Florida Southern College, Rollins College, Stetson University and Bethune-Cookman College, makes possible a co-operative use of resources on the five college and university campuses. The Association encourages students to utilize these resources in planning their courses of study and research. A common listing of periodicals is available in each college library, and an efficient inter-library loan service expedites the sending of material from one campus to another. Students regularly enrolled at Bethune-Cookman College may take academic work at any of the other AMFC institutions and receive credit at Bethune-Cookman. The Association especially en-

courages students to examine the opportunities which are available on the five campuses during the month of January and during the summer term. Bulletins, publicizing these opportunities, are published each year and are available in the office of each college registrar.

### Location

The College is located in Daytona Beach, Florida on the east coast, ninety miles south of Jacksonville and 250 miles north of Miami on U. S. Highway No. 1. In addition to Bethune-Cookman College, Daytona Beach is the home of Daytona Beach Junior College and Embry-Riddle Aeronautical Institute. Stetson University is twenty miles to the west and the University of Florida, 100 miles to the north-west. The population of this tourist city is approximately 50,000. The social climate of Daytona Beach is wholesome. All ethnic groups work together in promoting the best interests of the area.



### Campus

The Bethune-Cookman College campus occupies 60 acres near the heart of the city and includes 18 well equipped attractive buildings. A recently completed development program has provided two new dormitories, two classroom buildings, science hall annex, student center, a library, music building, and a new maintenance building.

### Alumni

A survey of Bethune-Cookman College graduates of the past ten years indicates that ninety per cent of the alumni have entered productive employment of status and leadership or graduate work and..or have continued study for professional degrees. The percentage of graduates who earn national competitive scholarships and fellowships is increasing.





## Educational Standing

The College was reaccredited by the Southern Association of Colleges and Schools in December, 1970. It holds membership in the University Senate of the Methodist Church and the Florida State Department of Education, the Association of American Colleges, the College Entrance Examination Board, the American Association of Colleges of Teacher Education, the Associated Mid-Florida Colleges, and the Independent Colleges and Universities of Florida. Alpha Kappa Mu Honor Society was established on the campus in 1950; the Beta Kappa Chi National Honorary Scientific Society was established in 1951 and the Pi Omega Pi National Business Honor Society was established in 1953.

## Admission

Bethune-Cookman College chooses its students on the basis of their academic ability and performance, character, health, and promise of leadership. The Admissions Committee, therefore, gives careful consideration to evidences of desirable character and personality as well as to ability and eagerness to achieve a college education.

The first requirement for admission is the creditable completion of a four-year high school course of standard grade or its equivalent with the presentation of fifteen (15) acceptable units of high school credits.

The following program of studies is recommended, but other arrangements of the high school subjects may be offered when a candidate for admission shows unusual ability.

|                                 |                                |
|---------------------------------|--------------------------------|
| English . . . . .3 units        | Natural Science . . . .2 units |
| Mathematics . . . . .2 units    | Electives . . . . .6 units     |
| Social Science . . . . .2 units |                                |

Though not required, two years of modern language are strongly recommended for admission.

All new and transfer students are required to present the Scholastic Aptitude Test (SAT) scores of the College Entrance Examination Board (CEEB) as part of their admission requirements.

Scholastic qualifications for admission are evaluated by predicting the possible performance of the applicant in his freshman year at Bethune-Cookman College from the experience of previous freshman classes.



## Fees and Expenses 1973-74

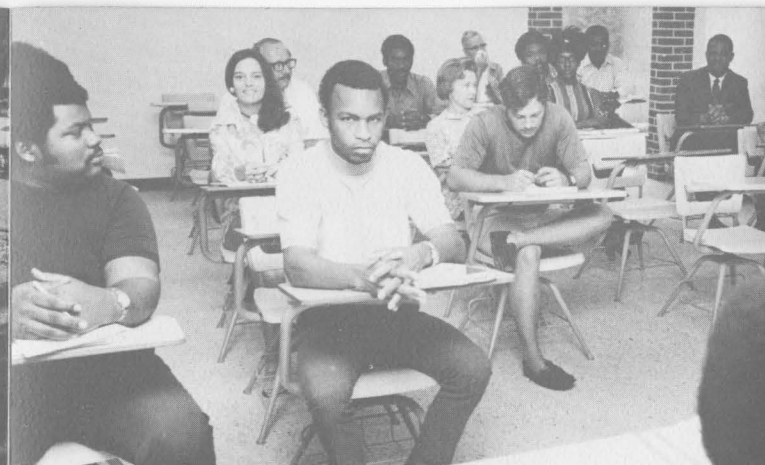
Fees for students entering Bethune-Cookman College in September 1973, are \$2209 for dormitory residents, \$1413 for off-campus students. These comprehensive fees include fees for tuition, activity, laboratory, library, Student Government, YMCA, YWCA and in the case of dormitory residents, room, meals, medical services, laundry services and insurance. Allowances for books, travel and other personal expenses are not included.

## Financial Aid

Academic and Special Scholarships are available in amounts from \$100 to \$1500 per year (renewable; when a "B" average or better is maintained.) This includes the Economic Opportunity Grants, endowed scholarships and college-sponsored scholarships. To be eligible for financial aid, a student must qualify for admission to the College and submit a Bethune-Cookman College Financial Aid Application Form. It is necessary that all application forms be in the hands of the Committee on Financial Aid prior to April 15. Scholarship application blanks are available upon request from the Director of Financial Aid.

## Loans

Loans are available to worthy students in amounts up to \$1000 per year through the National Defense Loan Program, Federally Insured Loans and the Florida State Loan Program. Other loans are available from the private and endowed loan funds. Financial Aid Application Forms and brochures on the National Defense Loan and the Federally Insured Loan Programs are available upon request from the Financial Aid Office.



## Work Scholarships

Under the College work-study program, students have an opportunity to earn a part of their college expenses through part-time employment either on or off the campus. Freshmen are not encouraged to undertake such employment unless it is essential to their attending college. Arrangements for part-time employment are made with the Financial Aid Officer. Grants-In-Aid are available in football, basketball, band and choir. Inquiries regarding Grants-In-Aid should be addressed to the Director of the respective activity. Students who qualify may apply for more than one form of financial aid.



## Faculty

Among the full-time teaching faculty members, 45.3 per cent hold earned doctorate degrees. The seventy odd faculty members represent a cross-section of racial, religious, national and regional personalities. They devote much time to personal counseling with individuals and small groups.



## Major Studies Offered

Bethune-Cookman College confers Bachelor of Arts and Bachelor of Science Degrees in the areas listed below. In addition, pre-professional programs are offered in medicine, dentistry, social work, ministry, law and nursing.

- |                            |                           |
|----------------------------|---------------------------|
| 1. Accounting              | 10. History               |
| 2. Biology                 | 11. Mathematics           |
| 3. Business Administration | 12. Medical Technology    |
| 4. Business Education      | 13. Music                 |
| 5. Chemistry               | 14. Physical Education    |
| 6. Economics               | 15. Psychology            |
| 7. Elementary Education    | 16. Religion & Philosophy |
| 8. English                 | 17. Sociology             |
| 9. Foreign Languages       |                           |

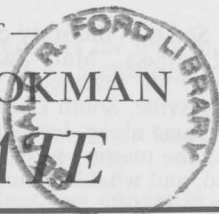
## Combined Courses and Preparatory Program

A combined plan in engineering is available leading to the Bachelor of Science degree from Bethune-Cookman College and the Bachelor of Engineering degree from Tuskegee Institute. Under the terms of this plan the students spend three years at Bethune-Cookman College in liberal arts and pre-engineering courses and two years at the engineering school. A combined plan in Medical Technology is also available leading to a Bachelor of Science degree from Bethune-Cookman College and the certificate in medical Technology from cooperating hospitals. This is also a four year plan, requiring three years study at Bethune-Cookman College and one year in the cooperating hospital. Strong pre-professional programs are offered in the fields of medicine, law and dentistry, social work and the ministry.

Although the curriculum is normally a four-year course of study, it is possible for superior students, who can meet entrance requirements, to enter the graduate professional school after only three years at Bethune-Cookman College. Such students receive their Bethune-Cookman College degrees upon successful completion of the first year in the professional school. A teacher certification program is offered which permits full preparation for elementary and secondary school teaching.

— REPRINT —

# BETHUNE-COOKMAN ADVOCATE



---

BETHUNE-COOKMAN COLLEGE, DAYTONA BEACH, FLA.

---

## "LOVED, FEARED AND FOLLOWED"

*By Genevieve Forbes Herrick*



MRS. MARY MCLEOD BETHUNE — nearly everybody uses the full rhythmic name — has not only witnessed progress, she has helped to make it. Today, at seventy-five, this woman—born in a cabin on a South Carolina plantation to parents not long out of slavery—is loved, and feared and followed.

She may not make the headlines like a Marian Anderson, a Joe Louis or a Ralph Bunche — who overcame their hazard of color to achieve outstanding personal success against white competition. Mrs. Mary McLeod Bethune will find a place in history not so much on account of what she has accomplished for herself — which is plenty — but because of what she, as a Negro, has done for America's 13,000,000 Negroes, and for what she has inspired them to do for themselves.

*NOTE: This issue of the "Advocate" is devoted to extracts from the tribute to Dr. Mary McLeod Bethune, the Founder and President Emeritus of Bethune-Cookman College, which appeared in "Collier's Weekly" for September 23, 1950.*

She tells the story of her life with self revelation and self respect. Mary Jane McLeod, fifteenth child in a family of seventeen, was born on a plantation near Mayesville, South Carolina, July 10, 1875. By the time she came along, her parents, who had continued to work "for the master" after freedom, had earned five acres of land, and what her mother called their own "vine and fig tree." The fig tree was really a cotton patch, the vine covered a rude cabin built by her father and the boys.

