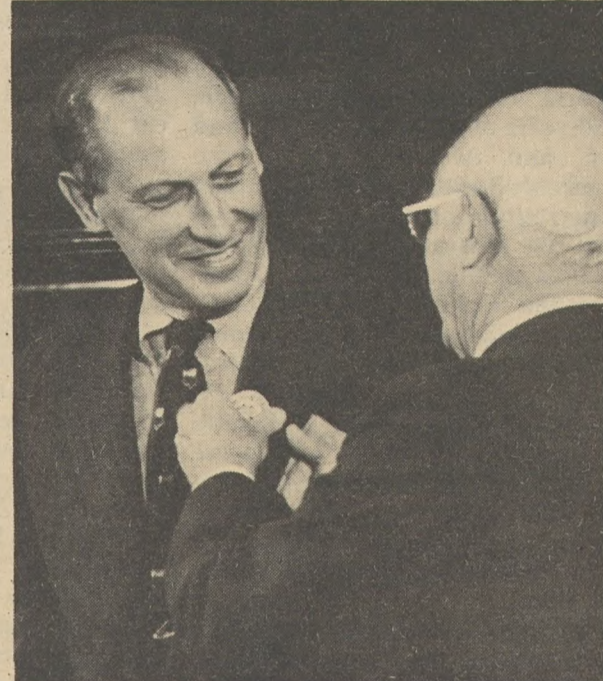


ALUMNI GAZETTE

of the College of William and Mary

Campaign for the College



At left, President Graves speaks at Campaign announcement ceremonies in Great Hall as television cameras record activity while in picture at right National Campaign Chairman J. Edward Zollinger '27 pins Campaign button on President.

A three-year, \$19 million campaign to increase private resources for the College was announced in mid-May by the Board of Visitors.

Objectives of the campaign are to provide more student financial aid, to support faculty professional development, and to fund enrichment programs throughout the College.

Chairman of the campaign is J. Edward Zollinger '27 of Fort Lauderdale, Fla., a member of the Board of Visitors who is retired Assistant to the President of International Business Machines Corp. Mrs. Jean Bruce '49 of Norfolk, president of the William and Mary Society of the Alumni, will serve as vice chairman. Honorary chairman is Dr. Davis Y. Paschall '32, president emeritus of the College who retired in 1971.

The name, "Campaign for the

College," has been adopted to symbolize the effort's broad college-wide character, Zollinger said.

The Campaign for the College was announced at a special meeting of the Board and other William and Mary friends and supporters, which took place in the Great Hall of the College's Wren Building. The Great Hall was used as the college meeting place during the time when such students as Jefferson, Monroe, John Marshall, the Randolphs and John Tyler were in residence.

President Graves said the decision to launch the Campaign for the College is a "recognition that William and Mary will indeed continue to serve the nation and Virginia with distinction."

John R.L. Johnson, Jr. '28 of Virginia Beach and Chadds Ford, Pa.,

Rector of the Board of Visitors, said the Board "has become increasingly aware of the fact that William and Mary cannot maintain its quality and momentum with State funds and tuition alone."

Johnson said the Board and the College administration have studied William and Mary's fiscal and program outlook for more than two years. Expert development counsel was employed; alumni, friends and others were asked for their advice and internal committees determined financial priorities for private resources, he noted. An Advisory Committee on Special Resources was created in 1975 to make recommendations to the Board.

"The Advisory Committee, which includes some of the best people ever assembled on behalf of William and

Mary, has met regularly," Johnson said. "Its conclusion is that the College should, indeed, inaugurate a campaign of major proportions to enable a permanent increase in our endowments, as well as to increase the level of annual private giving."

"I speak for a unanimous Board of Visitors when I say that we are in support of this historic decision on the part of the College, and want to assure you and our friends here today, that we intend to commit ourselves 100% to the achievement of this goal," he concluded.

The Campaign for the College will be guided by a 29-member Development Council of members of the Board, Trustees of the Endowment Association, Directors of the Society of the Alumni, and other alumni and

Cont. inside back page

"We have reached a certain maturity. . ."

"During the current decade, the Board of Visitors has become increasingly aware that William and Mary cannot maintain its quality and momentum with State funds and tuition alone. State funds currently are being allocated by a formula based on numbers of students--almost exclusively, not on a qualitative factor. William and Mary's uniqueness demands close student-teacher relationships, not the enormous lecture hall and videotaped lesson approach. The purchasing power of the dollar has rapidly declined so that the Commonwealth is hard-pressed even to meet minimum formula budget demands. Many parents and students cannot continue to pay escalating tuition and fees; without private aid, many highly qualified potential students who lack financial resources will be priced out of a William and Mary education."

John R. L. Johnson, Jr. '28
Rector, Board of Visitors

"Today's announcements--both in terms of goals, the commitments already made, and the dedicated people who have taken the leadership positions necessary to make the Campaign "go"--today's announcements are signs that we have reached a certain maturity, a recognition that William and Mary will indeed continue to serve the nation and Virginia with distinction and with increasing visibility and leadership."

President Thomas A. Graves Jr.

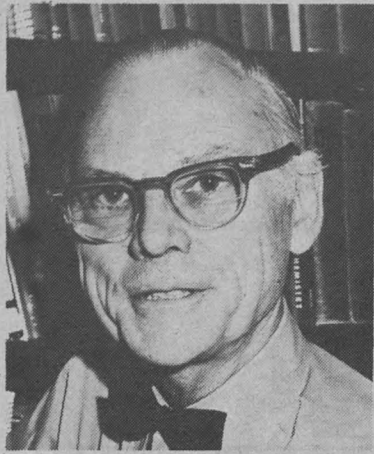
"William and Mary has an unusually loyal group of alumni and friends who . . . are ready to help us sustain the College's momentum. The College also has excellent leadership, an outstanding and concerned faculty, students who are among the best there are, and an environment that is second to none. The College also knows where it is going, both academically and in student life and extra-curricular areas including athletics. This is why I felt confident in taking on the assignment as Chairman of the Campaign for the College."

J. Edward Zollinger '27
National Chairman
Campaign for the College

"All of us in this historic room have in common the well-being and advancement of the ancient College of William and Mary . . . We have shared, for many years, the hope that this College would reach, once again, its national level of academic prominence which its history suggests for it. I also believe . . . that the College is in danger of losing its momentum in this direction unless significant new financial resources are obtained. And with President Graves, I believe we can now help move the College to a restoration of its historic place of leadership in America, for all of the signs point in this direction."

Arthur B. Hanson '39
Chairman, Development Committee
The Endowment Association

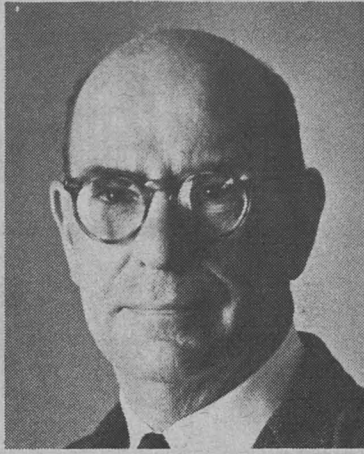
Seven Retire From Faculty -- Four Are Alumni



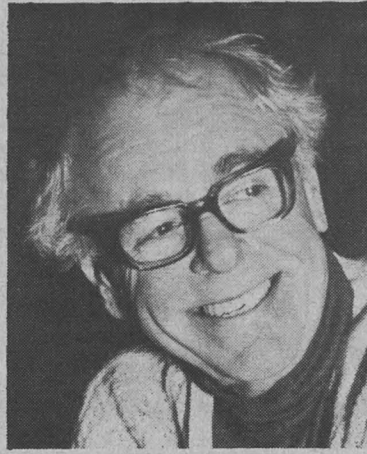
Armstrong '32



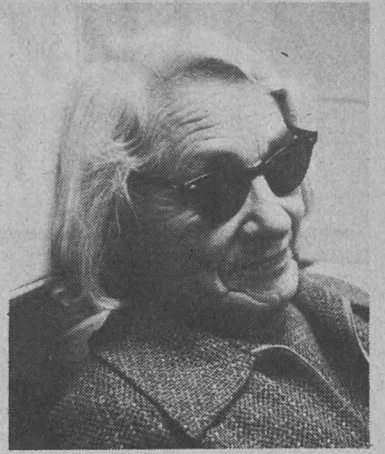
MacDonald '36



Neiman



Scammon '34



Speese '32

Five members of the Faculty of Arts and Sciences, representing total of 160 years of service to William and Mary, and two members of the School of Business Administration faculty retired this Spring.

The five Arts and Sciences faculty members include four who are alumni of the College: Dr. Alfred R. Armstrong '32, professor of chemistry; Frank A. MacDonald '36, professor of philosophy; Howard M. Scammon '34, professor of theatre and speech, and Bernice M. Speese '32, associate professor of biology. The fifth retiree is Dr. Fraser Neiman, professor of English, who has been a member of the faculty since 1938.

Retiring in the School of Business Administration are T. Carter Gleysteen, a former New York advertising executive who has been a lecturer in the School since 1970, and Burton M. Woodward, an associate professor since 1969.

By action of the Board of Visitors, the retiring faculty become emeriti members of the faculty.

The retiring members in the Arts and Sciences have observed extraordinary changes at William and Mary during their tenures. They have seen the College evolve from a small undergraduate school of 1200 students to a modern university with more than 5000 undergraduate and graduate students.

Armstrong, who joined the chemistry department 43 years ago, has served under the administrations of six of the College's 24 presidents. Both fees and salaries have gone up since he was a student. In the late 20s and '30s, he remembers, the board

fee was \$22 a month - which covered 21 meals a week and all you could eat. But salaries were low too. As an associate professor in 1945, Armstrong was paid \$2500 for a nine-month teaching contract. Today board is around \$700 a year and annually faculty compensation averages \$17,400.

An analytical chemist with a well-known reputation for exacting standards and an intolerance for mediocre performance, Armstrong has been secretary of the College's Alpha of Virginia chapter of Phi Beta Kappa for 20 years. He describes William and Mary's students as "unusually able" and says the teachers at the College "do right by them."

MacDonald, widely respected by both students and his peers at William and Mary as an extraordinary teacher, received both his undergraduate and graduate degrees from the College. A member of Phi Beta Kappa, he first served at the College's Norfolk Division (now Old Dominion University). He has seen William and Mary's philosophy department grow from one faculty member to 10. During much of the growth, MacDonald presided over the department as chairman, shaping the curriculum into one of the finest in the country.

Howard Scammon has been on campus in one role or another for almost 40 years, many of them as director of the William and Mary Theatre and *The Common Glory*. Although he will retire from the Theatre, he will continue to direct *The Common Glory*, Paul Green's epic outdoor drama. In addition, he's helped form a new corporation that

will give Bicentennial visitors to Yorktown their first look at "living history" through a theatre program at a restored home at Yorktown.

Scammon returned to William and Mary in 1948 after receiving a master's degree from Northwestern University. He began directing *The Common Glory* in 1951, and among the alumni of that production and the William and Mary Theatre are some top stage, television, and movie personalities including Goldie Hawn and Linda Lavin.

Dr. Speese, whose scholarly interests lie in the fields of Cytogenetics and the morphology and taxonomy of lower plants, taught in the Roanoke public schools after she graduated from William and Mary. In 1941, she received her master's degree from the College and in 1946 took her Ph.D. from the University of

Virginia.

Neiman, who holds his doctorate from Harvard, joined the English department faculty in 1938. A retired Army colonel, the mild-mannered ascetic professor of English served during the war as an intelligence officer who interrogated enemy prisoners-of-war. Students at William and Mary found him equally adept at questioning them about Shakespeare, the Victorian Age, and Romantic poets.

Neiman, who has taught during the summer at both Cambridge University in England and at the University of Hawaii, will leave for Japan upon retirement. He will teach for 18 months at the University of Doshisa in Kyoto. His wife Stella, an administrator at the College, will accompany him.

Outstanding Chapter Award

The Board of Directors of the Society has established an Outstanding Chapter Award.

In establishing the award the Board of Directors indicated that the expanding chapter program of the Society warrants recognition of chapters which do a particularly outstanding job.

Factors which will be considered in the judging are such things as chapter programming, growth, involvement with alumni, the College and the community. Other considerations are financial condition, leadership development, chapter vitality and interest.

Judging will be done by the Alumni Service Committee of the Board, chaired by Mrs. Marge Retzke Gibbs, '44, of Akron, Ohio.

A large silver punch bowl, suitably engraved, will remain in the Alumni House. Each year the name of the outstanding chapter will be engraved on the bowl. The Chapter will receive a handsome wall banner, approximately three by four feet in size, which can be hung at all chapter meetings.

The Board hopes that the award will serve to give recognition to those chapters whose participation in the life of the Society and the individual area members is most deserving of recognition, and not result in an overly competitive situation.

Miss Joan Harrigan, '75, Director of Chapter Activities, has circulated year-end evaluations forms to all chapters. These reviews will be a part of the judging information.

Vital Statistics

BORN

To: Alice Louise Osborn (Lukac), '58, by adoption, a daughter, Amy Elizabeth, March 30, born February 6. Second child, first daughter.

To: Mary Helena Stekettee (Hall), '62, a son, Christopher Andrew, December 8, 1975. First child.

To: Nancy Taylor Allen (Kurtz), '68, a son, Matthew Thomas, February 27. Second child, second son.

To: William Joseph Lock, '68, a daughter, Jennifer Susan, September 7, 1973, and Elizabeth Sarah, June 25, 1975.

To: Dora Jean Smith (Stewart), '69, and Ronald Lee Stewart, '70, a daughter, Megan Marie, January 14.

To: William Robert Stephenson, Jr., '69, a daughter, Nicole Burke, December 3, 1973, and a son, Daniel Robert, December 23, 1975.

To: Janet Watkins (Jendron), '69, and Robert Claude Jendron, Jr., '71, a daughter, Kathleen, February 9. First child.

To: Diane Elizabeth Acree (Mitchell), '71, twin sons, Matthew Edward and Paul Matlock, November 11, 1975. First children.

To: Kathleen Kerr (Lancashire), '71, and Stephen Lancashire, '73, a daughter, Amy Kathryn, September 16, 1975. First child.

To: Barbara Jane Dugan (Broomall), '73, a son, Thomas William, January 11. First child.

MARRIAGES

David Reams Daugherty, '69, and Barbara Carol Chamberlin, April 17.

Cynthia Camp Goodrich, '71, and Eric Glenn Allred, October 18, 1975.

Mrs. Josephine Grover Righter, Grad., and William Kidder, October 20, 1974.

DEATHS

Wilburn Stephen Shackelford, '15 A.B., April 4, in Atlanta, Georgia.

Dr. Garrett Dalton, '25, May 4, in Radford, Virginia.

Dr. Conley Richmond Addington, '26, B.S., December 14, 1975, in Johnson City, Tennessee.

John Hawley Ingalls, Jr., '26, March 23, in San Juan Capistrano, California.

Adolph Henry Magnus, '26 B.S., April 6, in Bloomfield Hills, Michigan.

Agnes Eugenia King (Morris), '31, December 14, 1972, in Hampton, Virginia.

Sylvia Lucille Gordon (Grubbs), '36, April 8, in Norfolk, Virginia.

Bobette Lee Steely (Hegeler), '47 B.A., April 14, in Danville, Illinois.

Edward Henry Crenshaw, '49 B.A., June 19, 1975, in Pineville, North Carolina.

