

THE COLLEGES OF WILLIAM AND MARY

GOALS
PURPOSES
SCOPE

SEPTEMBER 1961

COMMONWEALTH OF VIRGINIA

State Council of Higher Education
Room 301, Finance Building
Richmond 19

June 2, 1961

TO MEMBERS OF THE ADVISORY COMMITTEE ON COORDINATION
OF PUBLIC HIGHER EDUCATION IN VIRGINIA:

At the recent Charlottesville conference (May 15-16), there appeared to be general agreement that a cooperative approach to the problems of public higher education in Virginia was essential; that the Council of Higher Education should assume leadership in developing this approach, actively assisted by the institutions represented on the Advisory Committee; that the first step in this approach involved a description of present purposes and programs for each institution; and that a second meeting of the Advisory Committee be called in early September, 1961.

Acting upon this general note of agreement, the Council has proposed below a plan of action designed to promote a cooperative approach to the development of public higher education in Virginia:

1. If an effective plan for coordination is to be developed, it will involve the active participation of the institutions now represented on the Advisory Committee, working under the leadership of the Council of Higher Education.
2. The first step in implementing a coordinating plan requires a description of present purposes and programs from each institution. This description is to be submitted to the Council prior to September 1, 1961 (See attached guide.)
3. The initial statements of purposes and programs will constitute the operational base of a coordinating system. Further refinement of the system will involve assessment of unnecessary duplication, positive strengthening of existing programs and a gradual evolution of new programs to meet emerging needs within the state.
4. Procedures for clarifying, redefining and evaluating purposes and programs of individual institutions for future development should be related, where possible, to the program of self-studies as developed by the Southern Association of Colleges and Secondary Schools; in institutions where a self-study of this type is not feasible at this time, other internal studies may be substituted.
5. Broad policy areas (such as educational purposes, community colleges, fiscal problems, admissions, etc.) will be defined and assigned to subcommittees when the Advisory Committee is organized. The Council will provide both staff assistance and consultation services where feasible in the definition and exploration of these policy areas. Institutions will be encouraged to provide assistance to the work of the subcommittees from within their own faculty groups where feasible.

6. A second meeting of the Advisory Committee will be held early in September, 1961 for the purpose of further organizing and implementing the proposed plan of coordination.

Institutions are again reminded of the importance of submitting statements of purposes and programs to the Council of Higher Education prior to September 1, 1961. The attached outline provides a guide to assure general uniformity of the form of the descriptions.

Sincerely yours,

/s/ William Hugh McFarlane,
Director

WHMcF/epg
Enclosure

A GUIDE FOR THE STATEMENT OF CURRENT PURPOSES
AND PROGRAMS FOR STATE-SUPPORTED INSTITUTIONS
OF HIGHER LEARNING

1. GENERAL COMMENTS

The statement desired by the Council of Higher Education is a specific, concrete description of current educational purposes, supported by curricular program listings. To assure maximum uniformity insofar as the form of the statement is concerned, a general frame of reference is proposed below. In adhering to this form, it is not intended that statements be restricted in any way, and each institution is encouraged, therefore, to develop -- within the defined context -- whatever description of purpose seems most appropriate for that institution.

11. STATEMENT OF PRESENT PURPOSE

A statement of present purpose should be related to the needs of the state and nation, to the instructional programs of the institution, to the character and composition of the student body, and to the non-instructional services that are being performed. Statements should be focused on major emphases with some recognition given to minor aspects of the purposes and programs. The problem here is that of characterizing accurately the predominant image of the institution.

The following general outline is essential in its main points, but the suggested sub-topics are suggestive of the points that may be included in the statement:

A. State and National Needs Served by the Institution

1. General needs for broadly-trained leaders in modern society.
2. Particular needs for trained specialists in modern society.
3. Other needs including those not directly related to the training of students.

B. Instructional Programs Offered by the Institution

A general descriptive statement characterizing the major instructional program(s) of the institution such as:

1. Arts and Sciences
2. Recognized professions
3. Applied science and technology
4. Vocations
5. General education
6. Other

C. The Student Body Served by the Institution

1. General principles involved in selection of students
2. Type of students: men, women, coeducational
3. Area served: local, state, regional, national
4. Type of program: (primarily) two-year, four-year, professional or graduate
5. General career interests of students
6. General employment of graduates: local, state, regional, national; business, professional, Governmental, or other

D. Non-Institutional Services of the Institution

1. Organized research in various fields
2. Extension services of various types
3. Advisory services
4. Informational services: local, state, national
5. Other services

111. STATEMENT OF CURRENT PROGRAMS

A supporting statement of current programs should include a listing of all programs offered at the present time by: (A) general subject area, and (B) area or field of specialization. Indicate the type of degree, if any, offered in connection with each general or special area. A sample listing of programs is shown as follows:

Aeronautical Engineering	(A)	B.S. and M.S.
Aerodynamics	(B)	---
Structures	(B)	---
etc.	(B)	---