Mary was eleven before the community had a school for colored children — a one-room affair established by the Presbyterian Board of Missions. She walked the five miles each way every day. At night she taught her older brothers and sisters to read and write.

**F**INISHING the school's limited course, she had no place to go but back to the cotton fields. But one sunny morning, as the family worked in the field, her former teacher appeared. Another rural school teacher had written the Board of Missions that, by doing dress-making, on the side, she had saved enough money to give an education to a colored girl, "providing you can find one you know will make good."

Mrs. Bethune's voice lingers over that prophetic phrase — "one you know will make good." She pauses, and we are back in that cotton field hearing the teacher say, "Aunt Patsy" we have chosen your Mary."

We see "Aunt Patsy" McLeod extend her arms to Heaven. We hear her reverent joyous cry, "Thank you, Master." (We know it is not the "master" for whom she has worked to earn the five acres.)

A few weeks later, Mary, who had never seen a train, boarded one to ride 150 bewildering miles to Concord, North Carolina, where for eight years she studied at Scotia Seminary. Then she went to Chicago to spend two years at the Moody Bible Institute. For

the first time in her life, she found hers the only black face in the group. It was, and still is, a challenge and sometimes a painful experience.

At the mention of Bethune College, she closes her eyes and, in the rhythm of a spiritual, chants:

"I'd been dreaming all my life, down yonder in the cotton fields, in the class room, singing in the Chicago slums, dreaming of big buildings and little children — my own institution."

She opens her eyes and asks, "But where to put it?"

In the South — there the need was greatest. And in an inexpensive community — she had no money. These were the two firm lines in her blueprint. The rest she left to chance, which she prefers to call God.

In Florida on a mission, she found some "friendly folks" who directed her to a piece of land and a miserable house which she could rent for almost nothing. She had a "hunch" it was the right place. So one October day in 1904 found her in this shack at Daytona Beach. She had a dollar and a half, a few soap boxes for furniture and five little colored girls for pupils. She also had faith and "gumption."

With a flourish she founded the Daytona Educational and Industrial Training School, and became its President. She started a one-woman campaign for funds, going from door to door.

At the end of a toilsome day, vending fish and education, she would wash out her one shirt waist, cut new cardboard soles for her shoes, count her money, say her prayers, and go to sleep ready for a new day.

Money came in, but slowly. Mrs. Bethune invited the industrialist and philanthropist, James N. Gamble, son of the founder of Proctor & Gamble, to visit her project. Gamble had a winter home in Daytona Beach, and had been attracted to Mrs. Bethune's struggling



experiment, because it was "a Christian effort on behalf of Negro children." When he entered her office, furnished with a wooden crate and a wobbly chair, he demanded sternly, "And where is this School of which you wish me to be a Trustee?"

She fired back, "In my mind, Mr. Gamble. And in my soul."

**H**E GAVE HER financial assistance and advice, becoming Chairman of the Board and so remaining for twenty years, until his death. To him she gives great credit for the School's development. In 1923, the former grade school for girls was merged with the Cookman Institute to become the Bethune-Cookman College. Today the College is fully accredited by the Southern Association of Colleges and Secondary Schools, as an "A Grade" College. It has a faculty of 100. Its 27 buildings are dominated appropriately by Faith Hall. Its 1000-odd regular college students include three boys from Nigeria, who are sons of tribal chiefs.

Seventy-five per cent of its graduates are teachers. Five per cent are in professions. Most of the others are skilled laborers, secretaries and in domestic service.

Life at Bethune-Cookman College hasn't always been placid. One election eve, Ku-Klux Klansmen marched across the campus, as a warning to Negro teachers and older students not to vote. Mrs. Bethune ordered every light in all the buildings turned on and kept them burning until dawn. The next morning, she marched her flock to the polls unmolested.

In reviewing the School's growth, its founder puts first its most intangible asset — her partnership with God. She says simply: "I believe in God and so I believe in Mary Bethune."

By 1935, Mary Bethune had made her place as an educator. She was sixty years old and she suffered great-

ly from asthma. But she felt there was still a job for her to do.

On the fifth of December of that year, she summoned representatives of leading Negro organizations and outlined to them her plans, big plans for a federation. Almost single-handed, she founded the "National Council of Negro Women," then went to work to put flesh on its paper frame.

This attracted the attention of businessmen. White "angels" came forward — notably millionaire Marshall Field, III, — who helped the Council to get its headquarters in a mansion in one of the best Negro residential districts in Washington.

Congressmen and businessmen, labor leaders and Cabinet members know that when Mrs. Bethune walks into the office, she not only speaks for 800,000 Negro Women, but that most of these 800,000 speak for Mrs. Bethune — the words she wants them to speak.

Having done something for her people, she quickly followed through with a demand that they do something for themselves, and launched a "Hold Your Job" campaign, designed to impress on Negroes the need for good relations with their employers and fellow workers.

Mary McLeod Bethune has gone far in the South. She was perhaps the first Negro to receive an honorary degree from a white college in the South. Rollins College, Winter Park, Florida, of which Hamilton Holt was then President, awarded her last year the honorary degree of Doctor of Humanities.

"First" and "only Negro" are familiar phrases in her biography. As Director of the Division of Negro Affairs of the National Youth Administration, she was the only member of her race operating in that organization at a top level. In 1939, typical of the seven years she spent with the Administration, she traveled 35,000 miles to address 41 meetings in 21 states, dedicated 6 Youth

Centers, and made 3 Commencement addresses — all this at the age of sixty-four. At the United Nations Conference in San Francisco, she was Associate Consultant to the American Delegation. After working hours she addressed 52 California meetings.

She rejoices in her collection of personal mementos of the famous. She has a trunk full of autographed photographs of international celebrities. She has known five Presidents.



#### A PERSONAL WORD FROM THE PRESIDENT OF BETHUNE-COOKMAN COLLEGE

Dr. Mary McLeod Bethune, Founder, President-Emeritus of Bethune-Cookman College, died on May 18, 1955. However, we have dedicated our lives to her ideals and to the perpetuation of the institution she so nobly founded. Perhaps you would like to be of help in this endeavor. Please fill in the attached blank, tear on the perforated lines and mail your contribution. It cannot be too small — nor too large — to be helpful and deeply appreciated.

*Richard V. Meade*

President  
Bethune-Cookman College

*To The President Of Bethune-Cookman  
College:*

Enclosed is my contribution to the perpetuation of the work so nobly began by the late Dr. Mary McLeod Bethune.

Amount ..... Dollars

(\$.....)

Name of Donor .....

Address .....

City .....

Make check or money order payable to:

BETHUNE-COOKMAN COLLEGE  
DAYTONA BEACH, FLORIDA

# A Good Creed

**K**eeP Skid Chains On Your Tongue;  
*always say less than what you think.  
Cultivate a low, persuasive voice.*

**M**ake Promises Sparingly; and keep  
*them faithfully, whatever the cost.*

**N**ever Let An Opportunity Pass to say  
*a kind and encouraging word to or about  
somebody. Praise good work done regardless of  
who did it.*

**B**e Interested In Others; *interested in  
their pursuit, their welfare, their homes  
and families. Let everyone you meet, however  
humble, feel that you regard him as a person  
of importance.*

**B**e Cheerful. *Keep the corners of your  
mouth turned up. Hide your pains, worries,  
and disappointments under a smile.*

**P**reserve An Open Mind on all debatable  
*questions. Discuss, but don't argue. It  
is a mark of a superior mind to disagree, and  
yet be friendly.*

**L**et Your Virtues Speak for themselves,  
*and refuse to talk of another's vices.*

**B**e Careful Of Others' Feelings. *Wit  
and humor at the other fellow's expense  
are rarely worth the effort and may hurt where  
least expected.*

**P**ay No Attention to ill-natured remarks  
*about you. Simply live so no one will  
believe them.*

**D**on't Be Too Anxious about getting just  
*dues. Do your work, be patient, keep  
your disposition sweet, forget self, and you will  
be respected and rewarded.*

Richard V. Moore  
*President*

Bethune-Cookman  
College

DAYTONA BEACH, FLORIDA



# BETHUNE-COOKMAN COLLEGE

DAYTONA BEACH, FLORIDA

## HONORS CONVOCATION



TUESDAY EVENING, OCTOBER SIXTEENTH

NINETEEN HUNDRED SEVENTY-THREE

SEVENTY FORTY-FIVE O'CLOCK

Gertrude Hotchkiss Heyn Memorial Chapel

DAYTONA BEACH, FLORIDA



## Convocation Speaker

### DR. STEPHEN J. WRIGHT

BORN: Dillon, South Carolina — married to the former Rosalind Person.

EDUCATION: B. S. Degree — Hampton Institute, 1934; M. A. Degree — Howard University, 1939; Graduate Study — College of the City of New York and Columbia University; Ph. D. Degree — New York University, 1943.

SOME PROFESSIONAL EXPERIENCE: Teacher, and Principal in schools of the State of Maryland. College Professor in the states of Maryland and Virginia; President, Bluefield State College — 1953-57; President, Fisk University — 1957-66; President, United Negro College Fund — 1966-69; Consultant to the President, College Entrance Examination Board — 1969-70; Vice President, College Entrance Examination Board 1970 to present.

SOME PROFESSIONAL ORGANIZATIONS AND CIVIC MEMBERSHIPS: National President, Alpha Kappa Mu National Honor Society; President Association of Colleges and Secondary Schools For Negroes; Member, Consultant Panel, National Defense Student Loan Program, Vice President, Board of Directors, Southern Regional Council; Member, Board of Directors, Association of American Colleges; Chairman, Educational Policies Commission, National Education Association; Member, Board of Trustees, Institute of International Education; Member, National Committee, American Civil Liberties Union; Member, National Council on the Humanities; Member, Policy Committee of the National Assessment of Educational Progress, Education Commission of the States; Member, President's Council, School of Education, New York University; Member, U. S. State Department's Advisory Committee on International Organizations; Member, Task Force on Coordination, Governance and Structure of Postsecondary Education of the Education Commission of the States.