ALUMNI GAZETTE of the College of William and Mary

June, 1976:

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Associate Editor, S. Dean Olson
Art Director, George A. Crawford, Jr.
Class News, Trudi S. Neese
Vital Statistics, Mary T. Branch
Typesetting, Sylvia B. Holmes

Established June 10, 1933, by the Society of the Alumni of the College of William and Mary, Box GO, Williamsburg, Va. 23185; monthly. Second-class postage paid at Williamsburg. Subscription rate \$5.00 a year. Officers of the Society are: President, Jean Canoles Bruce '49; Vice President, John F. Morton Jr. '58; Secretary-Treasurer, Harriet Nachman Storm '64; Executive Vice President, Gordon C. Vliet '54. Board of Directors: To December 1978: Jean Canoles Bruce '49, Norfolk, Virginia; J. W. Hornsby, Jr. '50, Newport News, Virginia; Thomas M. Mikula '48, Meriden, N. H.; R. Bradshaw Pulley '39, Virginia Beach, Va.; Harriet Nachman Storm '64, Hampton, Virginia; To December 1977: Glen E. McCaskey '63, Hilton Head Island, South Carolina; Norman Moomjian '55, New York, New York; John F. Morton Jr. '58, New Orleans, Louisiana; William L. Person '24, Williamsburg, Virginia; Patricia King Sell '58, La Jolla, California; To December 1976: Harold M. Bates '52, Roanoke, Virginia; Marjorie Retzke Gibbs '44, Akron, Ohio; Elaine Elias Kappel '55, Pittsburgh, Pennsylvania; Raymond T. Waller '40, Richmond, Virginia; Hillsman V. Wilson '51, Lutherville-Timonium, Maryland.



The three-year Campaign for the College has the broad goal of maintaining William and Mary's momentum as it moves into the front rank of American higher education.

Without increased private resources, studies have shown, it will become increasingly difficult for the College to support the quality and standards which have given William and Mary its modern reputation and strength.

The Campaign will be conducted by volunteers under the leadership of J. Edward Zollinger '27 as Chairman of the Campaign and of the newly established Development Council.

Of the three-year goal of \$19,000,000, the major objective is to increase the College's endowments. During the Campaign, \$10,000,000 in new endowments is being sought and \$5,000,000 in "expectancies," or testamentary gifts for endowment purposes. The remaining \$4,000,000 is the three-year objective for current operating support.

Most alumni and friends will not be asked to make gifts for endowment purposes until the third year of the Campaign for the

College—beginning July 1, 1978 and ending June 30, 1979. They are being asked, however, to maintain and enlarge their yearly contributions to the William and Mary Fund, Athletic Educational Foundation, Law School Association, Parents Fund, Friends of the College, School of Business Sponsors and other annual programs. During the third year, they will be asked to make two gifts—one the annual commitment of support to William and Mary, and the other a gift for endowment purposes.

Historically, the College has profited from new financial initiatives of this kind—often to save William and Mary from financial adversity. The Campaign for the College is, however, launched at a time when the College is financially strong and stands only to progress as the effort reaches its goal.

Endowments are especially needed to expand the program of financial support for students—not only those who require assistance to meet expenses, but also those who show particular promise irrespective of basic need. The \$10,000,000 goal for immediate new endowments includes

\$5,100,000 for student development, i.e., undergraduate financial assistance, scholarships for promising undergraduates, and graduate student fellowships.

The \$10,000,000 goal also includes the sum of \$3,400,000 for faculty development, which includes endowed professorships, summer research grants, professional development leaves, and a small amount for the support of basic research.

The remaining \$1,500,000 of the endowment goal is for continued enrichment of the educational program. This item includes library acquisitions; foreign study and faculty and student exchange opportunities; art exhibit, concert and theatre subsidies; support of visiting lecturer programs and assistance for student community service activities.

Increase in the programs of student development and support are increasingly important, as educational costs rise and William and Mary finds itself competing with well-endowed colleges and universities for the best prospective students. Many of those who turn down the opportunity to enroll at

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Campaign Aims To Maintain Momentum

Cont. from P. 1

William and Mary do so because of better financial aid elsewhere.

William and Mary's faculty, by all yardsticks, is one of the nation's highly-ranked. Special lustre and new opportunities for students have been given the College through the relatively new program of endowed professorships. Through professional development leaves, summer research grants and other programs, it has been possible for the College to improve conditions for a faculty which is compensated at well below the level of comparable institutions.

In recent years, a variety of innovative programs have been established to enhance the learning process--both in and out of the classroom. Among the most exciting is the Washington Program, a series of three-day visits for selected students to the Nation's Capital to meet with the individuals who make policies and communicate them. There are residential units to improve skills in foreign languages; there is Project Plus, a residential live-learn program for selected highly-motivated students; and an expanding program of cultural opportunities both through academic departments and in the

residence halls. Some 3,000 students each year engage in one or more projects to assist the Williamsburg area community. All of these are assisted by non-State funds.

The goals established for the Campaign for the College will go far in meeting the requirements for sustaining these vital components of the William and Mary program--but the financial requirements are greater still, and there are possibilities for giving which would benefit other aspects of the College. The Campaign, for this reason, is based on a flexible set of specific goals.

GOALS: People and Programs Rather Than Buildings

The case for giving to William and Mary is one of the strongest of any college or university in the nation.

It is, simply put, an opportunity to participate in moving the nation's second oldest college to the front rank of contemporary American colleges and

universities.

People and programs, rather than buildings and expansion, are the goals of the Campaign for the College which has just been inaugurated. In the course of three years, volunteers will contact virtually all alumni, parents faculty-staff and friends for their

commitment of support to the Campaign--although much of the wide solicitation will not occur until the third year of the schedule.

Tables on these pages break the goals down by the numbers, in terms of the effort to add \$10,000,000 to William and Mary's endowments over three years. More than half will fund enlarged programs of student assistance and scholarships.

In addition to the \$10,000,000 endowment goal, however, the Campaign for the College will seek to document \$5,000,000 in "expectancies," the kinds of testamentary commitments to William and Mary which are expressed through wills, bequests, trusts, and insurance policies.

Donors to the programs of annual giving will be asked to maintain and enlarge their annual contributions over the three years--toward a total of \$4,000,000 in giving for current expenditures. The third year, most of these donors will be asked to give twice--once for their normal annual contributions, and once for the Campaign's goal of increasing the endowments.

The Campaign reflects the fact that State appropriations and tuition-fee income can no longer be relied upon as the ways to support William and Mary's special quality and momentum of progress. The Campaign will build on existing resources by emphasizing the partnership between public and private sector which has historically made William and Mary a distinctive college.

The goals of the Campaign for the College have been established after prolonged study. They are set in a framework of future planning for William and Mary which will require maintaining selective standards of admission, relatively no growth in enrollment, a strong residential liberal arts and sciences "base" on which to build programs, and continuing opportunities for innovative educational approaches in and out of the classroom. Innovation at William and Mary has never, however, been "faddish" or highly experimental, and this relatively sound approach is expected to continue.

Unrestricted gifts will be emphasized during the course of the Campaign, in order to facilitate their use to meet the pressing needs of the College as identified from year to year. However, the following broad areas have been established as the basis for the Campaign:

CAMPAIGN FOR THE COLLEGE SCHEDULE

- 1976-1977--Obtain Leadership Gift Commitments
- 1977-1978--Major Gift, Corporate, Foundations Phase
- 1978-1979--Solicitation of all Alumni and Parents

\$19 Million Goal Includes \$10 Million in New Endowment

Endowment Requirements for Sustained Excellence	Endowment	Annual Expendable Income
Student Development		
Financial Assistance for Deserving Undergraduates	\$2,200,000	\$132,000
Scholarships for Undergraduates of Special Promise	800,000	48,000
Graduate Student Fellowships	<u>2,100,000</u>	<u>126,000</u>
	\$5,100,000	\$306,000
Faculty Development		
Endowed Professorships	\$1,100,000	\$66,000
Summer Research Grants	250,000	15,000
Professional Development Leaves	1,900,000	114,000
Basic Research Support	<u>150,000</u>	<u>9,000</u>
	\$3,400,000	\$204,000
Educational Program Enrichment		
Library Acquisitions	\$750,000	\$45,000
Foreign Studies and Faculty and Student Exchanges	250,000	15,000
Art Exhibition, Concert, and Theatre Subsidies	400,000	24,000
Visiting Lecturer Programs	75,000	4,500
Student Community Service	<u>25,000</u>	<u>1,500</u>
	\$1,500,000	\$90,000
	\$10,000,000	\$600,000

Cont. on P. 3

Goals:

Financial Aid for Deserving Students

A college should select its student body on the basis of the students' purposes, promise and abilities--and the college's own objectives. Insufficient family financial resources should not be a factor, insofar as possible.

Private support for student aid has been, and will continue to be, a major need at William and Mary. Of current undergraduates, 18% have certifiable financial need, but only \$600,000 per year is currently being made available in the form of work-study grants, loans and direct assistance from State, federal and private sources. Many students are financially unable to accept admission to William and Mary, much as the

College's environment would profit by their contributions.

By reaching the goals of the Campaign for the College, it will be possible to increase this total "pool" by nearly one-fourth.

In addition, a significant number of graduate and professional students require and merit financial assistance. The College, through State and federal programs, endowment and other private sources can provide about \$450,000 yearly to graduate and professional students. The goals of the Campaign for the College include raising that level by nearly one-third. The major new increases in demand for fellowship assistance are expected to be in the Schools of Law,

Education and Business Administration, the areas where some controlled enrollment growth is planned.

A limited program of merit scholarships is also planned as part of the Campaign for the College's objectives. These scholarships, coming from an annual endowment income of \$48,000, would go to students of exceptional promise and special talents--musicians, artists, writers and athletes; alumni children with outstanding academic records; young men and women who have shown a notable commitment and capacity to improve the lot of other human beings; and members of minority groups whose educational advancement can be assisted by the College.

Goals:

Faculty Development

In the educational process, the faculty assume the leadership role in the William and Mary community. William and Mary's faculty are especially strong, by all yardsticks, but the College is weak in resources to help them continue their professional development and improve their expertise.

The Campaign for the College has, as one of its goals, an expansion of the program of endowed professorships. The Commonwealth of Virginia matches the income from such endowments, under its Eminent Scholars program, as one way of encouraging contributions from the private sector. The program allows special recognition and compensation for selected highly outstanding permanent members of the faculty, but it also enables the College to attract distinguished

scholars from around the world on a visiting basis. These scholars work closely with academic colleagues and students on the campus, and also reflect well on the College through special lecture series and publications.

Periodic professional leaves for selected members of the faculty enable them to undertake special, intensive studies in their areas of expertise. They also make it possible for faculty to spend time profitably at other centers of learning, or in distant research centers. Invariably, when they return from leave they offer new challenges, enriched courses, and special insights. William and Mary has developed the limited program of professional leaves in lieu of the program of automatic sabbatical leaves found on many

other campuses. Professional leaves are granted, within funds available, only to applicants whose plans for the leave fall within the program's objectives.

Summer research grants, as well, enable faculty members to stay involved with their areas of expertise by taking maximum advantage of the summer break. Only about 5% of the faculty now benefit each year from the program, due to limited funds, even though the average grant of \$1,500 is small. The increase in endowment, projected for the Campaign for the College, will enable the annual award of 20 more grants.

Another part of the Campaign's package of objectives would make available a small discretionary amount of money each year to support basic research as ideas and opportunities arise.

Goals:

Educational Program Enrichment

Education involves, at William and Mary, the whole person. And the whole person learns not only in the classrooms and libraries, and laboratories, but during meals, at play and while relaxing. In recent years, the College has broadened considerably its total approach to education, going outside of the walls of the classroom and library buildings, into the residence halls and elsewhere.

William and Mary has traditionally offered a rich and varied program of art exhibits, concerts, and drama--and its special setting in Williamsburg exposes students to the richness of American history and heritage. But these opportunities must continue to be expanded, especially during an era when the aesthetics of life--not just the bread-and-butter concerns--mean so much.

Visiting lecturers, who help bring the College community closer to the world at large, have long been a mainstay of extra-curricular activities at most campuses,

including William and Mary. Recently, however, unusual experiences have been offered students through programs of "visitors-in-residence," in which businessmen, government officials and professionals visit the campus for periods of five or more days to meet with students and faculty in and out of the classrooms. To make these opportunities a regular part of the campus bill of fare, endowments must be created to sustain them.

Many more students than ever before have shown interest in studying outside the United States for summers or semesters, or even a full academic year. The Campaign, when successful, will enable the establishment of a fulltime office to develop and supervise these arrangements. Student and faculty exchanges, too, will benefit from more private resources to build on those that already exist.

William and Mary students are among the most community-minded in the nation. An estimated 3,000 of them perform volunteer

services for area organizations, either on an individual basis or through campus fraternities, sororities and other organizations. These activities are a part of the total educational environment at William and Mary, and many of them require small amounts of money which students are hard-pressed to obtain. Sometimes, it is simply a matter of buying recreational materials so students can work with youngsters; sometimes, it is a piece of equipment or even a bus to use in transporting rural children to town and campus events.

A foundation of the total learning experience is the library, which at William and Mary is one of the most-used resources. State funding formulae, as well as increased costs of books and periodicals, has hampered development of adequate collections in such relatively new programs as religion, geology and special education.

Gift Opportunities

A list of gift opportunities has been formulated to suggest to prospective donors that they may designate their gifts to areas of personal interest and also to provide opportunities for memorial or other named gifts. Despite the College's need for unrestricted gifts, the College realizes that philanthropy is most meaningful when it represents the interests of the donors.

Prospective donors will be encouraged to discuss their particular interests with the solicitor who calls upon them. Also, donors will be encouraged to spread payment of pledges over a period of three to five years.

Student Development

	<u>Recommended Fund Corpus</u>
Program of Ten Full Scholarships or Fellowships	\$500,000
Full Scholarship or Fellowship	50,000
Program of Ten Tuition Scholarships or Fellowships	230,000
Tuition Scholarship or Fellowship	23,000
Assistance Grant (Partial)	10,000
Emergency Loan Program	15,000
Foreign Student Tuition Scholarship	38,000
Foreign Student Full Scholarship	60,000

Faculty Development

Faculty Chair	\$500,000
Professorships	200,000
Summer Research Grant	35,000
Semester Professional Development Grant	150,000
Department Basic Research Support Fund	20,000
Professional School Basic Research Support Fund	30,000
Foreign Faculty Exchange Subsidy	40,000

Educational Program Enrichment

Library Acquisitions, Program of:	
Professional School	\$25,000
Department	15,000
Basic Library Acquisitions Fund	5,000
Special Library Acquisitions Fund	10,000
Art Exhibition Program	400,000
Concert Series Subsidy	300,000
Theatre Subsidy	250,000
Visiting Lecturer Program	75,000
Student Community Service Support Fund	10,000
Professional School Instructional Program	
Enrichment Fund	170,000
Department Instructional Program	
Enrichment Fund	100,000

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A State-supported University Does Need Your Private Donations

Why should a State-supported college or university expect to receive private gifts? Isn't it the State's job to provide for its educational institutions?

These questions have been asked over the years, not only at William and Mary but throughout higher education in America.

That they have been answered is evident in the great increases throughout the United States in private dollars going to public institutions. Other studies indicate that private giving to public institutions was rising eight times as fast as giving to private institutions.

In Virginia, the General Assembly has enacted legislation which declares it to be the public policy of the Commonwealth to encourage State-supported institutions to increase their endowment resources.

William and Mary's decision to embark on the Campaign for the College reflects this public policy, as well as the fact that its State appropriations are being based increasingly on formulae instead of on the costs of maintaining quality. Formula allocations place the budgets of all colleges and universities on a

common par. Private funds enable William and Mary to meet its standards of quality.

Only about 50% of the College's total operating budget is derived from the State, and from all indications the value of its dollars involved will remain constant over the next several years. The College's program of enrichment and quality, and its escalating cost, can be carried out only with non-State funds, since the State has now placed an implied limit on tuitions.

The State's legislative policy on seeking private gifts says that "the State-supported system of higher education can be greatly strengthened by increases in the endowment funds of the several institutions of higher education derived from private sources."

Further, "it is hereby declared to be the public policy of the State to encourage the state-supported institutions . . . in their attempts to increase their endowments.

"It is further declared to be the public policy of the State that . . . the endowment funds received by such institutions shall not be taken into consideration in, nor used to reduce,

state appropriations or payments; but such funds shall be used in accordance with the wishes of the donors thereof to strengthen the services rendered by these institutions. . ."

Virginia's legislative policy reflects the historic value of private gifts to public education. Many state universities, including the University of Virginia, have benefited dramatically by endowment funds.

Private gifts for research at state-supported institutions have been responsible for major discoveries and advances. Among these were the development of streptomycin, the isolation of helium, the development of the television tube, the discovery of hybrid corn, the isolation of the first enzyme, the teaching machine, the first photoelectric cell and the discovery of anti-coagulants.