PROFESSIONAL WRITINGS: Over the years, contributed to Educational Abstracts, Journal of Educational Sociology, Journal of Negro Education, Quarterly Review of Higher Education Among Negroes, Phylon, Harvard Educational Review, Saturday Review, et cetera.

SOME ACADEMIC AND PROFESSIONAL HONORS: 1941-43 — General Education Board Fellow; 1942 — Elected to Phi Delta Kappa, New York University; 1954 — Recipient, Hampton Institute Outstanding Alumnus Award; 1962 — Recipient, Howard University Outstanding Alumnus Award; 1962 — Recipient, Educator of the Year Award, Grand Lodge of the Elks; 1964 — Appointed by President Lyndon B. Johnson to serve as one of the Special U. S. Ambassadors to the inauguration of President William V. S. Tubman of Liberia; Africa; 1965 — Elected to Phi Beta Kappa, Honoris Causa, Pomona College; 1969 — Recipient, School of Education, New York University Distinguished Alumni Award.

HONORARY DEGREES: 1962 — Doctor of Laws, Colby College; 1964 — Doctor of Laws, University of Notre Dame; 1965 — Doctor of Literature, College of St. Thomas; 1965 — Doctor of Laws, Morgan State College; 1966 — Doctor of Laws, Michigan State University; 1966 — Doctor of Laws, New York University; 1968 — Doctor of Laws, University of Rhode Island; 1968 — Doctor of Humane Letters, Morehouse College; 1969 — Doctor of Laws, Manhattan College.

## HONORS CONVOCATION

TUESDAY, OCTOBER 16, 1973 — 7:45 P.M.

GERTRUDE HOTCHKISS HEYN MEMORIAL CHAPEL

PRESIDENT RICHARD V. MOORE, PRESIDING

### PRELUDE —

### THE HYMN OF DOXOLOGY (Audience Standing)

THE LESSON FROM THE HOLY SCRIPTURE ..... Dr. Myron F. Wicke  
2nd Vice Chairman, Board of Trustees  
Bethune-Cookman College

THE INVOCATION ..... Dr. Charles C. Parlin  
Member, Board of Trustees, Bethune-Cookman College

MUSIC — They Who Grieving Soweth ..... Herman Schein  
Bethune-Cookman College Concert Chorale — Mr. Thomas D. Demps, Conductor

### GREETINGS —

Faculty, Bethune-Cookman College ..... The Reverend Rogers P. Fair  
Chairman, Faculty Association

Student Government Association,  
Bethune-Cookman College ..... Mr. Thomas Huger  
President

Staff, Bethune-Cookman College ..... Mr. Ernest Cook  
Chairman, Staff Association

MUSIC — Dere's No Hidin' Place ..... arr. Shaw-Parker  
Bethune-Cookman College Concert Chorale — Mr. Thomas D. Demps, Conductor  
Soloist: Kenneth Johnson, Tenor

INTRODUCTION OF SPEAKER ..... Dr. Richard V. Moore  
President, Bethune-Cookman College

THE CONVOCATION ADDRESS ..... Dr. Stephen J. Wright  
Vice President, College Entrance Examination Board,  
New York City

### CONFERRING OF HONORARY DEGREES —

#### Recipients

MARGERY MEIGS CLIFFORD\*  
Philanthropist, and Member of the Board of Trustees of Bethune-Cookman College

#### Orators

MRS. VIVIAN DeSHIELDS  
Assistant Professor  
Business Education



**HARRY DAY FRUEAUFF\***

President, Charles A. Frueauff Foundation, New York City, and Member, Board of Trustees of Bethune-Cookman College

**CHARLES MACK HENDRICKS\*\*\***

Medical Doctor, and Member, Board of Trustees of Bethune-Cookman College

**JOEL DUNCAN McDAVID\*\***

Resident Bishop, Florida Conference, United Methodist Church, and Chairman, Board of Trustees of Bethune-Cookman College

**ARTHUR KENNETH SWITZER\***

Retired Executive, J. C. Penny Company, and Member, Board of Trustees of Bethune-Cookman College.

**ALAN BRANTLEY WRIGHT\***

Vice President, Florida Power and Light Company, and Member, Board of Trustees of Bethune-Cookman College

**RUDOLPH GONZALES MATTHEWS\*\***

Assistant Professor, Bethune-Cookman College, and Minister, Mount Bethel Baptist Institutional Church

\* DOCTOR OF LAWS (Honoris Causa)

\*\* DOCTOR OF DIVINITY (Honoris Causa)

\*\*\* DOCTOR OF HUMANITIES (Honoris Causa)

**DR. CLEO S. HIGGINS**

Professor and Chairman  
Division of Humanities

**MISS CLAUDETTE STOCKMAN**

Assistant Professor  
Division of Sociology

**MISS MARTHA M. BERHEL**

Head Librarian

**MRS. ANN TAYLOR**

Assistant Professor  
Department of Mathematics

**MR. JAMES E. HUGER**

Business Manager  
Bethune-Cookman College

**MRS. INGE WHITING**

Assistant Professor  
Modern Languages

**THE ALUMNI OATH**

..... Mr. Stafford Ferguson  
President, National Alumni Association  
Bethune-Cookman College, Daytona Beach, Florida

**THE ALUMNI OATH**

I, (State your name) do solemnly affirm that I will support Bethune-Cookman College in all its efforts, to educate the HEAD, HEART AND HAND. That I will adhere to the noble and honorable traditions established and ordained by the Founder of this beloved institution. I will become active and serve to the best of my ability in any chapter of the Alumni Association in my locality.  
I affirm that I will depart to serve diligently in the community, in which I live. I will support my Alumni Association in all its endeavors, SPIRITUALLY, MORALLY AND FINANCIALLY.

**IMPRESSIONS**

..... Bishop Joel D. McDavid  
Chairman, Board of Trustees, Bethune-Cookman College

**RECOGNITION OF TRUSTEES AND HONORED GUEST —**

**MUSIC — "Alma Mater"**

**BENEDICTION**

..... The Reverend Aaron D. Hall  
Member, Board of Trustees, Bethune-Cookman College

Please reassemble immediately in the Charles C. Parlin Student Center for the Reception for the Convocation Honorees.

**—ALMA MATER—**

Dear Alma Mater, thou Beloved  
We pledge our lives to thee;  
Thou art results of toil and pain  
And tears come in a stream;  
Dear Alma Mater, thou art all  
And all the world to me—  
Thou'rt the answered prayer of a dream.

Oh God, protect dear B-CC  
Crown her with love and cheer;  
We'll ever sing thy praise to Thee,  
It makes us strong and bold.

All hail to thee, dear B-CC  
All hail to thee, all hail!  
Hail thee, Maroon and Gold.



## Honorary Degree Recipient

### MARGERY MEIGS CLIFFORD

BORN: Malone, New York — August 20, 1900.

PARENTS: Ferris J. Meigs and Louis Laurence Meigs (Deceased). (Both long-time Trustees of Bethune-Cookman College).

MARRIED: Donald K. Clifford, June 15, 1929.

CHILDREN: Louis Meigs Clifford (Mrs. Andred Hard, Jr.), Donald K. Clifford, Jr., Margery Meigs Clifford (Mrs. John B. Henneman, Jr.)

PROFESSIONAL EXPERIENCE: Began as Field Secretary of the New York Child Labor Committee — 1925-27; Member, Board of Directors, Laurence Investing Company; Member, Board of Directors Hotel Gramatan; Member, Board of Directors, Brooklands Corp.; and Laurence Management Company; Member of the Bronxville School Board — 1948-52; Member, Republican Town Committee of Bronxville and Eastchester — 1947-50; Member, Board of Governors, Laurence Hospital — 1964-70; Trustee, Bethune-Cookman College — 1966 to present.

## Honorary Degree Recipient

### HARRY DAY FRUEAUFF

BORN: April 3, 1911 — Pueblo, Colorado.

EDUCATION: Attended Riverdale County Day School; Graduated in 1933 from Cornell University, Ithaca, New York, with the M. E. Degree in Mechanical Engineering.

MARRIED: Miss Lena Ruth Duncan August 22, 1942. One son — Frederick R. Frueauff.

PROFESSIONAL EXPERIENCE: 1942-52 — Tool Engineering Service (Owner) Birmingham, Alabama; Owner, Indian Creek Ranch, Northfork, Idaho; Member, American Society of Tool Engineers; Member, Downtown Club, Birmingham, Alabama; Member, Chamber of Commerce, Birmingham, Alabama; President, Charles A. Frueauff Foundations; Trustee, Bethune-Cookman College.

## Honorary Degree Recipient

### CHARLES MACK HENDRICKS

Charles M. Hendricks was born in Frolona, Georgia. He attended elementary and high school in Chattanooga, Tennessee. He began his college training at Tuskegee Institute, Tuskegee, Alabama and transferred to Howard University, Washington, D.C., graduating in 1948 with the B.S. degree. In 1952, he entered Meharry Medical College, Nashville, and graduated with the M.D. degree in 1956. He interned at Saint Margaret Hospital, Hammond, Indiana. From 1957 through 1960, he received his training in obstetrics and gynecology at Kansas City General Hospital, Kansas City, Missouri.

Dr. Hendricks opened practice in Daytona Beach, Florida in 1961 and is an active member of the staff of the Halifax District Hospital.

Dr. Hendricks is a member of the Volusia County Medical Society, the Florida Medical Society and the American Medical Association. He is a member of the Executive Committee of the Board of Trustees of Bethune-Cookman College. He is an active member of Mount Bethel Baptist Institutional Church. Fraternally, he is affiliated with the Omega Psi Phi Fraternity.

He married the former Miss Elsie Nunn of West Palm Beach, Florida and they have four children — three boys and one girl.

## Honorary Degree Recipient

### JOEL DUNCAN McDAVID

BORN: Georgetown, Alabama — June 10, 1916.

EDUCATION: A.B. Degree, Millsaps College, Jackson, Mississippi; Bachelor of Divinity Degree, Candler School of Theology (Emory University), Atlanta, Georgia; Graduate work — Boston University, School of Theology, Boston, Massachusetts.

MARRIED: The former Milah Gibson.

CHILDREN: Two sons — Joel, Jr. and Ben; One daughter — Caren Anne, a student at Auburn.

HONORS AND AWARDS: Honorary Doctor of Divinity Degree, Birmingham Southern College, Birmingham, Alabama.

PASTORATES: First Pastorate — Grand Bay Circuit, Alabama; Toulminville, Alabama; Auburn, Alabama; First Church, Montgomery, Alabama, and he was serving his seventh year as Minister, Dauphin Way United Methodist Church, Mobile, Alabama, when elected Bishop at the Southeastern Jurisdictional Conference, July, 1972.

Assigned to the Florida Area of the United Methodist Church in July, 1972. Resident Bishop over some 700 Churches of the Florida area, with a total membership of more than 317,000.

TRUSTEE OF: Florida Southern College, Lakeland, Florida; Emory University, Atlanta, Georgia; Bethune-Cookman College, Daytona Beach, Florida.

## Honorary Degree Recipient

### ARTHUR KENNETH SWITZER

Arthur Kenneth Switzer . . . Born in the village of Elkton, Ohio, 20-November 1897. Attended the local grade school and high school at Lisbon, Ohio, four miles distant. Grew up and received early merchandise experience in his father's large country store. Managed a men's store and an "A & P" store between 1921-1924.

Because of some window display and show card expertise was chosen for this work in an independent department store of Salem, Ohio. The following year being placed in management of this store, remaining there for six years. Because of this experience, was interviewed and became a member of the J. C. Penney Co. organization in 1930, being sent to troubled stores during the depression.

Always active in church and civic work, was elected president of Rotary at Columbia, Pa., 1943. Helped organize this city's first Chamber of Commerce and served one year as its president. Was moved on to Pottstown, Pa. and served as manager for the company there for fifteen years . . . was active as a Chamber of Commerce member serving on its board continually and as its president in 1947.

Served as vice chairman of the "Minute Men" 1945-1946 and chairman during 1950. Always throughout the years active in the Methodist church, served in the First Methodist Church of Pottstown as chairman of the music committee, as a steward and a trustee, also as superintendent of the youth department for several years and taught a teenage church school class for five years. This church activity continues in retirement here in Florida and he has served two different churches as layleader and is still teaching an adult class.

Married to the former Evelyn Clare Albright, of Lisbon, Ohio, have two daughters and one son, ten grandchildren, five great grandchildren, their son Arthur, being on the staff of Ursinus College, of Collegeville, Pa. as advisor of financial aid.



## Honorary Degree Recipient

### **ALAN BRANTLEY WRIGHT**

**BORN:** Winston-Salem, N.C. Feb. 7, 1900.

**EDUCATION:** Graduate Univ. of North Carolina; B.S. Degree in Electrical Engineering.

**MARRIED:** Marion Louise Brooks, Aug. 4, 1933.

**CHILDREN:** William B. Wright, Titusville, Fla.; Valerie J. Wright, teacher Volusia County School system; Mrs. Robert Atkinson, Daytona Beach, Fla.

**BUSINESS EXPERIENCE:** 1921-31, Westinghouse Electrical Corp.; 1931-73, Florida Power & Light Company. Served in Commercial, Operations, and Executive Departments during a period of 42 years. Retired as Vice-President March 1, 1973.

**COMMUNITY INVOLVEMENT:** Trustee-Bethune Cookman College; Chairman Board of Commissioners, Halifax Hospital Medical Center; Member-Civic League of Halifax Area; Member and past President Daytona Beach Rotary Club; Member and past President Daytona Beach Chamber of Commerce; Past Pres. and Honorary Life Member Salvation Army Advisory Board; Member and Past Pres. Daytona Beach Navy League; Former Chairman Fund Drive-United Fund of Halifax Area; Past Chairman United Negro College Fund Drive Volusia County. (3 times); Former member Visiting Committee-Dept. of Industrial and Systems Engineering Univ. of Florida; Member and past Captain Daytona Beach Quarterback Club.

**MILITARY:** Veteran World War I — 2nd Lt., Infantry U.S. Army.

## Honorary Degree Recipient

### **RUDOLPH GONZALES MATTHEWS**

Rudolph "Bunky" Matthews was born at Neeses, South Carolina and was brought to the State of Florida while yet a baby. He received his early education in the Public School System of Polk County and graduated from Rochelle High School with honors and was Captain of the football and basketball teams. He then matriculated at Bethune-Cookman College where again he was Captain of both the football and basketball teams. Upon leaving Bethune, he entered Morehouse College of Atlanta, Georgia, where he became the first second year Captain in the history of Morehouse College from where he received the A.B. Degree.

He received his Master's of Arts Degree from Columbia University of New York City where he has done further study. He has taught in the Public School System of Georgia, and was head coach of Edward Waters College. He spent three years in the European Theater of Operation and returned to Bethune-Cookman as head Coach and Athletic director, in 1946 a position which he held for sixteen years.

During this time, his teams won the championship of basketball and football of the strong Southern Intercollegiate Athletic Conference. In 1957, he became a licensed minister. He is now head of the Health and Physical Education Department of Bethune-Cookman College and Pastor of Mt. Bethel Baptist Church of Daytona Beach, Florida.



## OFFICERS OF THE BOARD OF TRUSTEES

Bishop Joel D. McDavid, Chairman  
Mr. James E. Davis, First Vice Chairman  
Dr. Myron F. Wicke, Second Vice Chairman  
Dr. J. Saxton Lloyd, Third Vice Chairman  
Dr. Leroy E. Northrup, Secretary-Treasurer  
Judge P. B. Revels, Recording Secretary  
Dr. Richard V. Moore, President

## MEMBERS OF THE BOARD OF TRUSTEES

|                             |                          |
|-----------------------------|--------------------------|
| Bishop James W. Henley      | Dr. Thomas R. Horton     |
| Senator George A. Smathers  | Mrs. M. L. Fornis        |
| Dr. Charles C. Parlin       | Dr. Jack A. Davis        |
| Dr. DeWitt C. LeFevre       | Mrs. Alice G. Mickens    |
| Dr. Robert N. Smith         | Dr. Archie Morgan        |
| Mr. Arthur Switzer          | Attorney Paul Raymond    |
| Judge Hobson Reynolds       | Dr. Samuel Banks         |
| Mr. Alan Wright             | Dr. Louis M. Kottle      |
| Dr. Carl S. Swisher         | Dr. Charles M. Hendricks |
| Mrs. Margery Meigs Clifford | Dr. Lee Davis            |
| Dr. Baron deHirsch Meyer    | Judge William A. Meadows |
| Dr. Jacob F. Bryan, III     | Dr. William C. Webb      |
| Dr. Albert V. Danielsen     | Dr. Arthur N. Morris     |
| Mr. William B. Mills        | Dr. John Sengstacks      |
| Mr. Marjorie Stewart Joyner | Bishop Edgar A. Love     |
| Reverend Lee Nichols        | Dr. Charles H. Schools   |
| Reverend A. D. Hall         | Dr. Johnny L. Jones      |
| Dr. Michael Sossin          | Dr. Walter B. Rutland    |
| Dr. Clem C. Benton          | Mr. Stafford Ferguson    |
| Mr. Bernard Shiell          | Dr. Edwin O. Ogbu        |
| Mr. Harry D. Frueauff       | Mr. Thomas Huger nney    |
| Mrs. Lincoln B. Childs      | Miss Gwendolyn Nixon     |
| Mr. Harman Wheeler          |                          |

## TRUSTEE EMERITI AND HONORARY TRUSTEES

|                         |                            |
|-------------------------|----------------------------|
| Attorney Ralph Richards | Dr. Herbert J. Burgstahler |
| Dr. James H. Lewis      | Bishop Lloyd C. Wicke      |
| Dr. Morris D. Seltzer   | Bishop W. Ralph Ward       |
| Dr. D. E. Williams      | Mr. Herbert Davidson       |



# The Clarion

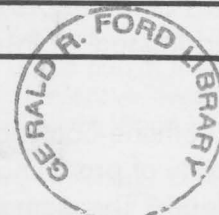
## The B-CC Alumni Newsletter

VOLUME 6

OCTOBER, 1973 — DAYTONA BEACH, FLORIDA

NUMBER 1

### BETHUNE-COOKMAN COLLEGE FLORIDA SOUTHERN COLLEGE CONSORTIUM



The purposes of the Consortium are two-fold, namely:

- 1) To provide cooperative studies for students in each college who are now prospective teachers for public schools, currently engaged in the development of the mixed classrooms.
- 2) To help these prospective teachers to examine and cope with problems associated with the desegregated patterns for administering the educational programs through the resources of the school and its environmental community.

This cooperative program is designed to provide many and varied experiences in which the bi-racial groups predominant in the population of the two colleges will engage in dialogue, research, and face-to-face examination and treatment of the problems involved in the mixed school situations. Out of this intermingling and practical experience will come social, economic, political and cultural awareness of the responsibilities and concerns of teachers in the present time and the near future as well.