In all of these cases, and in countless others, private capital has had great impact. Perhaps the greatest historic example at William and Mary was the Rockefeller-funded restoration of the original campus, including the Wren Building, which helped lead to the rebirth of both Williamsburg and the College itself.

Campaign for the College ★ ★ ★ ★ ★

Budget: State Guidelines Squeeze W&M; Formulae Devolve Into Averages

Based on a cursory glance, William and Mary should be moderately euphoric by the way the Governor and the General Assembly treated its budget requests for the 1976-78 biennium.

The College received \$47,000,000 for the two years, a 29.6 per cent increase over 74-76 (compared with only 10 per cent from 72-74 to 74-76), or 90 per cent of its total budget request.

But tucked away in the recesses of the new budget -- and in some new budget stipulations -- are implications that take the glow off of the statistics. The message, which the State has been conveying in other ways as well during the past two years: "We will take care of your minimum needs but don't expect anything more."

The bare figures of the budget reveal three disturbing factors:

*While the College received a 29.6 per cent boost in its budget, much of the increase is ticketed for simple plant maintenance where costs, especially energy and utilities, have skyrocketed beyond the already high national average inflation rate (see *March Gazette*), leaving little of the added money to aid the academic program.

*Allocations for one of the key supports of the academic mission -- the library -- were more than \$800,000 below the request, or only enough money to maintain current levels.

*The budget contains *no money* for a faculty salary increase in 1977-78, the second year of the biennium, and only enough for a maximum 4.8 per cent increase during 76-77. That compares with an annual current inflation rate of roughly 6 per cent.

Budget-makers at William and Mary are used to dealing with financial adversity, especially since 1972 when inflation, a sluggish economy, and changing state priorities began to put the squeeze on state institutional budgets. William and Mary's financial outlook reached one of its low points during the 74-76 biennium when the State demanded 5 per cent of its general fund budget returned to cover an expected Commonwealth deficit.

One asset the College relied on during that period was flexibility in the way it administered institutional-generated revenues. But because of increasing state

control, amplified and extended in the most recent session of the General Assembly, that flexibility too is disappearing.

In the past, for instance, if Commonwealth appropriations were inadequate, the College could either raise tuition, admit additional students, or do both, and retain what is called "excess special revenue" that resulted to cover deficiencies in the budget. Then, too, if state allocations for the library, for example, were inadequate, money could be shifted from other areas.

But beginning July 1 of this year, a new



state budget provision goes into effect that will seriously jeopardize that flexibility. The law says, in effect, that the Governor is authorized to reclaim for the State any revenue over one per cent that results from additional students beyond those projected in budget estimates presented to the State. Says Budget Director Dennis Cogle '49 of the change:

"In the past if we didn't get what we needed we could increase tuition and/or increase enrollment to provide a reliable financial cushion. Now that advantage is

gone." Additionally, points out Cogle, to retain even the one per cent will require a thorough financial justification to the State.

The budget directive is the latest in a series of new and stringent controls that Richmond has placed on state institutions of higher learning affecting faculty/student ratios, classroom utilization, faculty salaries, and library acquisitions.

They are the State's way of saying to the colleges in a general and blanket way through minimal formula-based funding that it knows how the money should be administered better than the institutions do themselves. Libraries are a good example. Rather than accept the institution's judgment of its requirements for its own special and individual academic program, a new guideline known as the Clapp-Jordan formula is employed to calculate library allocations on the basis of the enrollment and number of faculty. Ironically, Clapp and Jordan intended to establish minimum levels of support, but Richmond converted the standard into ceilings.

President Graves and other administrators have recognized what the system of formula-based appropriations means for an institution of William and Mary's unique personality. Recognizing the strain on state resources (the Commonwealth supports 15 colleges and universities and 23 community colleges), Dr. Graves says that "formulae tend to devolve into averages and 'average' carries an unwelcome connotation."

"These formulae," he adds, "do not operate to favor relatively small residential liberal arts universities such as William and Mary. We simply cannot allow the current and continuing State-wide budget squeeze that so seriously affects education to cause William and Mary to slip toward mediocrity. To do so would be to depreciate the diplomas of all those thousands of former students who regard them with considerable and justifiable pride."

But where will the additional revenues -- the revenues needed to attain new levels of excellence befitting the Alma Mater of Jefferson -- come from?

"Private support," says the President, "will make the difference between slipping back and moving forward. It is our margin of excellence."

NEEDED: More Financial Aid

More than half of the \$10 million in endowments William and Mary plans to raise in the Campaign for the College would be ticketed for financial aid for undergraduate and graduate students.

The College would use the \$5.1 million in this way:

*\$2.2 million for endowment for financial aid for undergraduate students.

*\$2.1 million in endowment for fellowship aid for graduate and professional students in the arts and sciences and the schools of Law, Business Administration, and Education.

*\$800,000 in endowment for merit

scholarships for students of exceptional academic promise and other socially-valued talents.

In the area of financial aid for undergraduate students, perhaps no statistic better illustrates the inadequacy of current college resources than one that comes from outside of the College. Last year, William and Mary students borrowed nearly \$700,000 in guaranteed student loans from banks in the Williamsburg area. The money is loaned at a 7 per cent interest rate to students who agree to repay the loans after they graduate.

Calling the amount "staggering," E. Leon

Looney, director of student aid at William and Mary, says that it is not uncommon for a student to face a \$5,000 debt when he graduates from the College.

The students go to the bank either because they cannot qualify for financial assistance or, as is usually the case, the assistance the College can give is woefully inadequate.

Last year, William and Mary could help only about 10 per cent of its students through financial aid, compared with 40-60 per cent at peer institutions. All told, the College fell a half million dollars short in satisfying all of the certified financial need of students at the

Cont. on P. 6

WILLIAM & MARY *Alma Mater of a Nation*

Financial Aid Constitutes Half of Fund-raising Goal

Cont. from P. 5

College (certified financial need is the difference between the estimated cost of coming to William and Mary and a reasonable expectation of the family's contribution).

A year at William and Mary costs a student between \$2894 (in-state) and \$4192 (out of state). Since William and Mary has a policy of trying to help everyone who qualifies for aid with a little something, the average aid package is only \$300-\$500.

And even when a student receives financial aid from the College, it does not mean that he incurs no debt. About 50 per cent of the aid package is self-help in the form of work or loans.

This means many students, even when they receive College financial aid, incur long-range indebtedness. And while Looney says the "family and the student need to be involved in paying the student's way through College," he believes too that: "We have to be concerned with what we do to the student in the process."

"If we had sufficient resources," says Looney, "we could not only help all students who merit help, but the relationship between self-help and subsequent indebtedness and outright gifts would not be so imbalanced."

For the resources to pay for financial aid to students, the College relies heavily on the state and federal governments. And, if the record of the past few years is any indication, the gap between available resources and student need will increase.

In the past five years in the graduate and professional programs, the costs and enrollment have far outraced available resources.

In Arts and Sciences, William and Mary's stipend for doctoral candidates is the same today -- \$2,700 -- as it was in 1970, although tuition and fees have increased by more than \$1,000.

In the School of Business Administration, enrollment in the M.B.A. program has increased from 72 full-time equivalent students in 1970 to 185 today. But financial aid increased by only \$3,300. (from \$22,800 to \$25,130).

In the School of Education, enrollment has doubled since 1970, but the number of graduate assistantships has not increased at all.

In Education, where the financial aid picture is particularly bleak, Dean James M. Yankovich points out that many of his students are part time -- only because they have no choice since the College cannot provide assistance.

"When a student works 40-50 hours a week and goes to school too he is tired and worn out," says Yankovich. "He has all types of demands pulling on his time. As a result, he inevitably loses out in the educational process."

Of course, the College loses scores of good students, both on the graduate and undergraduate level, because of its inadequate financial aid resources. At the University of Virginia, for instance, a full-time doctoral candidate can receive a \$4,400 stipend plus the promise of a summer job. William and Mary's \$2,700 stipend pales by comparison.

The graduate student at William and Mary faces the additional problem of adequate housing. With its dormitory renovation program only half completed, the College has been hard pressed for space for its undergraduates, let alone for graduate students. What it has provided has been minimal, and graduate students as a result face the high costs of housing in a tourist-oriented environment.

"Graduate housing is very dismal," says Dr.

John E. Selby, Graduate Dean of Arts and Sciences. "Many of the graduate students feel like second-class citizens." With the combination of high living costs and a comparatively small amount of financial aid for graduate students, it is easy to appreciate Dean Yankovich's commentary on graduate study in Education, which is applicable College-wide: "It's amazing," says Yankovich, "that we've been able to do as well as we have under these kinds of constraints."

WHY

Do Qualified Students Turn W&M Down?

Each year around 5,000 high school seniors apply for about 1,000 spots in William and Mary's freshman class. Yet out of those accepted for admission to the College, many--several hundred each year--decline the College's offer and go elsewhere.

Why? There is no single, clear-cut answer, but many of those who decide to attend other universities do so for one primary reason: financial support.

A recent survey of applicants shows that out-of-state students often decline admission because another competing university has made them an offer difficult to refuse. A number of in-state applicants follow suit, and decide to accept financial support from an alternative state university, often the University of Virginia.

The new campaign is aimed at helping improve William and Mary's competitive position.

William and Mary, when compared to many small liberal arts universities, has not seen a significant decline in admissions. The College remains in the enviable position of being able to exercise a large degree of selectivity in its admissions process. The College continues to attract the best and brightest young minds Virginia and the country have to offer.

The entering freshman class has a profile that ranks among the nation's most impressive. The average freshman has a mean grade point average of about 3.1 and typically surpasses the 1200 mark on the scholastic aptitude test.

The 20 percent of the applicants who are offered a place in the freshman class and decide to attend do so for a variety of reasons. Figures show that what students like best about the College are its formidable academic reputation, its pleasant atmosphere and its distance from home. But on the very bottom of the list of reasons for accepting is availability of financial aid.

Students who accept admission to the College usually believe it has an attractive curriculum. Those who decline often

disagree, claiming that the academic program is too "conservative."

Other applicants decline because of a particular academic deficiency, say the absence of an engineering or home economics program. William and Mary, unlike larger state universities, purposely restricts its curriculum to the liberal arts and sciences, complemented by schools of law, business and education. It is not--and never will be--the right school for every student.

The College continues to be concerned, however, that a number of very qualified students who appear to be ideally suited for the College still decline admission. It's clear that the College can hold on to a number of these "defectors" by making available an adequate amount of financial support.

It can also explain to students, by pointing to innovative programs such as Project Plus, the language houses and the Washington Program, that the College's curriculum is not "conservative". The College is dedicated, as President Graves phrased it, to educating "the whole individual," and it proves so by offering a number of varied programs on and off campus.

In the ever-changing realm of higher education, *security* is a word seldom used by university officials. Conditions change almost as quickly and unexpectedly as the weather. If any factor can be termed the barometer of changing admission trends, it might be the company one keeps.

Today, as in decades past, William and Mary is competing with the best of them. If you catch Dean of Admissions Bob Hunt smiling, it's not just because next year's freshman class is once again something to brag about. It's because many we attracted decided not to attend the likes of Princeton, Duke, Harvard, Virginia or Brown; but we also lost good prospective students to such colleges and universities.

If you can't win them all, it's not a bad way to lose.

Campaign for the College ★ ★ ★ ★ ★

THE FACULTY:

First-Rate But Underpaid

Where Faculty Compensation Exceeds \$21,500

Following are non-medical institutions where the average faculty salary and benefits total over \$21,500 as reported in the Chronicle of Higher Education.

W&M average: \$17,400

City U. of N.Y.: City College	\$27,931	Naval Postgraduate School	23,820
Hebrew Union College	27,765	U. S. Naval Academy	23,690
California Institute of Technology	27,310	Northwestern University	23,656
Harvard University	26,824	City U. of N.Y.: Queensborough C. C.	23,645
New School for Social Research	26,749	State U. of N.Y. Albany	23,501
City U. of N.Y.: Hunter College	26,524	Duke University	23,272
City U. of N.Y.: Queens College	26,469	City U. of N.Y.: John Jay C. of	
Air Force Institute of Technology	25,881	Criminal Justice	23,117
City U. of N.Y.: Richmond College	25,384	Rutgers, the State University	23,080
City U. of N.Y.: Brooklyn College	25,319	California State College (Pa.)	23,068
University of Chicago	25,309	Cornell U.—Endowed Colleges	23,020
Fashion Institute of Technology	25,267	City U. of N.Y.: Borough of	
Columbia University	25,196	Manhattan C.	22,945
Stanford University	25,127	Princeton Theological Seminary	22,753
City U. of N.Y.: Staten Island College	25,094	West Chester State College (Pa.)	22,746
City U. of N.Y.: Kingsborough C. C.	24,878	Brown University	22,616
State U. of N.Y., Buffalo	24,820	Yale University	22,582
State U. of N.Y., Stony Brook	24,765	Bloomsburg State College	22,521
Columbia U. Teachers College	24,643	City U. of N.Y.: Hostos C. C.	22,511
City U. of N.Y.: New York City C. C.	24,571	City U. of N.Y.: York College	22,492
Cornell U.—Contract Colleges	24,502	University of Wisconsin (Madison)	22,457
Union Theological University	24,461	University of Virginia	22,318
City U. of N.Y.: Herbert H. Lehman C.	24,459	Clarion State College	22,277
Massachusetts Inst. of Technology	24,390	Princeton University	22,241
Westchester C. C.	24,378	San Jose State U.	22,234
State U. of N.Y., Binghamton	24,269	University of Rochester	22,220
University of Michigan	24,268	Polytechnic Inst. of New York	22,135
University of Pennsylvania	24,170	George Washington University	22,038
City U. of N.Y.: Bernard M. Baruch C.	24,164	Indiana U. of Pennsylvania	22,029
University of California	24,053	Michigan State University	22,011
Johns Hopkins U., Arts & Sciences	23,976	Brandeis University	21,884
City U. of N.Y.: Bronx C. C.	23,972	Canal Zone College	21,748
Claremont Graduate School	23,939	U. of Massachusetts, Amherst	21,745
		Slippery Rock State College	21,725
		Lock Haven State College	21,654
		Amherst College	21,651
		Kutztown State College	21,586
		State U. of N.Y., College of Forestry	21,556
		Johns Hopkins U., School of Advanced	
		International Studies	21,500

By all yardsticks, William and Mary has a first-rate faculty—including a number of men and women who are prominent in their specialties. But their compensation, unfortunately, ranks well below their quality.

Within Virginia alone, the William and Mary professor earns, as an average, \$7,800 less per year than his counterpart at the University of Virginia; \$3,200 less than a colleague at Virginia Tech; \$1,900 less than at Washington & Lee, and \$1,700 less than at the University of Richmond. The full professor at William and Mary's former Richmond branch, now Virginia Commonwealth University, averages \$2,600 more per year than one at William and Mary.

Nationally, William and Mary's average faculty compensation is about 10 to 12 per cent below the average at comparable small universities which are State-supported. Translated, that means that a William and Mary full professor earns \$2,250 less in salary and fringe benefits than his colleagues, as an average, at similar public institutions across the nation.

The 1974 self-study of William and Mary concluded that "salaries at William and Mary are low in relation to the quality of the student body and to the quality of education offered at the College." Many, if not most of the small State universities which are ranked with William and Mary in regard to faculty compensation are regional or local institutions; William and Mary, on the other hand, has a strong national heritage and reputation and selective admissions standards.

Among the small State universities which rank higher than William and Mary in compensation are such institutions as Pennsylvania's Slippery Rock, Clarion and Millersville State; Maryland's Bowie and Frostburg State, the 13 regional campuses of the State University of New York; and the University of North Carolina at Greensboro, to name only a few.

The figures show that 58 colleges and universities have average compensation for all faculty (including the most recently employed instructors) which exceed the average of William and Mary's full professors, the senior men and women here.

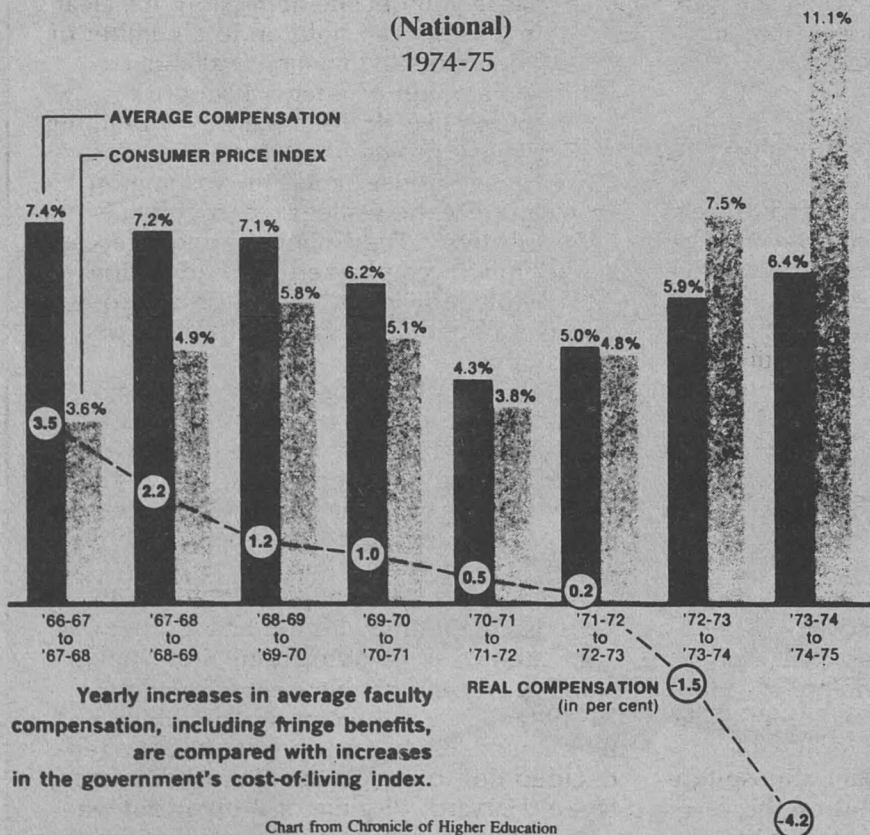
One of the compensation factors at many colleges and universities, which is not available to William and Mary faculty, is the "fringe package." It includes subsidized housing, tuition assistance for faculty children at colleges and universities of choice; paid insurance benefits which cover families as well as employees; disability income protection; and retirement plans in which faculty may invest according to their abilities and financial plans, and in which the employer makes a direct contribution. (In Virginia, the retirement plan is based on a percentage of income and the Commonwealth's contribution is not vested with the employee or his heirs.)

Benefits available at many institutions include regular sabbatical leaves for professional improvement and the release of pressure, and extensive opportunities for funded research.

Fringe benefits at William and Mary account for 7.1 per cent of total compensation, all of which comes from State benefits for all State employees. At comparable institutions, fringes range from 10.5 per cent up to 24.5 per cent of total compensation.

Faculty Compensation and the Cost of Living

(National)
1974-75



WILLIAM & MARY *Alma Mater of a Nation*

Research Enhances Teaching

Though it will never replace teaching as the emphasis at William and Mary, faculty research is an important factor in enhancing the intellectual experience which is the mainstay of the College's mission.

Federal funding for research has never been large in most areas of the humanities, and opportunities for basic research in the sciences have been in decline for several years. The Commonwealth of Virginia funds no faculty research with tax dollars. Consequently, at William and Mary, non-federal research must be funded with private contributions.

The Summer Research Grant program was initiated a decade ago with funds contributed by the Society of the Alumni. It has continued to grow slowly and now a few grants for semester-long projects are available each year.

But this year, for example, 72 research proposals were submitted by faculty for grant consideration. With \$109,465 available, however, only 20 summer grants and nine semester grants were approved for funding. This was six fewer summer grants, due to the ravages of inflation, than were awarded during the 1973-74 term.

Though funds are limited and time just about as scarce, William and Mary professors have still managed to demonstrate that effective teaching and important research can go hand in hand.

History Professor Richard Maxwell Brown, for instance, is one of the nation's leading experts on violence in America, both throughout history and modern times. He was formerly a special consultant to the Presidential Commission on the Causes and

Prevention of Violence. His latest book—one of eleven he has written, edited or contributed to—has been described as the most comprehensive study of violence in America ever recorded.

While Brown was consulting the federal government on trends in violence, Leonard G. Schiffrin was traveling to Washington to advise national leaders on the costs of health care, an ever-increasing dilemma across the country. The professor of economics not only served as a consultant to HEW, but authored numerous articles for academic journals and government publications.

Yet Schiffrin remains more at home in the classroom than on capital hill, and his students claim he's one of the best teachers around. In 1968, the Student Association gave him their special Faculty Award, and a year later he received the College's Distinguished Lecturer Award.

C. Richard Terman, professor of biology, is currently taking a scientific approach to studying population control. Instead of using guinea pigs, Terman and his co-workers—a group that includes a number of students—are studying deermice by the thousands to determine the physiological and behavioral factors that may control the size and make-up of populations. His experiments have received national coverage on television and in numerous newspapers, magazines and academic journals.

Scott Donaldson is a former newspaper publisher who's always been a scholar and a teacher at heart. He's now a full-time professor of English who displays his in-depth knowledge of American literature in classroom discussions as well as in his books

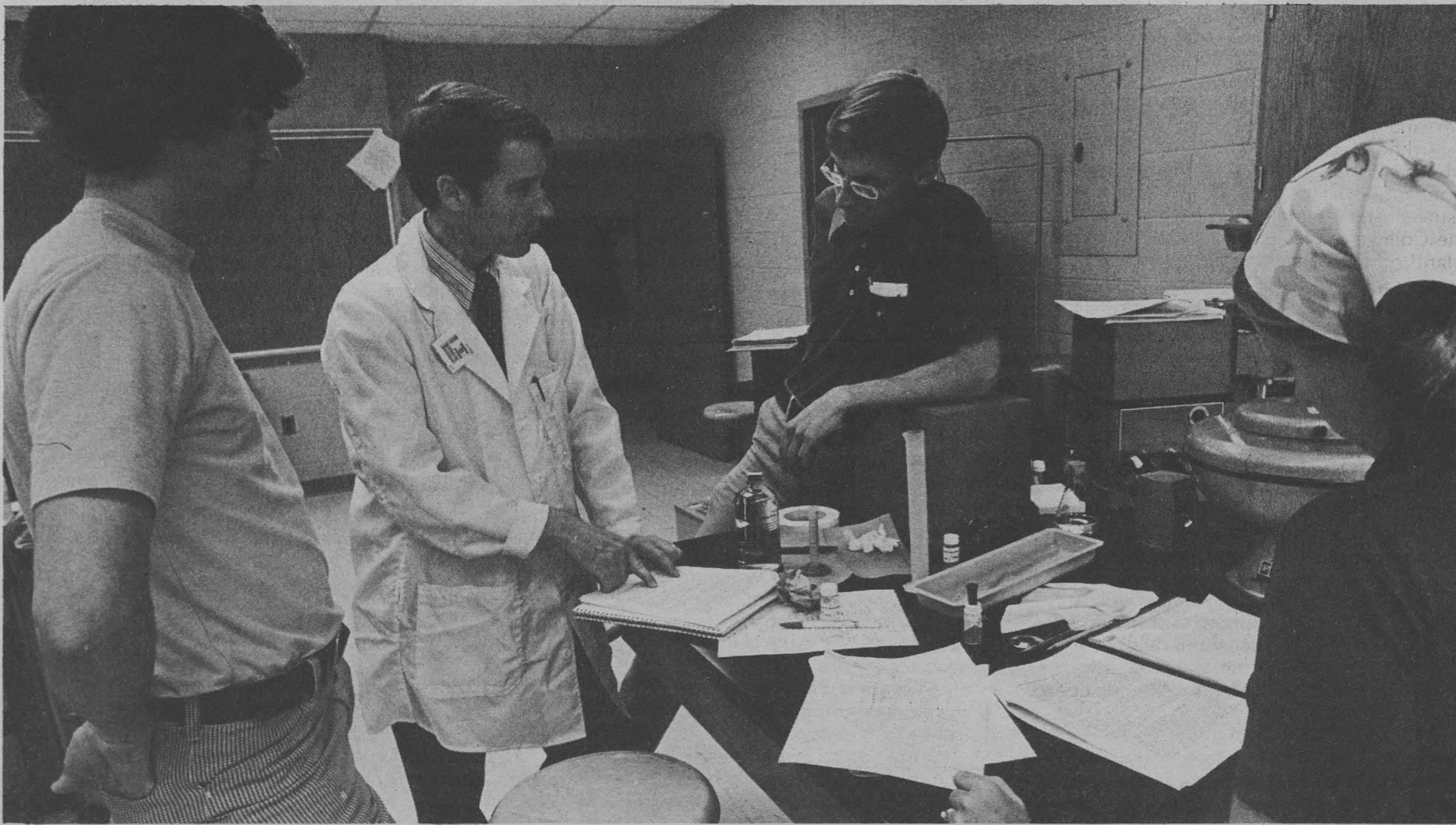
about some of the country's most celebrated authors.

Not all William and Mary professors do their research behind the closed doors of a library or laboratory. Anthony L. Guenther did a large segment of his behind bars. He's an associate professor of sociology whose studies of criminal behavior in prisons were followed by an intense investigation of how they got there. He spent nearly a year working on assignments with metropolitan police officers and detectives in Washington D.C.

Many of the College's most active scholars—and most exciting teachers—conduct research projects with the help of grants from private and federal organizations. Some, like anthropologist Norman F. Barka, have attracted over a million dollars to aid their research.

Others are not so fortunate, and must either postpone or cancel their research projects until more private funds are available.

There are William and Mary professors who can indeed disclaim the theory that an individual can either conduct scholarly research or teach quality classes, but not both. At the College, professors bring the results of their research into the classroom as an innovative change-of-pace, as up-to-the-minute as tomorrow's headlines. They also relate to students first-hand the excitement of discovery and the worth of seeking and finding for one's self. Professors teach by example not only the subject matter, but the processes and rewards of scholarly pursuit.



At William and Mary, professors bring the results of their research into the classroom.

Campaign for the College ★ ★ ★ ★ ★

Visiting Professors:

New Faces, New Voices

When Bob Teitleman came to William and Mary in September 1972, he knew he liked to write. But he didn't know that he'd be in May, 1976 a novelist, with a 403-page book making the rounds of New York City publishing houses.

Teitleman is one of a handful of students who participated in a privately supported visiting professor program formulated to bring student writers in contact with established professional authors. He studied with the College's first two "writers-in-residence"--Steve Marlowe in 1974-75 and Herbert Burkholz in 1975-76.

Did contact with a professional writer really make a difference? Teitleman insists that it did, and says he's "very much indebted" to the two novelists who each lived a year in Williamsburg to guide and to advise greening student authors.

The "writer-in-residence" program reflects a trend at the College to take advantage of professionals whose expertise is related to what students learn in the classroom. Visiting professors have often, as students like to say, "been there", and can relate first-hand experiences of what it's like to be an author, an influential justice, or an air-borne historical archaeologist.

No less than eight professorships--in law, history economics, business, music and English--are now established from income or endowments. College-held endowments for those professorships come with a built-in bonus: the income they produce is matched by The Commonwealth of Virginia under its Eminent Scholars Fund.

Seven of the endowed professors join the William and Mary faculty for one term and then usually return to their professional lives. Each year students are offered a different personality with a different specialty.

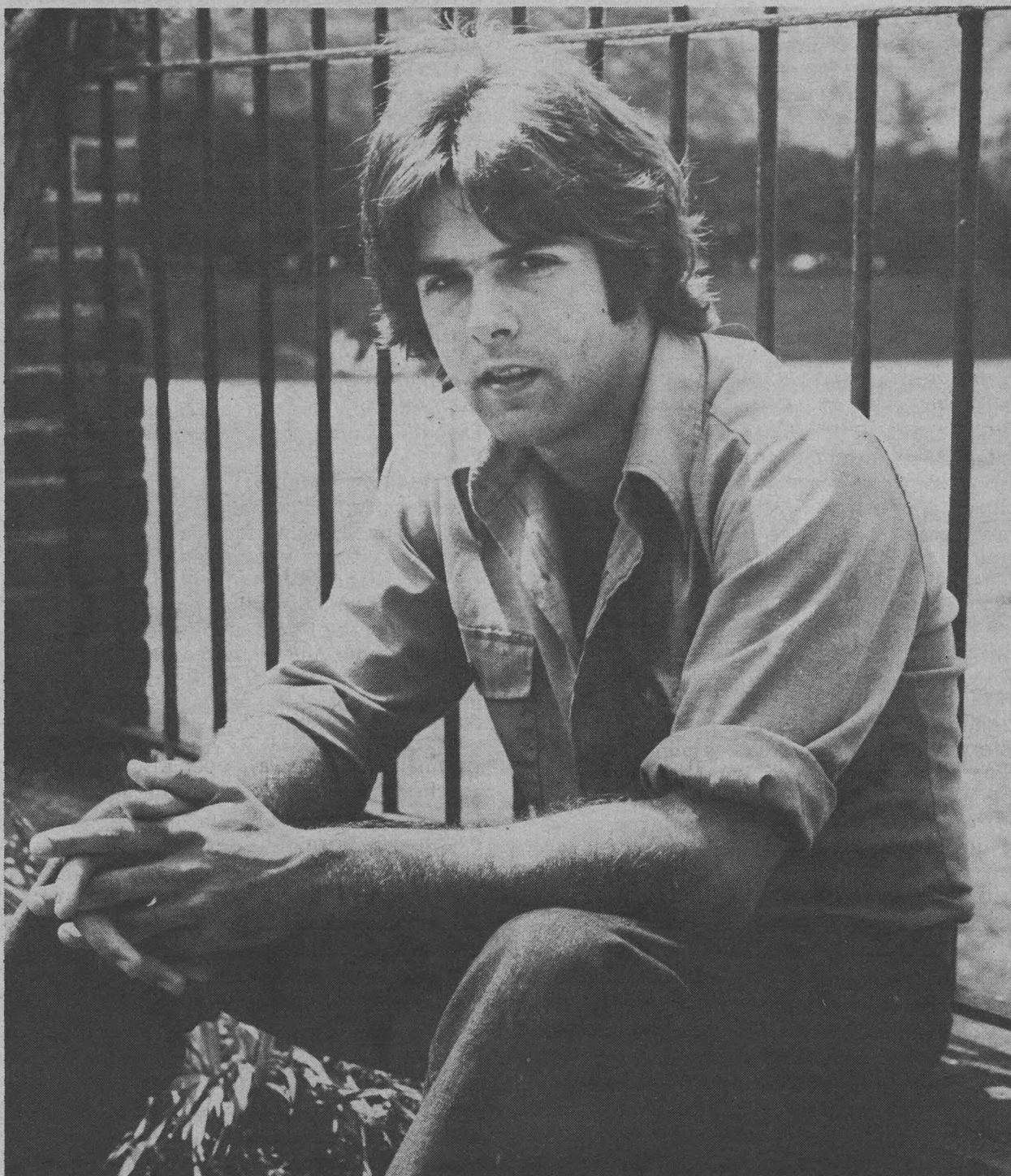
Burkholz, for instance, is a prolific novelist whose work spans a wide-range of genres, from sophisticated comedy to intensive "surrealistic biography." Before coming to the College, he lived for 12 years on a remote island off the coast of Spain, a popular haven for a number of authors, including Clifford Irving.

He turned down the invitations of several universities because they wanted him to be "nothing more than a classroom instructor." The remarkable aspect of Burkholz's teaching is that he doesn't. "You just can't teach creative writing. All you can do is encourage good writing and discourage bad writing."

"He very much wants us to do what we feel we must do," says Teitleman. "Unless it's a glaring mistake, he won't even make a comment if he's afraid he'll influence us as far as content or style."

Burkholz's unassuming technique and creative insights--a different sort than those of an English professor--add a unique dimension to a department that already offers courses ranging from historical linguistics to black literature.

In a similar fashion, Maurice Warwick Beresford, the College's James Pinckney Harrison professor, is sharing his knowledge with students in the history department.



Student Bob Teitleman, who studied with two of W&M's writers-in-residence, now has a novel making the rounds of the New York publishing houses.

Beresford is a specialist--and was in fact a pioneer--in the field of historical archaeology. He was one of the first to study archaeological sites by using aerial photography.