Both Bethune-Cookman College and Florida Southern College offer comprehensive sequence of courses in teacher education and have graduated many education majors who are now serving in the public school systems of the State of Florida as well as a representative number of other states.

The cooperative curriculum development program which is proposed embraces the analysis of problems, and proposed treatment and solution of these problems in response to two major inquiries:

- 1) What are the significant socio-cultural problems that make impact upon the schools and society; what is the extent of this impact.
- 2) How does the impact made by these problems change the behavior of people?

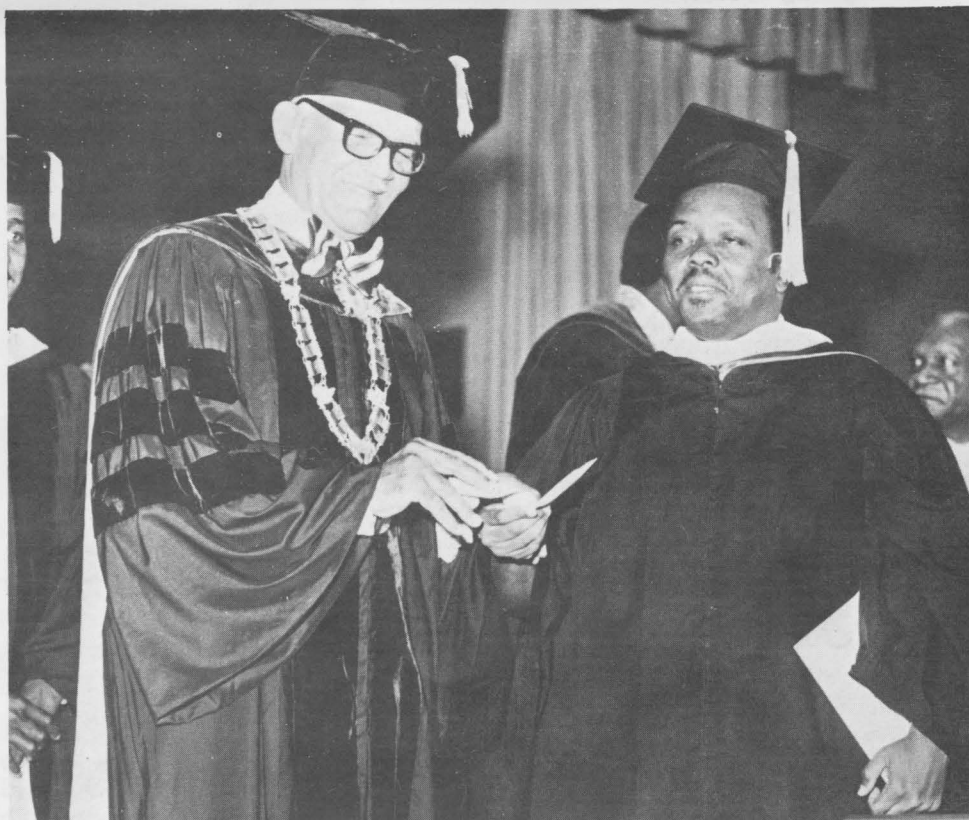
Interdisciplinarily, this extended professional course becomes an educational experience in two major areas of founda-

tions of education, namely, sociological and psychological with relational concepts from anthropology and cultural philosophy.

Significant conceptualizations from Black History and Culture, phases of Black and White relations in American History, and educational philosophies that interpret the study and understanding of the barriers and stereotypes that affect multi-ethnic developmental acceptances in America are explored. The prospective teachers, white and black, together are encouraged to propose ways of treating or solving these problems.

The techniques used are:

- 1) Exchange of students between the colleges for living on the alternative campus and participation socially, culturally, and academically.
  - 2) Two Seminars each semester in which consultants give groups, as working parties, opportunity to examine significant phases of the problems, current and historical.
  - 3) Exchange of faculty between the colleges.
- Bethune-Cookman College - Florida Southern College Consortium.  
Dr. Mary Alice Smith, Director.



Mr. Stafford Ferguson, President of the Bethune-Cookman College National Alumni Association is shown in the photo above presenting a \$20,000 check to Dr. Richard V. Moore, from the National Alumni Association to be used towards construction of Adams-Alumni Infirmary, an alumni project.



## EDITORIAL

JAMES H. KEYS, JR.

The Executive Secretary was privileged to attend a Cluster Group meeting in Atlanta, Ga., September 4-5, 1973, with Dr. Richard V. Moore and Mr. Harry Burney, Jr., which dealt primarily with Alumni Development. The representatives of the approximately 40 black colleges in attendance (state & private), addressed themselves to one topic generally: Survival of these institutions.

Alumni of Bethune-Cookman College and like institutions must face up to the responsibility of providing much more financial (and other type) support for these colleges. This demand is critically important because private and foundation support is becoming increasingly difficult to attain.

During the last fiscal year, Bethune-Cookman College National Alumni Association grossed, from all sources, approximately \$75,000. While this represents great improvement, it does not nearly approach what we must reach. With 5,000 plus alumni, our annual contributions should exceed \$500,000, which is only a yearly average of \$100 each.

WORDS WILL NOT SUFFICE. THE TIME IS NOW FOR ALL ALUMNI TO MANIFEST A REAL AND TANGIBLE LOVE FOR "DEAR OLE B-CC" THROUGH OVERT ACTION.

### AN OPEN LETTER

Dear Mr. Keys:

As the 1973 football season gets underway this office is concerned that alumni and fans in your area are informed of the Wildcats activities by way of the news media (Radio - television - newspapers).

Sports releases, pictures and information material have been dispatched to your area media since July. If your media is not cooperating please visit or call your sports editors and express concern. I suggest that you have other members to follow up, especially on the day following a game when they fail to list B-CC scores.

The communication media representatives react only when you create a market by showing concern for your own product.

Thank you for your help in this matter.

Yours truly,

Roscoe D. Camp  
Director, Public Relations

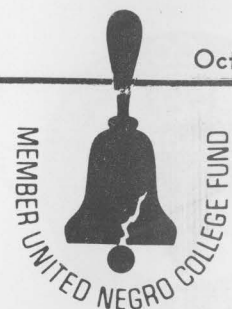
### CAMPUS NOTES

Bethune-Cookman College's board of trustees appointed a search committee at its fall meeting to seek a successor to Dr. Richard V. Moore president of our Alma Mater since 1947, who will retire June 30, 1974. The board voted to make him Chancellor on that date; as such, he will be in charge of fund raising. The initial appointment will be for one year.

During Commencement Exercises of May 21 TALENT SEARCH — a New program on

and August 4, 1973, Bethune-Cookman College graduated 268 and 38 seniors respectively. This total of 306 means the '73 class is the largest — EVER!

The College has established a new Division, the Division of Business Education, which previously operated under the umbrella of the Division of Social Science. Dr. Ronald Seltzer has been appointed to the chairmanship.



DR. RICHARD V. MOORE,  
College President

#### STAFF

JAMES H. KEYS, JR. .... Executive Secretary  
and Editor  
ANNIE BECKTON ..... Secretary  
DOROTHY A. JOHNSON .... Office Assistant

MEMBER OF AMERICAN ALUMNI COUNCIL

#### NATIONAL OFFICERS

STAFFORD FERGUSON ..... President  
JOHN HAMILTON ..... Vice President  
OLGA L. THOMPSON ..... Secretary  
CASHUS RICHARDSON ..... Treasurer  
ALPHONSO OATES ..... Parliamentarian  
FATHER NELSON PINDER ..... Chaplain  
DR. JOHNNY JONES .... Director of Public  
Relations

campus this year, made possible through a \$55,000 grant from HEW, will help identify, recruit, and aid financially and culturally deprived persons in the State of Florida to start or further their education. For further information, contact Dr. Ronald Wiley, Director, Educational Building, Bethune-Cookman College.

Dr. Kamala Anandam, from the Division of Education has authored a book, "Cooperative Classroom Management," which has been published by Charles E. Merrill Publishing Company.

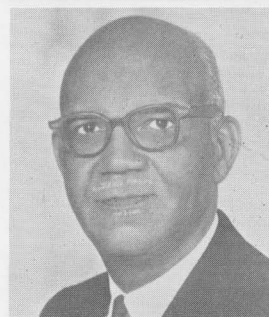
Bethune-Cookman College, winner of a \$75,000 grant from the Danforth Foundation for faculty improvement, sent a delegation of six to Jackson, Mississippi during August of 1973. Dr. W.R. Pickens, Director of the program, was accompanied by Mrs. Shirley B. Lee, co-director, and Drs. Arthur Charlesworth, Richard Copeland, Mary Alice Smith and Paul Decker. The 3 year Danforth Foundation grant will fund the B-CC program — ACCOUNT — All College Commitment On Understanding New Tactics.

B-CC also received an unrestricted grant in the amount of \$2,500.00 from Breakstone Sugar Creek Foods, Jax, Fla., a division of Kraffco Products.

— LEST WE FORGET —  
**H O M E C O M I N G**  
Saturday, October 20th  
Bethune-Cookman Vs. Tuskegee  
Plan Now To Attend

## From the President's Desk

BETHUNE-COOKMAN COLLEGE —



### AN OPEN LETTER TO ALUMNI

Our most precious possession is our educational heritage of the American Way of Life. What we do individually to conserve it, to strengthen it, to enrich it is the only true measure of our devotion to it. More than this, it is the only true measure of the claim we can possibly have on posterity's memory.

The wealth we may accumulate, the public prestige we may enjoy, the social position we may attain are all meaningless in the long vista of time unless all are made to serve the cause of human dignity, education and freedom. What value are dollars or acclaim or position in a world where education, opportunity and freedom are lost to others by our own neglect? You, the alumni, can make the difference.