Meanwhile, retired Supreme Court Justice Tom Clark is adding new lustre to the nation's oldest law school, as the Tazewell Taylor Visiting Professor of Law. Instead of teaching a single course, Justice Clark is presenting lectures in a number of classes. Virtually every student at Marshall-Wythe will have the opportunity to listen to one of the 20th century's most popular justices before the term is out.

William and Mary's various "visiting professor" programs appear to have one thing in common, which is that they have little in common with each other. Each is programmed to fit the specific purposes of an academic department, the complex

personalities of the guest professors, and, most importantly, the needs of the students.

It's no coincidence that Herbert Burkholz selected the freedom of the College's "writer-in-residence" program over more structured--and much higher paying--positions at larger universities. And there's little doubt that the caliber of Marshall-Wythe's close-knit student body influenced Tom Clark's decision to interrupt his well-deserved retirement.

Though they number but seven, visiting professors are having an influence on the academic climate of the College community.

The are, as Teitleman phrased it, a "breath of fresh air."

A continuous input of new personalities with new ideas: that's what visiting professors, and for that matter education, are all about.

The Campaign

J. Edward Zollinger

The College has assembled a force of 29 outstanding individuals to serve on a Development Council that will provide advice and guidance for the Campaign for the College.

J. Edward Zollinger '27, Fort Lauderdale, Fla., will serve as chairman of the Executive Committee of the Development Council for the Campaign. The Executive Committee will meet monthly to oversee the Campaign for the College while the entire Development Council will meet periodically to review the progress of the Campaign.

Dr. Davis Y. Paschall '32, Williamsburg, former president of William and Mary, will serve as honorary chairman of the Campaign.

On Zollinger's executive committee will be Jean Canoles Bruce '49, Norfolk, president of the Board of Directors of the Society of the Alumni, who will serve as Vice Chairman of the Committee; W. Brooks George '32, Richmond, who will serve as treasurer; J. Wilfred Lambert '27, Williamsburg, former College Vice President for Student Affairs, who will serve as Secretary; William S. Hubard '47, Roanoke; Arthur B. Hanson '39, Washington D.C.; T. Carter Gleysteen, Gloucester; Dr. Richard Maxwell Brown, Williamsburg; and Dr. Thomas A. Graves Jr., College President, and Warren Heemann, Vice President for College Development, both ex-officio.

Gleysteen, a retired advertising executive who is a lecturer in the School of Business Administration, and Brown, a professor of history at the College, are chairmen of the Public Relations Advisory Committee and the College Coordinating Committee respectively for the Campaign.

Hubard is currently chairman of the Development Committee of the Board of Visitors. Hanson is chairman of the Development Committee of the Endowment Association.

The backgrounds of the members of the Development Council follow:

J. BRUCE BREDIN '36 is president of the Bredin Realty Company of Wilmington, Del., and president of the Bredin Foundation which supports secondary and higher education, hospitals, churches, historical preservation, community improvement, and the fine arts. A current member of the William and Mary Board of Visitors, Bredin is a trustee of the University of Delaware, St. Andrews School, Foxcroft School, and he is a member of the Board of Overseers of Sweet Briar College. Bredin is a 1965 recipient of the Alumni Medallion from the Society of the Alumni. He is a member of the President's Council and a consistent donor to William and Mary, contributing to both the Bredin Sabbatical Fund and the Bredin Scholarship Fund.

RICHARD MAXWELL BROWN, Williamsburg, is a professor of history at William and Mary and a distinguished scholar who has written, edited, or contributed to 11 books. He is a recognized expert on the subject of violence in America. A graduate of Reed College and Harvard, he is a former faculty member at Rutgers. He is chairman of the College Coordinating Committee for the Campaign.

JEAN CANOLES BRUCE '49, Norfolk, is president of the Board of Directors of the Society of the Alumni. An active civic leader, she is the Director for Family Life Education

of the Norfolk Health-Welfare Recreation Planning Council. From 1958-64, she was president of an advertising agency. Mrs. Bruce has been a member of the Board of Directors of the Alumni Society since 1972. Both she and her husband, John Bruce Jr., and their two children attended the College.

D. TENNANT BRYAN, Richmond, is chairman of the board of Media General, Inc., and publisher of the *Richmond Times-Dispatch* and the *Richmond News Leader*. Son of former William and Mary president John Stewart Bryan (1934-42), Bryan is donor and president of the John Stewart Bryan Memorial Foundation which supports education and religious endeavors. An alumnus of the University of Virginia, Bryan is a trustee of Virginia Union University, the Episcopal High School of Alexandria, and the Hoover Institution of Stanford. He is a member of the Society of the Cincinnati and the SAR and a director and member of the Executive Committee of the Southern Railway Co.

R. HARVEY CHAPPELL JR. '48, partner in the law firm of Christian, Barton, Epps, Brent, and Chappell, is a former member of the Board of Visitors who served four years as rector. He is a 1950 graduate of the Marshall-Wythe School of Law, a past member of the Board of Directors of the Society of the Alumni, and a 1968 recipient of the Alumni Medallion. He is vice president and a member of the executive committee of the Crippled Children's Hospital of Richmond, a director of Thalheimer Brothers Inc., a member and past president of the SAR, and a member of Richmond's Independent Bicentennial Commission. Chappell is a member of the President's Council. Both he and his wife, the former Ann Marie Callahan, are 1948 graduates of the College.

ROY R. CHARLES '32, Norfolk, president of Crestwood Co., of Norfolk, is a former member of the Board of Visitors (1952-60) and current member of the Board of Trustees of the Endowment Association, the Board of Directors of the Sponsors of the School of Business Administration, and the President's Council. He received the Alumni Medallion in 1961 and an honorary LL.D. from William and Mary in 1975. In addition to other major gifts to the College, he provided the financial support for the research leading to the publication of the first volume of the history of William and Mary.

MRS. WALTER CHRYSLER '42, Norfolk, is an active civic leader who, with her husband, son of the founder of the Chrysler Corp., founded the Chrysler Museum in Norfolk. Among her many generousities to William and Mary was a gift of contemporary art with an emphasis on American Abstract and Expressionist painting of the 1950s and 1960s. She is secretary of the Virginia Opera Association, a member of the board of the Tidewater Rehabilitation Institute, and a member of the board of the Barter Foundation.

MRS. MARION DUNCAN '35, Alexandria, and her husband, Robert Vernon Harris Duncan '35 operate the Bob Duncan Real Estate-Insurance Co., of Alexandria. She is a former member of the Board of Visitors (1966-74), a trustee of the Jamestown Foundation, and a member of the Foundation for Independent Junior Colleges in Virginia. Mrs. Duncan is past President-General



J. E. Zollinger '27
National Chairman



Davis Y. Paschall '32
National Honorary Chairman

(1962-65) of the DAR, a member of the Colonial Dames of America, and a 1964 recipient of the George Washington Medallion. In 1963 she was one of "Holiday Magazine's" 12 leading American Women.

HAROLD L. FOWLER, Williamsburg, retired from William and Mary in 1974 after 40 years on the College faculty, the last 10 of which were as Dean of the Faculty of Arts and Sciences. A graduate of Dartmouth College and Harvard University, Dr. Fowler is renowned among alumni for his lectures on Tudor and Stuart England. He has been active in community service in Williamsburg.

W. BROOKS GEORGE '32, Richmond, chairman of the board of Larus & Brother Co., of Richmond, is a past member and rector of the Board of Visitors and a current member of the Board of Trustees of the Endowment Association and the Board of Directors of the Sponsors of the School of Business Administration. He is a member of the President's Council and a recipient of both the Alumni Medallion and an honorary doctor of humane letters degree from William and Mary. He is chairman of the Board of Central Virginia Educational Television and a director of the Life Insurance Co. of Virginia, Bank of Virginia, and Lawyers Title Insurance Co. George has established a scholarship fund in honor of his wife, the former Elizabeth Harman Simmerman. Both of their sons are graduates of William and Mary.

T. CARTER GLEYSTEEEN, Gloucester, is a former New York advertising executive who has served on the faculty of the School of Business Administration since 1970. A graduate of Yale, he is serving as chairman of the Public Relations Advisory Committee for the Campaign for the College.

ARTHUR B. HANSON '39, a 1940 graduate of the Marshall-Wythe School of Law, is a prominent Washington D.C. attorney who serves as general counsel to the Newspaper Publishers of America, the American Chemical Society, the National Geographic Society, and the American Pharmaceutical Assn. He is a member of the President's

Campaign for the College ★ ★ ★ ★ ★

n Leadership

'27 Heads Council



Dr. Paschall '32
Former Chairman



Jean Canoles Bruce '49
National Vice Chairman

Council and a trustee of the Endowment Association. He received an honorary doctor of laws degree from William and Mary. Hanson is a major general in the United States Marine Corps Reserve. His wife, Jane Harden Hanson '42, is a former director of the Society of the Alumni.

HENRY CLAY HOFHEIMER II, Norfolk, is chairman of the Virginia Real Estate Investment Trust and a recipient of the Distinguished Service Award of the Virginia State Chamber of Commerce and the Thomas Jefferson Award for Public Service. He is a trustee of the Endowment Association of William and Mary and a director of the School of Business Administration Sponsors. A University of Virginia Alumnus, he is a trustee of many educational institutions: the Eastern Virginia Medical School, the Norfolk Academy and Country Day School, Virginia Wesleyan College. He is chairman of the board and a trustee of the Chrysler Museum of Norfolk and a director of the Federal Reserve Board of Richmond. Hofheimer is also a trustee of the Jamestown Corporation.

WILLIAM S. HUBARD '47, Roanoke, is vice president and secretary of the Shenandoah Life Insurance Co. A member of the Board of Visitors since 1970, Hubard is active in civic affairs in Roanoke where he was elected to the City Council in 1972. He is a graduate of Washington and Lee Law School and a director of the First Federal Savings & Loan Assn., president of the Phi Beta Kappa Assn. of the Roanoke area, and a member of the Advisory Committee, Western Region Consortium for Continuing Higher Education.

CARLISLE H. HUMELSINE, Williamsburg, is president of the Colonial Williamsburg Foundation. A former deputy under secretary and assistant secretary of state, he is a recipient of honorary doctorate degrees from William and Mary, Hampden-Sydney College, and the University of Maryland. Humelsine is a director of Garfinkel, Brooks Brothers, Miller and Rhoads, the New York Life Insurance Co., the Jamestown Corporation, and the chairman of the Citizens Advisory Committee on the Executive Mansion and the

chairman of the National Trust for Historic Preservation.

JOHN R. L. JOHNSON, JR., '28, retired vice president of Hercules Inc., of Wilmington, Del., is rector of the Board of Visitors, a trustee of the Endowment Association, and a member of the President's Council. A former assistant librarian at William and Mary, he received a masters degree from the College in 1929 and established a graduate fellowship in English in honor of his father, a former William and Mary faculty member, in 1972.

A graduate of the Harvard Law School, he is a past president of the Board of Directors of the Society of the Alumni and a member of the Board of Directors of Blue Cross, Blue Shield of Delaware, the Delaware State Chamber of Commerce, and the Delaware Citizens' Crime Commission.

J. WILFRED LAMBERT '27, Williamsburg, is former Vice President for Student Affairs at William and Mary where he served on the faculty and the administration for some 40 years. Now a consultant in the Office of College Development, he is a former member of the Board of Directors of the Society of the Alumni. Mr. Lambert studied at Johns Hopkins as well as William and Mary. He is a recipient of the Thomas Jefferson Award from William and Mary and the Alumni Medallion from the Society of the Alumni.

AUBREY L. MASON '47, Lynchburg, is executive vice president of the investment securities firm Mason & Lee. He is a member of the President's Council, a member of the executive committee of the Athletic Educational Association, and a past president of the Board of Directors of the Society of the Alumni. Mason is a recipient of the Alumni Medallion and a founder, along with his sisters and their father, of the Walter G. Mason Chair of Religion Fund. His wife is a 1949 alumna of William and Mary and four of their five children attended the College. Mason is a trustee and chairman of the Board of Ferrum College.

BLAKE T. NEWTON JR. '35, Greenwich, Conn., is president of the American Council of Life Insurance. A 1938 graduate of the Marshall-Wythe School of Law, he is a former law school faculty member, a past member and former vice rector of the Board of Visitors, and a past director of the Society of the Alumni. He is a trustee of the Endowment Association and a recipient of both the Alumni Medallion and the Algernon Sydney Sullivan Award. He is a board member of many prominent business organizations.

DR. DAVIS Y. PASCHALL '32, Williamsburg, served as President of the College of William and Mary from 1960-71. Former State Superintendent of Public Instruction in Virginia, he holds both a bachelor's and master's degree from William and Mary and his doctorate from the University of Virginia. Under his administration, William and Mary realized some of largest expansion in buildings, faculty, and curriculum in its history. He is a recipient of many awards and honors including the Thomas Jefferson Award from his alma mater.

WILLIAM L. PERSON SR. '24, Williamsburg, is president of Person Ford, Inc., and Person Motor Co., of Williamsburg. He is a trustee of the Endowment Association, a member of the Board of Directors of the Society of the Alumni, a member of the President's Council, and a member of the executive committee of

the Athletic Educational Foundation. Person was one of the prime movers of the New Era Campaign to establish the Alumni House at William and Mary.

A. ADDISON ROBERTS '35, Rosemont, Pa., is chief executive officer and chairman of the Board of the Reliance Insurance Co., of Philadelphia. A recipient of the Alumni Medallion and of an honorary doctorate degree from William and Mary, he is a past member of the Board of Directors of the Society of the Alumni and a current member of the Board of Trustees of the Endowment Association and of the President's Council. He is a graduate of the Temple University Law School and a trustee of Temple. He established the Nannie Wilkins Roberts Scholarship Fund at William and Mary in his mother's memory.

MRS. E.A. STEPHENS SR., Irvington, Va., served on the Board of Visitors from 1966-70. A trustee of the Endowment Association, she is married to E. A. Stephens, class of 1918. She is a member of the President's Council, and her son, a prominent Williamsburg attorney, is mayor of Williamsburg. Her daughter is a 1950 graduate of William and Mary.

HARRIET NACHMAN STORM '64, Hampton, is current secretary of the Board of Directors of the Society of the Alumni, a member of the President's Council, and a trustee of the Athletic Educational Foundation, of which she is a vice president. From 1965-72, she was women's editor of the Newport News Daily Press. She was the first woman president of the Peninsula Alumni Chapter.

HAYS T. WATKINS, Cleveland, is chairman of the board, president, and chief executive officer of Chessie System, Inc. A graduate of Western Kentucky University with an MBA from Northwestern, he is a director of the School of Business Administration Sponsors at William and Mary. Watkins is a trustee of Johns Hopkins University and of Baldwin-Wallace College. His son is a 1974 graduate of the College.

WALTER J. ZABLE '37, Rancho Santa Fe, Calif., is president and chairman of the board of Cubic Corporation of San Diego. He is a trustee emeritus of the Endowment Association and a member of the President's Council. He is a past director of the Society of the Alumni and a recipient of the Alumni Medallion. He established at William and Mary the Zable Scholarship Fund. Zable was named to the Sports Illustrated Silver Anniversary All-American Football Team in 1962 and to the William and Mary Sports Hall of Fame in 1969. He has been named twice industrialist of the year by *San Diego Magazine*. His wife is the former Betty Virginia Carter '40.

J. EDWARD ZOLLINGER '27, Fort Lauderdale, Fla., is former executive assistant to the President of IBM, a member of the Board of Visitors, a trustee of the Endowment Association, and a member of the President's Council. He received the Alumni Medallion in 1963, and as a long-time friend and financial supporter he is responsible, among other things, for the endowment of the Zollinger Professorship of Business Administration. Zollinger is past grand president of Sigma Phi Epsilon Fraternity and serves as president of the fraternity's Educational Foundation as well. He is a recipient of the SPE Citation.



ZOLLINGER: *Campaign for the College Aims for Enrichment*

(Note: J. Edward Zollinger '27 of Fort Lauderdale, Florida, has long been one of William and Mary's most interested, informed and concerned alumni and also one of its most ardent supporters. Retired as a top-level IBM executive, Mr. Zollinger devotes a substantial amount of time and effort to his alma mater--as a member of the Board of Visitors, a Trustee of the Endowment Association, and as a member of the President's Council. As Chairman of the Development Council, he gives his viewpoints in the following interview.)