Our colleges — all our colleges — in consequence must have a continuing priority in our concern for community and national welfare to educate our youth. In our school system, an important place is filled by the small, often church-related, liberal arts colleges. These institutions, like Bethune-Cookman, in the van of higher education, have covered our lands. They have brought the advantages of college training to thousands upon thousands who, except for the existence of these institutions, could never have enjoyed the privilege of obtaining an education. You, the alumni, can make the difference.

Now, these private colleges are caught in a squeeze between temporarily decreased enrollments and high costs, but the great traditions they bring to today's students must not be lost. Because of the importance of the place they occupy in American life, we need not fewer but more of them. They are needed now, more than ever. Alumni can help in the areas of recruitment, development and interpretation.

We are proud of our alumni and especially the leadership of Mr. Stafford Ferguson, our national president. The commitment to the Adams Alumni Infirmary is a case in evidence of your loyalty and abiding faith in your Alma Mater. May each of you dedicate yourself to the successful consummation of this project in due course, you will be hearing from us. We sincerely trust that you will respond.

Cordially yours,

Richard V. Moore  
President

### FACULTY AND STAFF ABROAD

Mr. David L. Leaver, Director of the Co-op Program, visited Italy, Yugoslavia, Austria, East and West Germany in a Studies Abroad program sponsored by the Board of Ministry, United Methodist Church.

Dr. Zoila Avalos, Professor of Biology, visited Munich, Germany, Austria, Italy, France and Spain. Highlight of her trip was an International meeting in Barcelona on the Origin of Life. She also attended another International meeting in Milan, Italy on Mass Spectroscopy.

Mrs. Valarie G. King, Counselor in the Eight College Consortium, and Instructor of Psychology, toured and studied in West Africa. The Educators to Africa Seminar

emphasized developing and understanding of and appreciation for the culture, lifestyles, and the role of African people in world affairs; past present and future. Mrs. King's participation was made possible by a grant from the African - American Institute.

Mrs. Mildred B. Greene, Associate Professor, Humanities, participated in a two month seminar of the Association of Colleges and Universities for International - Intercultural Studies. Mrs. Greene shared a rewarding experience in a study of the customs and lifestyles of the people of Austria, East Germany, Poland, Czechoslovakia and Italy.

Dr. Evelyn W. Sharp, Professor of Education, participated in a month-long seminar on Education in four communist countries;

Austria, Hungary, Czechoslovakia and East Germany — under sponsorship of Kent State University. A seminar was held on campus at Balaton University, Vesztem, Hungary, and consisted of lectures, language courses, folk singing and dancing.

Rev. Rogers P. Fair, College Chaplain, attended the fourth Institute on Methodist Theological Studies at Oxford University, Oxford, England, July 18 - August 5, 1973. He was also a part of the World Council of Churches in Geneva, Switzerland. This was sponsored by the World Methodist Council.

Bethune-Cookman College professors, Drs. Arsenia A. and Felisberto V. Cabotaje visited Japan, Korea, Hong Kong, Thailand, and the Philippines, June 20 - August 23, 1973. They conferred with and established cordial relationships between Bethune-Cookman College and Asian colleges and universities for the exploration of possible Asian-American Partnership in Education.

Through the representation of Dr. and Mrs. Cabotaje, Bethune-Cookman College is now listed as one of the recognized institutions to receive scholarship grants for free tuition fees, board and lodging plus book allowance every semester. This financial grant is offered annually to one or more exceptionally qualified applicants. Those interested should contact Dr. Felisberto V. Cabotaje for further information.

### FUTURE B'CEANS

Mr. and Mrs. Melvin (Sandra Burney '69) Vanterpool are cuddling their first arrival, David Lawrence, born on March 31, 1973. The Beaming Burneys' grandson tipped the scales at 7 lbs. and 3 ozs.

Melvin '68 and "Liz '69", Lowe, are very proud of their 6 lbs. 1 1/2 oz. Mothers' Day arrival, Melvin Lowe, III.

Bobby '71 and Naomi Wilson Smith '64, are proudly showing their 7 lbs. 4 oz. son, LaShawn Mark, born August 9, 1973.

Mr. and Mrs. Joel (Mary Jackson '51) Fears, welcomed Joel V. Fears, Jr. on Aug. 5, 1973. He weighed 5 lbs. 15 1/2 ozs.

### WILDCATS RECORD THIS SEASON

|         |                  |
|---------|------------------|
| B-CC 13 | South Carolina 7 |
| B-CC 26 | Morris Brown 0   |
| B-CC 12 | Alabama A&M 6    |





## Alumni Spotlight

### WEDDINGS

Atty. Reginald E. Moore, '67, exchanged vows with Miss Gwendolyn White of Tampa, Fla. on May 6, 1973.

Miss Barbara Arnetta Moore, '73, youngest daughter of Dr. and Mrs. Richard V. Moore, was married in Gertrude Hotchkiss Heyns Memorial Chapel, B-CC, on July 7, 1973, to Mr. Anthony D. Tiller of Atlanta, Ga.

Miss Brenda L. Badger, '73, became Mrs. James Erskine Cusack, at Emanuel Baptist Church, Jacksonville, Fla. on August 4, 1973.

Miss Mattie J. Fair, daughter of the College Chaplain, Rev. Rogers P. Fair, was married to Mr. Earl J. Augustin, Jr., of New Orleans, La., on August 11, 1973.

Sonya White '74, to Rudolph Porter, '73.

Patricia E. Ogbu '72, is now Mrs. Altama A. Dickerson, and making their home in Nigeria.

Naomi Opera Irene Bartley '71, rendered her final number for the concert chorale — commencement of May 21, 1973, as Mrs. John P. Lumpkin '73.

Gwendolyn Joyce Bonaparte '72, and Ernest Larry Evans '73, were married at the Church of God in Christ, Crescent City, Fla., June 23, 1973.

Sonja Wilson '72, to Joseph A. Ingraham '71.

Sylvia Bristow '71, will now answer to the title of Mrs. David Lee Thomas.

Vera Averyhart '70, is now Mrs. Manuel Randle.

Mr. Orlando Libron '73, convinced Gwendolyn Nixon '74 to say, "I Do".

Linda Dianne Jackson '74, to Angus L. Bradshaw.

### NECROLOGY

**Mrs. Bertha L. Mitchell, '70**, 739 Second Avenue, former Business Manager and Executive Secretary to Mrs. Bethune, died Friday, August 17, 1973.

**Mrs. Lillie Ruth Butler Massey**, a 1943 graduate, and a Federal employee in the AID Office died June 8, 1973. Mrs. Butler was a very loyal member of the Washington D.C. Alumni Chapter.

**Miss Betty Freney, '53**, a teacher in the Pinellas County (St. Petersburg, Fla.) School System, passed on May 28, 1973.

### SPOTLIGHT ON

Dr. Bronson was born in Sanford, Fla. where he completed his public school education. He is married to Helen Carolyn Williams, formerly of Tampa, Fla. and is the father of three (3) children, Josephine Suzette, Flora Helen and Oswald Perry, Jr.

His higher education includes a B.S. Degree from Bethune-Cookman College in 1950, B.D. Degree - Gammon Theological Seminary (Summa Cum Laude), Atlanta, Georgia, 1959, and his Ph.D. Degree - Northwestern University, Evanston, Illinois, 1965.

His experiences include: Pastor for sixteen years in the Florida, Georgia and Rock River (Chicago, Illinois) Conferences of the United Methodist Church. Lecturer and teacher, Director of Field Education, Interdenominational Theological Center, September 30, 1968.

He authored "Stewardship and Christian Growth," a chapter in a book on Stewardship published by the Board of Lay Activities of the Methodist Church. He frequently serves as a contributing writer for: The Editorial Division, Board of Education, The Methodist Church, and the Upper Room Meditation Series.

Doctoral Dissertation Topic, "Origin and Significance of the Interdenominational Theological Center."

Honors includes: Alpha Kappa Mu Honor Society; Crusade Scholar; Theta Phi Honor Society.

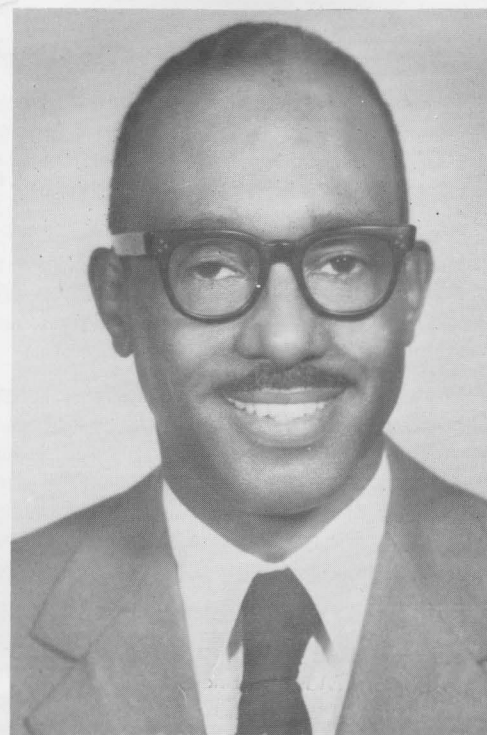
He is a member of: Atlanta University Center Council of Presidents; Chairman, North Georgia Conference Board of Education United Methodist Church; Mid-Atlantic Association of Professors of Religious

**Mrs. Lula M. Bell**, mother of Mrs. Naomi Bell Williams, '54, passed in New Smyrna Beach, Fla., on June 15, 1973.

**Mr. Edward D. "Eddie" Hill**, a veteran teacher in the Volusia County School System, and a popular musician around the Daytona Beach area, passed on June 13, 1973.

**Mrs. Theora Creech**, mother of Mrs. Wilma Smith, accountant at Bethune-Cookman College, passed on July 1, 1973 in Fish Memorial Hospital, New Smyrna Beach, Fla.

**Mrs. Alverta P. Cook** of Jacksonville, Florida, mother of Dr. Mary Alice Cook Smith, Professor of Education at B-CC, was killed in an automobile accident, July 15, 1973.



Dr. Oswald Perry Bronson, President Interdenominational Theological Center Atlanta, Georgia

Education; National Association for the Advancement of Colored People; Past Vice President, American Association of Theological Schools and Board of Directors, Martin Luther King Center for Social Change. Dr. Bronson holds several other organizational affiliations, too numerous to mention.

The Bethune-Cookman College National Alumni Association salutes Dr. Oswald P. Bronson, a loyal graduate.

**Dr. Anthony M. Stephens, Jr.**, a former resident of Daytona Beach, Fla., passed in Los Angeles, Calif., on March 27, 1973. He was the son of the late Mrs. Lucile Warren Stephens, last of the "Five Little Girls" who passed on Feb. 12, 1973.

**Mrs. Rosetta W. Huger**, mother of Mr. James E. Huger, Volusia County Councilman and Business Manager of B-CC, passed in Halifax Hospital on Jan. 25, 1973.

**Mr. Rufus W. Young**, father of Mr. Rufus G. "Buddy" Young, passed Jan. 27, 1973, in Daytona Beach, Florida.

(Continued on Page 5)

### NECROLOGY

(Continued from Page 4)

**Mr. Eric Ingraham**, and Mrs. Pansy Reeves, Brother and Sister of Mrs. Elsa L. Keys, '56, passed in Nassau, Bahamas on Jan. 24, and July 13, 1973, respectively.

**Mrs. Sallie S.M. Cason '49.**, of Orlando, Fla., passed August, 1973.

**Mrs. Reggie M. Butler**, a retired teacher with over 40 years of service in the Volusia County School System, died during August, 1973.

**Mrs. Bettie Lou Maynard Withers, '62**, of Reidsville, N.C., niece of Mrs. Agnes Fair, passed on September 6, 1973.

## Class Notes

'37

**Rev. Rudolph "Bunky" Matthews**, Asst. Chairman of B-CC's Physical Education Dept., and Pastor of the Mt. Bethel Institutional Baptist Church, is seeking election to the City Commission for Zone 6, Daytona Beach, Fla.

'52

**Herman C. Morris**, a Jr. High School teacher in the Boston, Mass. Public School System, recently visited the campus to enroll his son George D. Pettice in the Freshman Class of '73.

'52

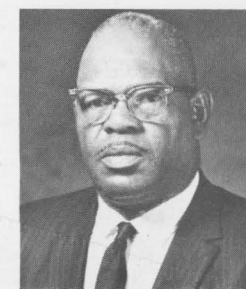
**Mrs. Dora Anderson**, who holds the Masters Degree in Elementary Education from Fla. A&M, in addition to her duties as President of the Duval-Nassau Chapter of the B-CC Alumni Association is very active in Jacksonville, Fla., as a Girl Scout leader, Lilly White Lodge 274, Pall Bearer Society #20, Seminole Culture Club, and the Ladies of the Links Golf Club (PHOTO)

'52

**Robert "Bob" Howell**, who received his Masters of Public Health degree from the University of N.C. at Chapel Hill, in addition to his community involvement with the N.A.A.C.P., the Lake Wales, Fla. Chamber of Commerce, the Recreation Commission and County Human Relations Council, also serves as President of the B-CC Polk County Alumni Chapter. (PHOTO)

'53

**Eugene McCray** of Ft. Worth, Texas was recently appointed Senior Auditor with the Atlanta Life Insurance Co., Atlanta, Ga. He also serves the Dallas, Tex., Alumni Chapter as Director of Public Relations (PHOTO)



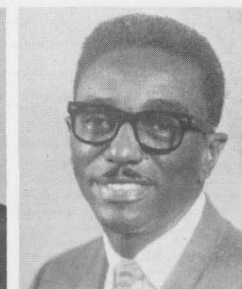
R. Matthews



D. Anderson



R. Howell



J. Frink

'54

**Dr. Joseph Carwise** was recently appointed Assistant Superintendent for planning in the Pinellas County School System. In this post, he is directly responsible for all county zoning and new construction.

'54

**Dr. William F. Kornegay**, B-CC's Academic Dean was appointed by Governor Reubin Askew to the State Board of Independent Colleges and Universities for the term July 12, 1973-August 24, 1975.

'55

**Ralph Williams** who received his masters degree from FAMU, and presently serves as principal of Poinsett Elementary School, was recently appointed by Governor Reubin Askew as a trustee of Brevard Community College, Titusville, Florida.

'55

**Dr. Johnny L. Jones** achieved another very significant promotion in his meteoric rise in the Dade County (Miami, Fla.) School System, when recently appointed to the position of Deputy Superintendent.

**Rev. Thomas W. Samuels** is relocating from Eustis, Fl., to a new Pastorate in Charlotte, N.C.

**John S. Frink** in his 18 years with Atlanta Life Insurance Co., has served as traveling special agent, District Manager and area Director, was again recognized for his achievements when his company recently promoted him to the well deserved and important post of Assistant Vice President for operations in Florida.

'55

**Mr. Harold Guinyard** was recently appointed as a director of schools for the North Central District, Dade County (Miami, Fla.) Public Schools. He had previously served with distinction as principal of Miami Northwestern High School.

'56

**Dr. John L. Hamilton** graduated from Howard University's school of Dentistry in 1967. While operating his private practice in Brooklyn, N.Y., he also serves as Clinical Instructor, Downstate Medical Center, Brooklyn, staff member of: Kings County, Downstate and Sydenham Hospitals. He is a loyal supporter of the local New York Chapter while serving effectively in the role as National Vice President.

'56

**John L. Broome**, Baritone, was enthusiastically received by an appreciative audience of students, faculty and staff, when presented in recital at a July 13 summer session assembly program at B-CC.

'56

**Johnny L. Charles**, former wildcat great, was recently honored at a "night of appreciation" at Florida State Prison in Raiford, where he has been employed as athletic director of the maximum security prison for 6 years. The inmates presenting the program said they did this "to express their abiding respect and sincere admiration for Coach Charles."

'57

**Ozie Lee Mathis**, formerly a Daytona resident, presently residing in Orlando, Fla., received her M.A. degree from the University of Miami (Fla.) in January 1973.

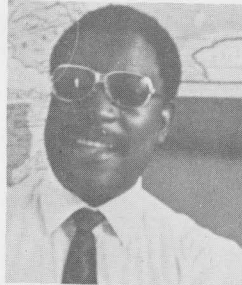
'58

**Dr. Prince Oliver** has moved from New York to Mt. Vernon, Illinois where he has been appointed Head of the Dept. of Anesthesiology at Good Samaritan Hospital.

'59

**Dr. Everette Abney** has been appointed principal of Miami Northwestern Senior High School. He transfers to his new post of duty after a very successful tenure as director of Talent Development, a Title VIII Program.

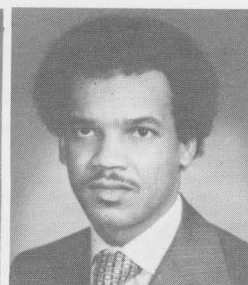




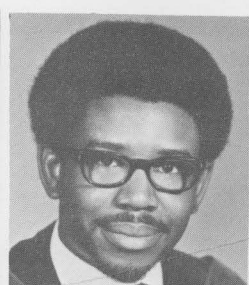
E. Hall



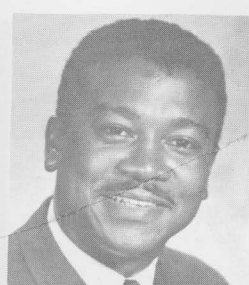
E. Harris



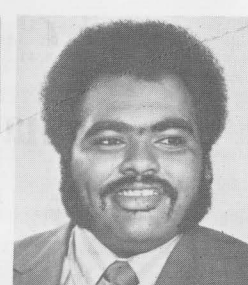
Atty. R. Moore



Dr. L. Clark



Dr. J. Jones



D. Wesley

'60

**Betty D. Bennett**, received her M.S. Ed. with emphasis in the Teaching of Reading, from Chicago State University, July 14, 1973.

'60

**Chief Warrant Officer Moses Johnson** recently graduated from the Defense Language Institute in Monterey, Calif. He visited Miami, Fla., enroute to Germany for a 3 year tour of duty with the Army.

'61

**Dr. Endilee Pinder Bush** received her Doctor of Education degree from the University of Miami (Fla.) in Curriculum and Supervision in January 1973. She was recently named assistant to the president for Women's and Minority Affairs at Florida Atlantic University, Boca Raton, Fla.

'61

**Dr. Irene V. Brown**, formerly of Daytona Beach, was recently awarded the Ph.D degree in biology from New York University. She is presently employed as an electron microscopist and research assistant at Harvard University Medical School.

'63

**Rudolph V. Slaughter** is program Director for a project called "Outreach For The Unreached." Brevard Community College will offer 20 courses in South Brevard free of charge for low income minority groups, senior citizens and people who cannot find transportation to the Melbourne Campus.

'63

**Eugene Hall**, who formerly served as coordinator of the Neighborhood Youth Corps., is presently employed as a social studies instructor at Boca Ciega High School, St. Petersburg, Fla. He also devotes much of his time to the Children's Interracial organization of St. Petersburg, while serving as president of the Pinellas County Alumni Chapter. He holds a Masters degree from FAMU. (PHOTO)

'66

**Eartha B. Harris** is an instructor at Gateway Elementary School, Orlando, Florida for children who are Neurologically impaired and/or emotionally disturbed. She holds the MA degree from the University of South Florida at Tampa, and is presently pursuing studies at the Doctoral level at the University of Florida in Gainesville. (PHOTO)

'66

**Fred Thomas** was awarded the MA degree June 2, 1973, from Tennessee State University, Nashville Tennessee with emphasis in Health and Physical Education.