Q. What prompted you to take the leadership of this special campaign?

A. Many, many factors. I have been fond of William and Mary for over 50 years--a period of time in which my alma mater has risen to the eminence which befits its history. In traveling throughout the nation on behalf of Sigma Phi Epsilon, over the last several years, I found that William and Mary does, indeed, enjoy a very high reputation.

As a member of the Board of Visitors, however, I became keenly aware of how necessary it has become to find new sources of support--not only to maintain the College's stature but to place it in

the first rank of American colleges and universities. The Board has studied this need from every angle, we have employed expert counsel, and we have assembled as much wisdom as is available on the question of continued quality and resources.

We are very grateful for what the State of Virginia has done for William and Mary. For a small university, it has gained momentum in the last 50 years. But we are in danger of losing our momentum without new and additional financial resources.

Q. In other words, the College is at a threshold?

A. Exactly. More than that, however, is the fact that it has so much going for it: excellent leadership, an outstanding and concerned faculty, students who are the very best, in fact the cream of the crop; an athletic program that knows where it is going, a physical environment and setting that is second to none.

Our studies in the last two years show we have an unusually loyal group of alumni and friends--who, we believe, are ready to help us sustain William and Mary's momentum and achieve the national goal this noble and historic institution deserves. That was, perhaps, crucial to me. The campaign is a

volunteer effort, and I am a volunteer. I am impressed with the calibre of volunteers who have already joined the campaign "team" and with all of the indications that many many more alumni and friends will be available as the campaign progresses.

Q. The goal is a big one, for a college which has never had a campaign of this sort. Doesn't that frighten you?

A. No, not at all. We have embarked on the campaign only after we concluded that the goal can, indeed, be met with the dedicated support of our alumni and friends. The goal may be large, but the identified needs of the College are at least that large, and undoubtedly larger. We have a worthy cause and the greatest opportunity to serve our State and Nation. The College has never had what would be described as a broad organized "campaign" of this sort. It has certainly benefited throughout history from new, dramatic approaches to financing improvements and even survival. Even James Blair had to work out a deal with some pirates to raise funds!

Q. There are no buildings listed in the goals of the campaign. Isn't that unusual?

A. Not any longer. For years, colleges and universities raised money for both buildings and programs, and the

Campaign for the College ★ ★ ★ ★ ★

"The needs are greater than the goal . . ."

buildings were almost always the most dramatic and exciting goals. In the 50 years that I have been exposed to William and Mary, from the administration of Dr. J.A.C. Chandler to the present, the State has done very well by us on our physical plant. During the last two administrations alone, the state has built something like \$40 million in buildings for the College. But we are involved here in a campaign for curriculum, student, and faculty enhancement, to maintain and advance the College's reputation.

Q. The campaign has been described as a sequential one. What does that mean?

A. By sequential, I mean we will be lining up a plan for each part of the fund solicitations and following each on a schedule. The annual fund drives such as the William and Mary Fund, the Parents' Fund, the Law School Fund, the Friends of the College will continue at their present level of expectation with the hope that annual giving will continue to increase each year. The hundreds of volunteers involved in the annual funds will be counted on as never before to make this expectation clear. Our people who have managed these drives have done an outstanding job.

Next we identify and endeavor to attract the leadership gifts for a major part of the total goal. For the immediate future, we will be concentrating, on a one-to-one basis, on these larger gifts. Next, and in the final analysis, everyone will have the chance by personal contact or mail to make their contribution to this exciting campaign. What this all means is that the great mass of alumni and friends might be expected to wait two years or more before being asked to consider a capital gift.

Q. Some have observed that State supported colleges should not expect to solicit and receive private funds in any magnitude. Is that a correct observation?

A. Historically, at least in Virginia, that observation has been made. But the University of Virginia, for example, began many years ago to do what we are doing now. In 1975, UVA had over \$100 million in endowment compared to W&M's \$9 million. The Code of Virginia now contains a legislative enactment which clearly encourages State-supported colleges and universities to establish and increase their endowments, and which specifies that the State will exercise no jurisdiction over the uses made of such endowments so long as these uses create no obligations for taxpayers. In other words, a gift to construct a building would be acceptable so long as it didn't require the State to allocate funds to maintain it; if the gift did imply a commitment on the part of the State, then State permission would be necessary at the start.

But state-supported colleges and universities across the nation are, more and more, receiving private support of all kinds, and from all sources.

Q. You have said the annual funds will continue to remain at their present level of expectations, and even increase. How does that fit with the goal of the campaign?

A. Of the overall \$19 million goal, there is a goal of \$4 million in five years, in the annual giving category. This is money that is put to use almost immediately by the College for current operational needs. William and Mary cannot do without this annual income, which is now approaching almost one million dollars a year, from all sources. The remainder of the \$19 million goal includes \$5 million in "expectancies," which are gifts which the College might expect to receive at some future time--wills, insurance policies, and the like. The gifts of this type are for

endowment purposes, as are gifts which we expect will add up to \$10 million in immediate new endowment resources.

Q. What if the campaign goes over the top, or reaches the goal much sooner than expected?

A. Wonderful! As I indicated, the College's total needs are greater than the goal we have established. If we can surpass the goal, then all of the volunteers and I will be ecstatic. I can promise that success in this effort will mean permanent benefits for the College and all of its alumni and supporters. Most important, however, is what the additional resources will mean to our end product: the young men and women who leave this campus to become some of the outstanding future leaders in our society.

PRAC: Communications Experts Aid Campaign for W&M

Sixteen executives in the broad field of communications have been appointed to a Public Relations Advisory Committee to the Campaign for the College.

Their expertise is being put to use in a variety of ways, in order to help articulate the goals of the campaign to various constituencies. The members are also consulting with the staffs of the Office of College Development and Office of Information Services on the ongoing external affairs programs of the College.

The Advisory Committee has met twice in Williamsburg, and additional meetings are planned there and in other cities in the East.

Most members are alumni, but the Committee includes Colonial Williamsburg's ranking public relations executive, the long-time director of public relations for the University of Pennsylvania who is married to an alumna, the marketing manager for the successful Busch Gardens "Old Country" in Williamsburg, and a former vice president for a major New York advertising agency who is on the William and Mary faculty.

Members include:

JULES MICHAEL BACAL, - Senior Vice President and Associate Creative Director, Benton and Bowles, Inc., New York, New York

DAVID EDWARD BROWN, JR. - Vice President and Management Supervisor, Doyle, Dane, Bernbach, Inc., New York, New York

WILLIAM R. FRANCISCO - Marketing Manager, Busch Gardens, Williamsburg, Virginia

FRED L. FRECHETTE - Writer - Director - Producer, Richmond, Virginia

T. CARTER GLEYSTEN - Lecturer in Business Administration, College of William and Mary, Virginia, who is Chairman

DONALD J. GONZALES - Vice President, Director of Public Affairs, Colonial Williamsburg Foundation, Williamsburg, Virginia

RENE A. HENRY, JR. - Executive Officer, InterComm Public Relations Associates, Inc., Los Angeles, California

JOHN W. LESLIE - President, Institutional Advancement Consultants, Inc., Washington, D.C.

MARGARET P. MacKIMM - Vice President - Public Relations, Kraftco Corporation, Glenview, Illinois

EUGENE S. PULLIAM - Publisher, The Indianapolis News and The Indianapolis Star, Indianapolis, Indiana

RUSSELL REDMOND - President, Redmond & Amundson Advertising Agency, Norfolk, Virginia

DONALD T. SHEEHAN - Secretary of the Corporation, University of Pennsylvania, Philadelphia, Pennsylvania

CHARLES MALCOLM SULLIVAN - Senior Vice President and Management Supervisor, J. Walter Thompson Company, Chicago, Illinois

WILLIAM R. VAN BUREN, JR. - Secretary-Treasurer and News Editor, The Daily Press, Inc., Newport News, Virginia

RICHARD A. VELZ - Vice President and Director of Public Affairs and Assistant to the Chairman of the Board, A.H. Robins Company, Inc., Richmond, Virginia

VIRGINIA F. PATE WETTER - President and General Manager, Chesapeake Broadcasting Corporation, Havre de Grace, Maryland

WILLIAM & MARY *Alma Mater of a Nation*

THE ARTS:

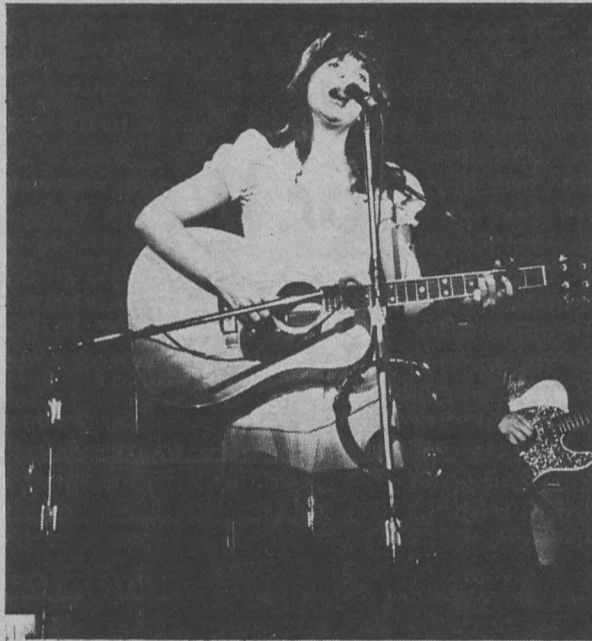
Natural Extension of the Academics

Cultural programs are natural extensions of the academic programs at William and Mary.

By offering special events and activities, the College hopes to enrich the academic life on campus and to create an atmosphere where students and community residents alike can be adventuresome--exploring the best that has been known and said in the past, as well as reaching out for what is experimental and innovative. It usually requires non-State funds to subsidize the adventure.

Talented faculty members and students, as well as visiting professionals, offer recitals, concerts, exhibits and theatre performances of high calibre and exceptional variety.

A wealth of musical events enriches life at the College. Both faculty and students



Guest performer Linda Ronstadt

perform in vocal and instrumental recitals throughout the academic year, as part of their professional commitment to their fields. Special concerts are given by the choir, band and college-community orchestra.

Students enjoy a wide variety of programs, ranging from full symphony orchestras to soloists in dance and music, through the annual Concert Series. The Guarneri String Quartet, which has been described as one of the world's most elegant ensembles, violinist Eugene Fodor and the Royal Winnipeg Ballet company were among the visiting artists in the 1975-76 series.

The Sunday Series supplements the regular concert series with music that is unique or seldom heard. It focuses primarily on individual performers, with both rising and established professionals performing each year. Recent programs have featured the harpsichord, fortepiano, guitar and cello and other conventional and non-conventional musical instruments and musicians.

The wealth of performing arts which the College offers does not end with musical events. The William and Mary Theatre, which recently completed its 50th season, annually offers several productions directed by members of the theatre department faculty and assisted by student directors. The department also sponsors the appearance of two visiting professional shows each season. College students starred in such productions as "Godspell" and "The Hot L Baltimore," while the Royal Shakespeare Company presented "The Hollow Crown" and the Uncola Man, Geoffrey Holder, starred in his own one-man show, singing, dancing, mimeing and demonstrating his many talents. Students' experiences in the Theatre

productions, as well as in Director's Workshop and Backdrop Club performances, have enabled a number of William and Mary graduates to pursue successful careers in acting--from headlining Broadway shows to starring in television comedies and nightclub acts.

Students in College dance classes received special attention from Geoffrey Holder, who taught a master class of advanced students during his visit to the campus.

Under the professional direction of two faculty members, students interested in dance comprise the modern dance group Orchesis. The group seeks to stimulate interest in America's unique contribution to the performing arts, modern dance, by giving three public performances annually and by sponsoring lecture-demonstrations in conjunction with such campus organizations as the Visiting Scholars Series and the Concert Series.

Nancy Nasworthy, a past president of Orchesis, is currently working and performing in New York City. She recently joined the dance workshop conducted by Albert Reid, a member of Merce Cunningham's company in New York.

The College also offers much in the realm of the fine arts. Special exhibits are held throughout the year in the Gallery of Robert Andrews Hall of Fine Arts and in the Botetourt Museum of Swem Library. Faculty members and fine arts students present showings of their works, and guest artists are invited to exhibit on campus from time to time.

Whenever possible, art from the College's own collection is displayed on campus for the William and Mary community and



College Band gives a performance.

Campaign for the College ★ ★ ★ ★ ★



An Orchesis performance at the College.

visitors. The total collection, which continues to grow with donations from alumni and friends, includes paintings, sculpture, antique furniture, prints, ceramics and porcelains from Western Europe and the Orient as well as the work of 19th and 20th century American artists.

Because of the limited display area and no permanent exhibition building to house the collection, much remains in storage but is displayed on a rotating basis.

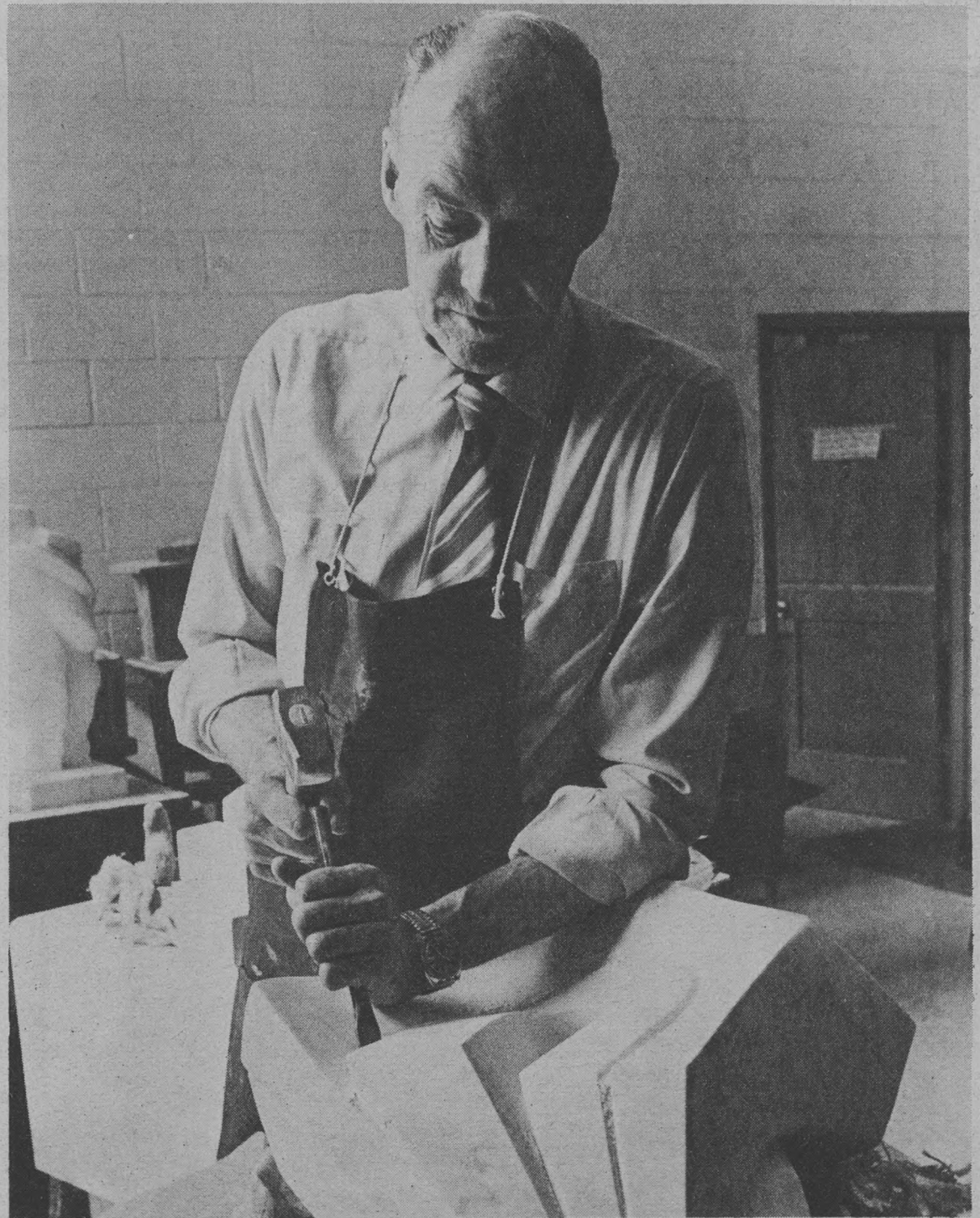
Faculty members have ready access to the collection, however, and works are frequently used for teaching purposes in the classroom.