'67

**Dr. Lemuel B. Clark**, former president of the Marion County Alumni Chapter of Ocala, Fla., was awarded his MD degree during the ninety-eighth commencement exercises, May 19-27, 1973, at Meharry Medical College, Nashville, Tennessee. (PHOTO)

'67

**Attorney Reginald Moore** was recently appointed an Associate City Judge by the Daytona Beach Commission. Atty. Moore is the first black to be appointed to the city bench, and is a partner in the law firm of Robinson, Whitson, Moore and Lauderback of Daytona Beach.

'67

**Eugene Leach**, outstanding linebacker for the wildcats from 1963-67 visited the campus June 28. Mr. Leach, formerly of Orlando, Florida, presently makes Olympia, Washington his home and is presently employed by the state in Social and Health services.

'67

**Dr. Izell Blunt**, completed medical school at Wayne State, Detroit, Michigan in 1972. He is presently in his second year of a Residency in Surgery at University Hospital, Jacksonville, Fla.

'68

**Mrs. Eldora S. Waldon**, who holds the BS degree in Chemistry, has been appointed Equal Employment opportunity Coordinator, Department of Agriculture, for the State of Florida, Puerto Rico and the Virgin Island.

'68

**Atty. Teddy Miller**, a June, 1972 graduate of Rutgers University Law School, Newark, New Jersey, presently serves as a staff attorney with Newark Legal Services. He is legal consultant to the Vindicate Society which is a rehabilitation program for adjudicated juvenile delinquents.

'69

**Beverly D. Rivers**, who became an auditor trainee with Atlanta Life Insurance Company immediately upon graduation, has been attached as a field auditor to the auditor's office on an experimental basis. (PHOTO)

'70

**Xavier Clinton Pinellas**, was awarded his Master of Science degree in Guidance and Counseling, Fort Valley State College, Ft. Valley, Ga., August 15, 1973.

'73

**Dennis Wesley**, who graduated in May, 1973 with a degree in Physical Education, also recently received his associate degree in printing and lithography. He has been promoted to Production Manager at Wesley Brothers Printers, Daytona Beach, Fla.

'70

Messrs. **Alvin Wyatt**, of the Buffalo Bills, **Charles Clark** '73, of the Cincinnati Bengals, and **Herbert Blackshear**, were honored in Jacksonville, Fla., at Matthew W. Gilbert's "Orange and Green Day" celebration, for their contributions to sports. The Rev. (Coach) **Wallace Raspberry** '53 presided over the program.

## National Chaplain Offers Senate Prayer

On May 23, 1973, the Reverend Canon Nelson Wardell Pinder '56, National Chaplain, offered the opening prayer to the U.S. House of Representatives. His appearance was arranged by his Congressman, Bill Gunter, an Orlando Democrat shown with Father Pinder in the photo on left. His prayer was as follows:

"Almighty God, bless this House and grant that all the work done here may be to the glory of Thy great name and to the benefit of all Thy people."

"Give Thy grace and wisdom to all in authority, that they may be examples of holiness, simplicity, and self-denial. Bless each one who works here. Take from them all pride, vanity, and self-conceit and give them true humility. Enlighten their minds, subdue their wills, purify their hearts, and so fill them with Thy spirit and Thy love that their labors here will contribute to the unification and strengthening of our great country."

"We praise You for the founders and benefactors of this House and pray Your blessings upon them. May we all truly trust in Thee and remain one Nation under god. Amen."



## Adams-Alumni Infirmary Project



On June 29, 1972, the Bethune-Cookman College National Alumni Association agreed to adopt as its major project, the construction of a New Infirmary.

To date, alumni and friends have contributed approximately forty thousand dollars. While we have obligated ourselves solely to the construction of the infirmary, total cost is \$148,742.00

**HAVE YOU GIVEN YET?**  
**IF NOT — PLEASE DO IT NOW !!!**



# CENTRAL FLORIDA CLASSIC -- NOVEMBER 24, -- ORLANDO

## Bethune-Cookman Vs. West Chester State

### CENTRAL FLORIDA CLASSIC CALENDAR OF EVENTS

#### HEADQUARTERS—THE HILTON INNS

**Hilton Inn West (Route 50)**  
**3200 West Colonial Drive**  
**Phone — 305-295-5270**

**Hilton Inn South (Interstate 4 & Highway 528)**  
**7400 International Drive**  
**Phone 305-851-5000**

**ORLANDO, FLORIDA**  
**November 23, 1973**

5:00 P.M.-7:30 P.M.

Hospitality Hour

9:00 P.M.

Coronation Ceremonies—"Miss Alumna" 1973-74

10:00 P.M.

Chantilly Room—Hilton Inn West

Queen's Majestic Ball—Chantilly Room

12:00 Midnight

Hilton Inn West

Special Hospitality Rooms Open

Hilton Inn West

#### November 24, 1973

9:00 A.M.

National Alumni Breakfast Meeting

10:00 A.M.

Chantilly Room Hilton Inn West

Central Florida Classic Golf Tournament

12:00 Noon

Rosemont Golf and Country Club

CENTRAL FLORIDA CLASSIC PARADE

3:00 P.M.-5:00 P.M.

Cocktail Hour

Honoring Sponsors, Coaches, College Officials and Press

Hilton Inn South

7:30 P.M.

Pre-Game Show

8:00 P.M.

CENTRAL FLORIDA CLASSIC FOOTBALL GAME

Bethune-Cookman College Wildcats vs West Chester State College Golden Rams

Victory Ball

11:00 P.M.-3:00 A.M.

Grand Ballroom, Hilton Inn South

#### November 25, 1973

8:00 A.M.

Coffee Hour and Farewell

TBA

### ROOM RATES ARE AS FOLLOWS:

**Howard Johnson's/Downtown Orlando**  
**1-4 and Highway 50 - Orlando, FL 32802**  
**305/843-8700**

(5 minutes from Tangerine Bowl)

\$15.00 Single  
 18.00 Double (1 bed, 2 people)  
 22.00 Double (2 beds, 2 people)  
 25.00 Triple (2 beds, 3 people)  
 28.00 Quad (2 beds, 4 people)

**Jamaica Inn - 3200 West Colonial Drive**  
**Orlando, Florida 32803**  
**305/293-7221**

\$12.00 Single  
 18.00 Double, 1 bed  
 20.00 Double, two beds  
 22.00 Triple, two  
 24.00 Quad, two beds  
 2.00 Additional for kitchenettes  
 (Doubles only)

**Hilton Inn West and Hilton Inn South**  
**Hilton West 305/295-5270**  
**Hilton South 305/851-5000**

\$18.00 Single  
 22.00 Twin/double  
 25.00 Triple  
 28.00 Quad

Suites (Hilton South) \$48.00 per day on availability basis.

Room reservations must be in by November 1, 1973 accompanied by one day's deposit.

**Quality Motel West - 3330 W. Colonial**  
**Orlando, FL 32805 — Ph. 305/299-6710**

\$12.00 Single  
 16.00 (Double, Triple or Quad)  
 Cot or Rollaway - \$3.00

**BETHUNE-COOKMAN COLLEGE**  
**Daytona Beach, Florida**



#### 1973 FOOTBALL SCHEDULE

| DATE  | OPPONENT                  | LOCATION                           |
|-------|---------------------------|------------------------------------|
| 9/8   | South Carolina State      | Daytona Beach                      |
| 9/22  | Morris Brown College      | Atlanta, Ga.                       |
| 9/29  | Alabama A&M University    | Daytona Beach                      |
| 10/6  | Albany State              | Jacksonville, Fla.<br>(Gator Bowl) |
| 10/13 | Savannah State            | Daytona Beach                      |
| 10/20 | Tuskegee Institute***     | Daytona Beach                      |
| 10/27 | Jackson State             | Jackson, Miss.                     |
| 11/3  | Alabama State University  | Daytona Beach                      |
| 11/10 | Kentucky State University | Frankfort, Ky.                     |
| 11/17 | Florida A&M University    | Tallahassee                        |
| 11/24 | Central Florida Classic   | Orlando, Fla.                      |

\*\*\*HOMECOMING

ALL HOME GAMES AT WELCH STADIUM

NON-PROFIT ORG.  
 U.S. POSTAGE

**PAID**

Daytona Bch., Fla. 32015  
 PERMIT NO. 339





**S. D. BISHOP STATE JUNIOR COLLEGE**

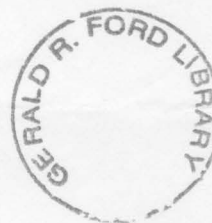
351 NORTH BROAD STREET

MOBILE, ALABAMA 36603

Office of the President

October 19, 1973

The Honorable Stanley S. Scott  
Special Assistant to the President  
The White House  
Washington, D. C.



Dear Mr. Scott:

Thanks for your letter of October 4, 1973. And congratulations for your being appointed to this much needed facet of our traumatic plight. Presently, Bishop State Junior College is being plagued by persons within the Justice Department who have no concept of the predominantly Black College and what its mission is. Despite the fact that the black college has given the leadership and training for those who are being employed by the white institutions, many are trying to destroy black institutional images.

Recently, our college has spent much of its time fighting for survival against the fabrications as such.

Thanks for writing and I shall be happy if you can find time for further parlanche.

Very truly yours,

S. D. BISHOP STATE JUNIOR COLLEGE

*S.D. Bishop*

S. D. Bishop, President

SDB:mem