Public lectures by distinguished William and Mary professors and by guest lecturers add another dimension to the academic and cultural life at the College.

One lecture series on "Our Future in the Cosmos" has been particularly well-received by Tidewater audiences. Sponsored jointly by the National Aeronautics and Space Administration's Langley Research Center and the College's Office of Special Programs, the series focuses on scientific aspects of man's future and his environment. The College recently received a \$30,000 grant from NASA to continue funding the series. It is designed with an informal "everyman" approach in which national and global issues are presented in a format for the layman. Other important lecture series are supported by endowment incomes.

In 1975-76, former Secretary of the Interior Stewart L. Udall opened the series with a lecture on the energy crisis and the American future. Other speakers were ecologist William E. Cooper, Pulitzer-prize winner Arthur M. Schlesinger Jr. and consumer expert Virginia H. Knauer.

Through the Visiting Scholars Program, students have the opportunity to learn first hand about the latest and most outstanding scholarship developing at institutions of higher learning in America and abroad. Experts in the fields of economy, ecology, literature, population control and education spoke on campus during 1975-76.



Exhibits and lectures by distinguished W&M professors such as sculptor Carl Roseberg complement the arts program.

WILLIAM & MARY *Alma Mater of a Nation*

Volunteerism: An Active Force On Campus

Volunteerism is an active force on campus. Students, faculty and staff are engaged in a variety of services and projects that touch the community in many ways. They carry on a tradition of service that continues quietly and effectively and has become an accepted part of campus life. Often, these activities are aided by private gifts.

Because of the active participation by students in service projects, William and Mary last year was selected as a model campus by the State Office of Volunteerism in its program "Volunteer Virginia."

Since that designation, a central office for volunteers "Help Unlimited" has been established on campus under the direction of the Director of Student Affairs, Kenneth Smith. The new office serves as a clearinghouse for information on projects that need aid and volunteers seeking assignments.

Next year Smith will be a consultant to a neighboring campus to expand on the idea of centralizing volunteer programs for maximum benefit to both the volunteer and the community.

A large part of the student service power

comes from the more than one hundred members of Circle K who carry on a five-point program of assistance to poverty families in outlying areas. Students provide a pre-school, one-to-one tutoring, recreation programs and a course in practical skills such as sewing and cooking as well as transportation and companionship to senior citizens.

The big blue school bus nicknamed "Blue Max," which was purchased by private funds raised by students, is the mainstay of Circle K transportation and it has become such a familiar sight in Williamsburg that it traverses the town almost unnoticed even though it rocks sometimes with the laughter of children on their way to a picnic or a ball game.

The club uses smaller vehicles for its senior citizens project which reaches old people who need transportation to medical appointments and for shopping or just an opportunity to see a smiling young face. Circle K members often bring senior citizens together for an afternoon of camaraderie and refreshments.

This year for the second time residents of the Chickahominy area near Williamsburg

declared "Circle K Day" and invited members of the club out to a family style picnic to show their appreciation.

Circle K has been on campus for more than 20 years. It was organized as a men's fraternity, sponsored by the Kiwanis Club with initiation, service projects and many social activities.

Women began working with Circle K in numbers following the introduction of a special service unit called "Mini Vista" which was formed in 1969 to provide students on campus during the spring break with a service project. Students who had elected to remain during the vacation wanted something to do - a respite from books. That spring Mini-Vista and the Williamsburg community rebuilt a home in the Chickahominy area for a black woman and her teenager. It was a joint college-community effort.

Students provided the labor in abundant measure, area churches provided mountains of sandwiches, piles of cookies and gallons of soft drinks to take care of noontime appetites of the workers. Faculty members provided both manpower and technical skill. Some opened their homes to students, businesses helped with supplies.

Women students sewing new curtains for the refurbished home Mini-Vista had restored. The gals came back the next year with Mini-Vista and Circle K to build a day-care center and recreation area for Chickahominy.

As more women became involved in Circle K projects the social aspects of the club gave way to the blossoming service projects. Now Circle K is looking toward rejuvenating some of the social aspects of the organization in order to build membership for next year.

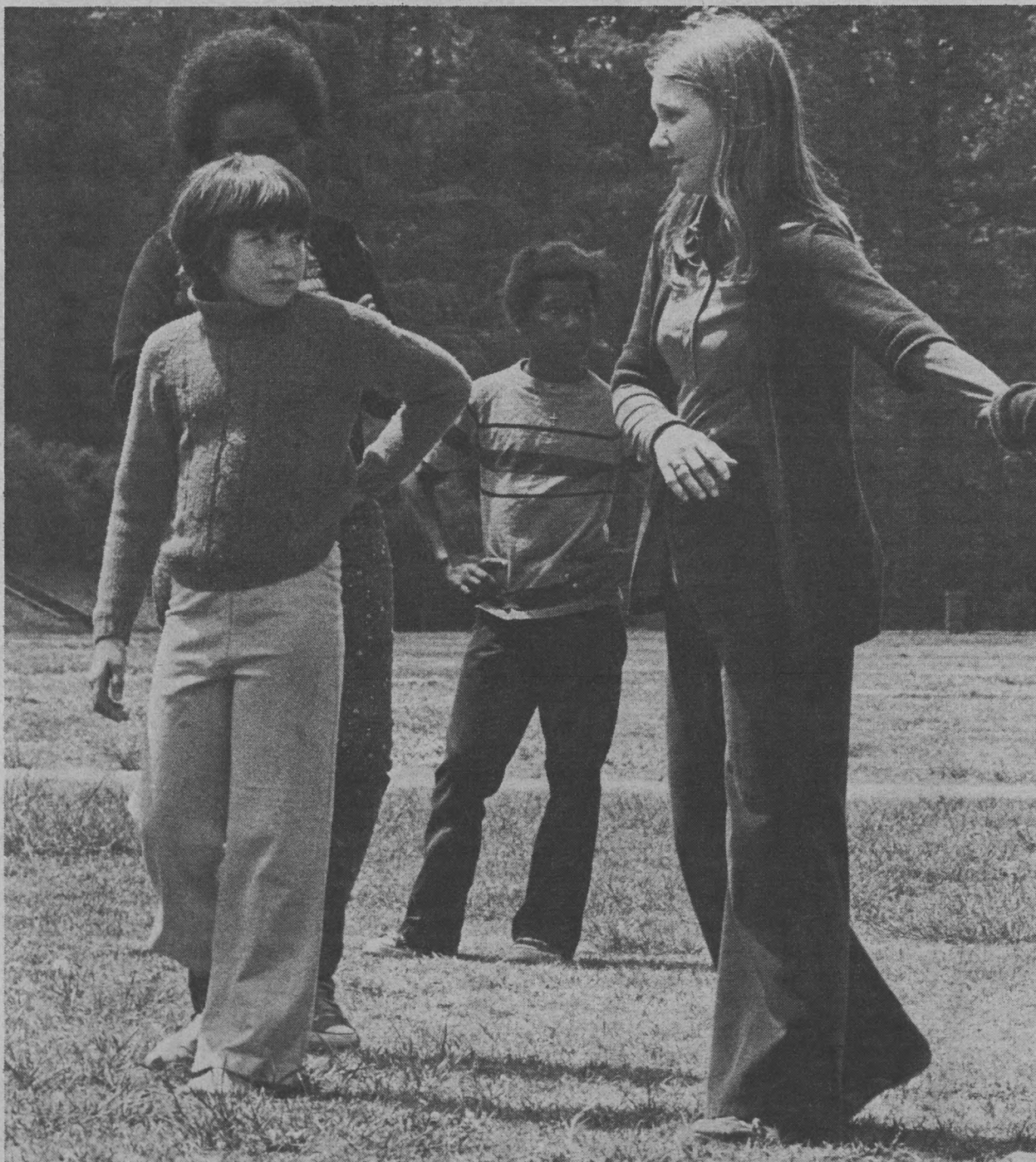
The Collegiate Civitan Club, sponsored by the parent Civitan organization, is a comparatively new club - just two years old - but already is deeply committed to community service. Members work with probation officials in Williamsburg and James City County in a "School Suspension" program. Students who would ordinarily be suspended from school are kept in school and tutored on a one-to-one basis by members of the Civitan Club. The club hopes to expand its activities next year and work with the Bacon Street organization in Williamsburg which maintains a crisis intervention "Hot Line."

Civitan earn money for their service projects by ushering at basketball games. The club also receives money from the Board of Student Affairs.

Colonial Business Consultants is a service operated by Master of Business Administration candidates who act as consultants to small business firms in the area. Included among their services is income tax aid to those in the community unable to finance professional assistance. This provides students with valuable experience in helping businesses deal with problems confronting their firms.

Ten students in the Marshall-Wythe School of Law also offered income tax advice this year, one of the many programs sponsored by the Internal Revenue Service nationwide.

A study of the National Institutes of Health several years ago determined that college aged volunteers in mental hospitals showed the greatest potential for service. William and



Circle K has a broad-based program of working with the community.

Campaign for the College ★ ★ ★ ★ ★

Campus, Community Work Together

Mary students who volunteer for work at Eastern State Hospital have borne this out. A spokesman for the hospital has called them the best help offered the hospital - reliable, innovative, cheerful, recourseful and tolerant.

The Westminster Fellowship on campus provides devotional services for patients on Sundays and sororities and fraternities plan parties for patients at holiday times and some work with individual patients.

Sororities and fraternities also support charities of their own choosing. Phi Kappa Alpha for the past three years has organized a bike marathon to raise funds for Muscular Dystrophy. Sigma Chi provided most of the play equipment for a pre-school for special children that was trying to get established in the community several years ago.

Students, faculty and staff were invited to participate in a "Hoe 'N Rake" project this spring, planned and promoted by the Special Programs Committee of Student Affairs and Help Unlimited to plant gardens for the needy and donate non-perishable food to local church food closets.

The Black Student Organization recently held a weekend workshop conference on the needs and opportunities for minority students in higher education.

William and Mary has long had a tradition of sharing its "resources." Faculty members in many departments have given talks to area schools on a variety of topics ranging from geology to life in outer space. The biology department provides a guided tour of the greenhouse atop Millington Hall for school groups who are regular visitors. The bio-bureau of the department offers illustrated lectures and demonstrations in science classrooms on the primary, junior and senior high school levels on topics ranging from dinosaurs to electron microscopy. The department has also offered small animals for loan to school teachers for classroom study. A "Borrow a Bunny" service was offered this year.

Consulting was offered through the biology department to new homebuilders - what to save - what to chop, and endangered plantings were offered a safe haven on campus.

On the other side of the campus members of the International Circle were offering free language classes.

Christmas is a special time on campus and traditionally community service is interwoven with almost all activities. Student pack baskets for needy families, visit shut-ins and go carolling. The Queen's Guard marching unit which adds color to the traditional Williamsburg Christmas parade is typical of the college in-put to many community events.

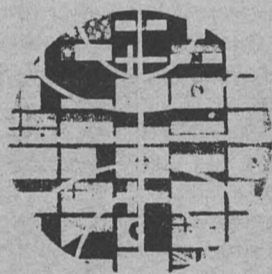
As well as the Christmas parade, there's a touch of W&M in most community events - the Occasion for the Arts, Garden Week, Meals on Wheels, the Williamsburg Community Theatre, and Red Cross Bloodmobiles are all helped by students, faculty or staff.

Faculty members participate actively in the body politic of the community, sitting on boards and holding elective and appointive offices. Major fund drives, service club projects and church drives all benefit from the active participation by members of the William and Mary family.

Volunteerism is an active force on the William and Mary campus.



Pi Kappa Alpha fraternity sponsors a bicycle marathon for muscular dystrophy each year.



W&M Students Span The Globe

"The use of traveling is to regulate imagination by reality, and instead of thinking how things may be, to see them as they are."
Samuel Johnson, 1786

More and more William and Mary students, attracted by the unique educational opportunities available in Europe, are taking a year of absence from the College to study abroad.

William and Mary, like most other liberal arts universities, has long recognized that its students need not--and indeed cannot--learn everything in the confinements of a single campus. Foreign study offers students a unique opportunity to explore educational experiences different from those found at American universities.

The reasons for attending a foreign university, according to the Office of Student Development, vary between individuals. Some students, often those who have concentrated in foreign languages or literature, seek exposure to a different culture. Many desire to utilize resource materials not available in the United States. Still others, particularly those involved in the social sciences, want a closer look at foreign governmental and educational systems.

Susan Deery, Associate Dean of Students for Student Development, says that a lot of the preconceived misconceptions about foreign study are gradually being dispelled. The cost of studying abroad, for instance,

need not be higher than living and studying at an American university. And the programs are not, as many students believe, restricted to universities in western Europe. William and Mary students have studied in Japan, Nepal, Denmark and enough other countries to make even Marco Polo jealous.

The College sponsors a number of its own foreign study programs. They are designed to give students a plan of study that is directly related to courses already completed on campus. Most credits can be transferred without significant difficulty.

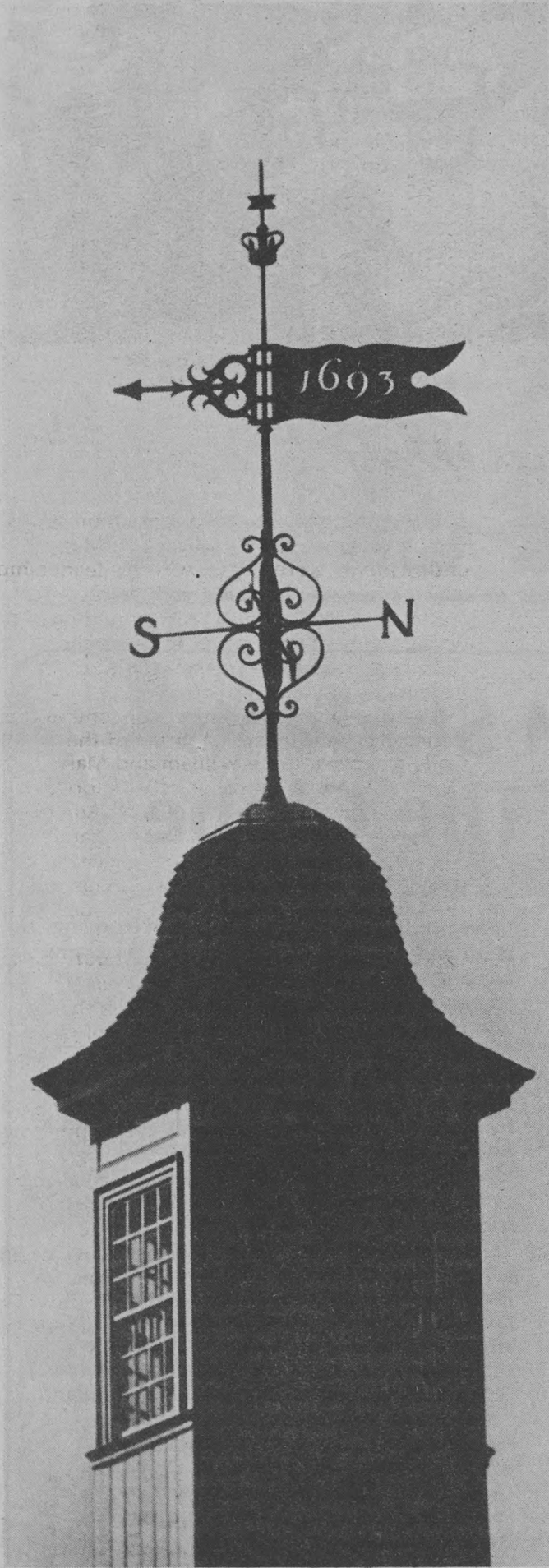
The British Isles are the most popular locations for foreign study. Seven to 10 juniors study each year at the University of Exeter in England, and one student usually attends St. Andrews University in Scotland. A religion concentrator can attend the Divinity School at St. Mary's College, also in Scotland.

During the summer, William and Mary faculty members establish a College extension for 30-40 students at Christ's College at Cambridge University. Law students can also participate in a summer program at Exeter.

Other programs offered by the College include an exchange with the University of Munster in West Germany, and a junior year program at the University of Montpellier in southern France.

There are literally hundreds of programs not specifically arranged by the College, but available to fit almost every student's needs.

W&M Adversity Inspires Strength...



Two hundred years after the American Revolution, William and Mary is "financially sound, educationally alive, and well-housed and equipped to teach Virginia's and the Nation's best and brightest men and women."

That summary was given by Dr. Thomas A. Graves, Jr., the 24th president of the College, on the occasion of William and Mary's Bicentennial Charter Day convocation.

Dr. Graves had reflected on the state of the College 200 years before, when President James Madison faced an economic crisis which prompted frequent rate increases, salary cuts, and the sale of College lands. The time of the American Revolution was one of many periods when William and Mary seemed on the brink of financial collapse, always to recover and move to positions of greater strength.

But in 1976, despite inflation and State budget limitations, William and Mary continues to strengthen—a tribute, Dr. Graves said, "to those thousands of alumni, parents, and friends who... have gone the extra miles to help make the College of William and Mary what it is today.

"We intend to sustain this momentum through America's third century, grateful in the knowledge that we have this kind of encouragement," he said.

The conviction of supporters of the College has, in the course of 283 years, saved William and Mary from near-collapse.

From its early beginnings the College has had to struggle for financial backing. The Reverend James Blair, first president of William and Mary, was dogged in his efforts to secure the College's royal charter and solicit funds to support the fledgling school.

His determination was rewarded when, on February 8, 1693, King William III and Queen Mary II granted a charter to establish the College of William and Mary in Virginia. The King also provided nearly two thousand pounds annually from quitrents in Virginia, a penny tax on every pound of tobacco exported from Maryland and Virginia to countries other than England, the "Profits" from the surveyor-general's office and 10,000 acres each in the Pamunkey Neck and on Blackwater Swamp.

Later Blair was instrumental in persuading the executor of the estate of the Honorable Robert Boyle, to direct a substantial fund to support an Indian School at the College.

Prior to the Revolution, the annual income of the College, from duties granted in its royal charter and by the Colony, from "Boyle's Charity," funded capital and scholarships, was nearly 4,000 pounds sterling. In 1776 it was the richest college in North America, and had been the constant recipient of royal, colonial and private gifts.

The War of Independence brought hard times to all the American Colonies. William and Mary, which depended upon Great Britain for financial support, was particularly hard hit.

The income from its British-held trusts was sequestered, the taxes levied in its interest on tobacco exported from Maryland and Virginia were abolished, and its endowments were wasted by inflation. Enrollments and income from tuition fell off drastically as students enlisted in the army.

When Bishop Madison took office as eighth president of the College in 1777, he was faced with the challenge of rebuilding a university whose operating funds had been decimated.

The problems he faced and actions he took to restore the school to a secure financial footing sound surprisingly familiar, two hundred years later. He left staff positions unfilled, and he asked those who remained to do double duty. He increased tuition, room rates and board costs three times in as many years. He turned to the dormant assets of College land to obtain operating funds. He sought what endowments he could from benefactors, and he enlisted the assistance of influential alumni and friends to obtain aid from the new state government.

When he retired in 1812, Madison had restored the College to what he considered "a good level of prosperity."

Less than half a century passed, however, before William and Mary again faced a desperate financial struggle. During the Civil War strife much College equipment was destroyed and the Brafferton and Wren Buildings were badly damaged by occupying Federal troops. A fire in the Wren Building necessitated using the Brafferton as classrooms and the President's House as a location for the library and the chemical and philosophical apparatus.

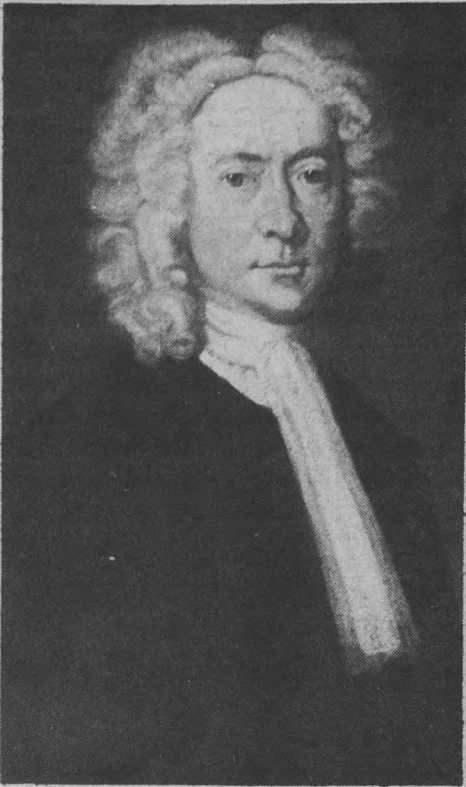
The school's revenue-producing endowment was reduced drastically from a comfortable \$130,000 to the totally inadequate sum of \$30,000. Its economic situation was precarious at best. It had only a few dozen students, six or seven faculty members, and a library that was open for two hours a week.

President Benjamin S. Ewell relentlessly sought private contributions to repair and revitalize the College. He raised funds sufficient to restore the Wren Building and operate the College through the 1881-82 academic year, but not to restore the critically depleted endowment. The College was forced to close for lack of funds.

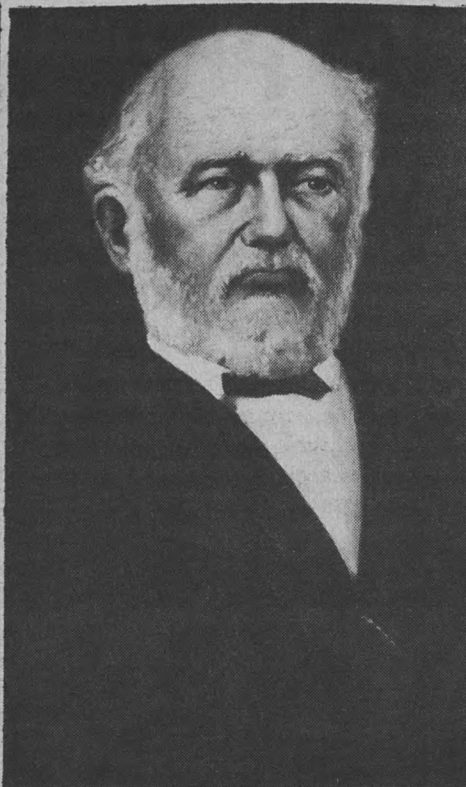
Since 1870 Ewell had also waged a persistent campaign to obtain state and federal funds to revitalize William and Mary. He made four appearances in Congress, recounting the early history of the College

Campaign for the College ★ ★ ★ ★ ★

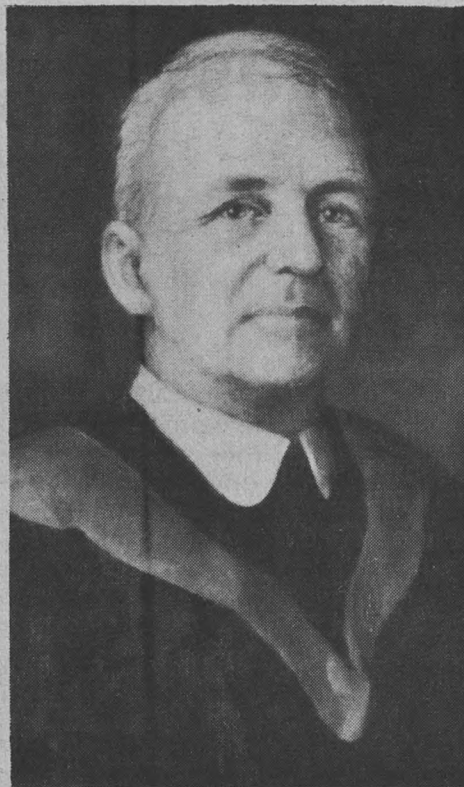
W&M PRESIDENTS IN TIME OF CRISIS



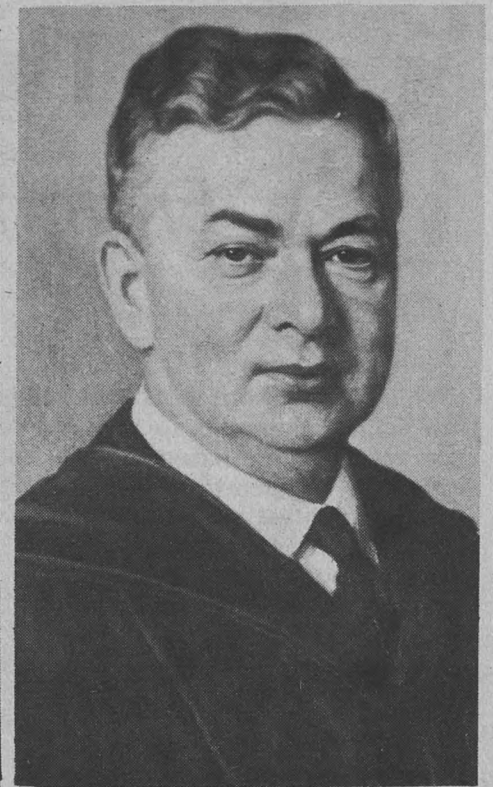
James Blair
(1693-1743)



Benjamin S. Ewell
(1848-1849, 1854-1888)



Lyon G. Tyler
(1888-1919)



J.A.C. Chandler
(1919-1934)

. . .As Presidents Lead The Way

and arguing that the \$69,000 the College was requesting was a small price for the reconstruction of the alma mater of Jefferson, Marshall, Randolph and Monroe. His exertions had little practical effect--William and Mary remained in desperate straits--but they did serve to keep the plight of the College before the country.

In 1883 he came up with a plan to make William and Mary the state normal school and even persuaded the Peabody Fund to promise a contribution of \$8,000 a year. But the Board of Visitors balked at surrendering the College character and property to the state.

Supporters continued to plead William and Mary's case to the public. Congressman George Hoar of Massachusetts urged contributions to William and Mary in a speech at Harvard's 250th anniversary celebration in 1886.

The following year the U.S. Bureau of Education published a history of the College by distinguished Johns Hopkins historian Herbert B. Adams, as one of its Circulars of Information. Adams wrote indignantly that "an institution which was once a beacon of learning and of political intelligence, not alone for Virginia but for the whole South and for the country at large, has been suffered to decline by a nation which owes it an actual although paltry debt of \$70,000."

Help came at last in 1888-but from the state rather than federal government. The Virginia General Assembly agreed to appropriate \$10,000 annually for William and Mary; in return the College undertook to train young men to teach in the public schools, though it did not immediately become a state institution.

With the College's survival assured, Ewell retired from the presidency.

To his successor, Lyon G. Tyler, befell the task of guiding the school into the modern age and re-establishing its national

reputation. While Ewell had saved the College, it was woefully lacking in resources when Tyler assumed his new duties. The doors were locked, rats had taken over its buildings, and weeds infested the College Yard.

For 31 years, Tyler, the son of President John Tyler, worked to persuade students to enroll, fine professors to join the faculty, and wealthy and influential persons to assist the College in its rehabilitation. Aided by his equally dedicated and energetic wife Annie, Tyler attracted resources for the reconstruction of College facilities, organized a successful experimental program for teachers on campus, opened the university for the first time to women, inaugurated the *William and Mary Review*, initiated archaeological investigations of early Jamestown, and assembled a versatile, if somewhat eccentric, faculty. He turned promoter, assisting in the formation of Williamsburg Business Men's Association, which was instrumental in reviving the *Virginia Gazette*.

Ewell's successor's brought the same vision and force to the development of the College. J.A.C. Chandler, "brusk, short-spoken, and all business," and entirely sympathetic to the spirit of utilitarianism, brought a period of development unknown since the era of James Blair, the first College President. A builder, Chandler increased the physical plant from a half dozen buildings with a value of \$450,000 to more than 24 with a value of \$4,772,000. The student body quadrupled to 1269 and the faculty grew from 27 to 80. Among the faculty he attracted to William and Mary was the Reverend W.A.R. Goodwin, Director of Endowments and professor of Biblical literature and rector of Bruton Parish Church, who later persuaded John D. Rockefeller to restore Colonial Williamsburg.

John Stewart Bryan, who succeeded Chandler, concentrated with success on

uplifting the character and reputation of the College. The modern William and Mary endowments were begun with his leadership and his recognition that the State resources available to William and Mary would need to be supplemented in order to move the College to its rightful place as one of America's great institutions.

President John D. Pomfret concentrated on enriching the intellectual thrust of the College, reviving the *William and Mary Quarterly* and establishing with Colonial Williamsburg the Institute of Early American History and Culture. Alvin Duke Chandler, who succeeded Pomfret, laid the basis for developing a modern campus and, as well, re-establishing the School of Law, successor to the nation's first one.

A \$36 million building program during the 1960s was spearheaded by Dr. Davis Y. Paschall. He took office faced with the fact that the College was in dire need of new classrooms due to a doubling of enrollment during the past 30 years. Vacant churches, basements and even barns were being used for classroom facilities until, over a period of a decade, the new campus was designed, funded and completed. Dr. Paschall also led the establishment of the College's first doctoral programs, a pre-requisite to inaugurating important research activities and measurably improving faculty salaries.

With the building program nearly completed, with the exception of a modern facility for the School of Law and for the nationally prominent Chemistry Department, Dr. Graves turned his attention to renovating 40-year-old dormitories to make them livable, and to completing the building program. But the main thrust of his administration has been to enrich the students' educational experience in the broadest sense and establish a firmer common awareness of the mission of the College for future years.

The Washington Program:

Enriching The Academic Experience

When Dean of Students Sam Sadler started to solicit speakers this spring for a new academic program based in the nation's capital, he decided to go after the biggest and the brightest personalities Washington has to offer.

He had nothing to lose by asking politicians like Hubert Humphrey and journalists like James Reston, even if he expected them to hear him out, smile politely, and say "no, just too busy."

Sadler was surprised to find out that the Humphrey's and Reston's of the world have at least one weakness--they're concerned individuals who can't help breaking appointments to talk to inquisitive young people. With much less arm-twisting and pleading than he had imagined, Sadler, with the help of a number of alumni and friends of the College, lined up two groups of speakers who have few peers, in Washington or anywhere else.

Needless to say, the *Washington Program* quickly became known as a valuable and unique educational venture, both on campus and on the political cocktail-party circuit in Washington. It is one of the many ways in which the total educational experience is being enriched, usually with private gift income.

The first two sessions of the new program attracted the applications of over 100 students, despite the fact that only 20 could be accepted for each three-day trip. Most who applied were interested in the two topics--political parties and the character of presidential leadership. Others wanted to meet and to hear speakers like the head of the Republican National Committee, the managing editor of the *Washington Post*, and the principal speech writer for President Ford.

None of the students knew that the President himself would recognize the *Washington Program* as "an outstanding leadership program" that "perpetuates the best of the William and Mary tradition." The President personally greeted the group at the Roosevelt Room of the White House and invited the students to attend a special press conference in the Rose Garden.

Students returned from both sessions with similar opinions--the *Washington Program* was hectic, exhausting and incredibly satisfying.

Few programs at the College have received such strong support from varied sectors of the College community. Students, faculty and administrators took about a year to come up with a feasible structure for the proposed program. Then alumni and friends of the College, observing that the College had long needed something like the *Washington Program*, responded with vigor. Suddenly it became evident that alumni in important, influential positions in the nation's capital could lend more to their alma mater than money or prestige. Apparently there doesn't exist a Washington V.I.P. that some William and Mary alumnus or friend doesn't have an "in" with.

The *Washington Program* tries to relate, in the words of President Graves, "the academic process to the realities which govern the world of experience." A student can't fully understand the pressures of political campaigning or the feelings behind presidential decisions by reading a textbook. But talking to people who were there--on the campaign trail and at the president's side--can rate as an eye-opening experience.

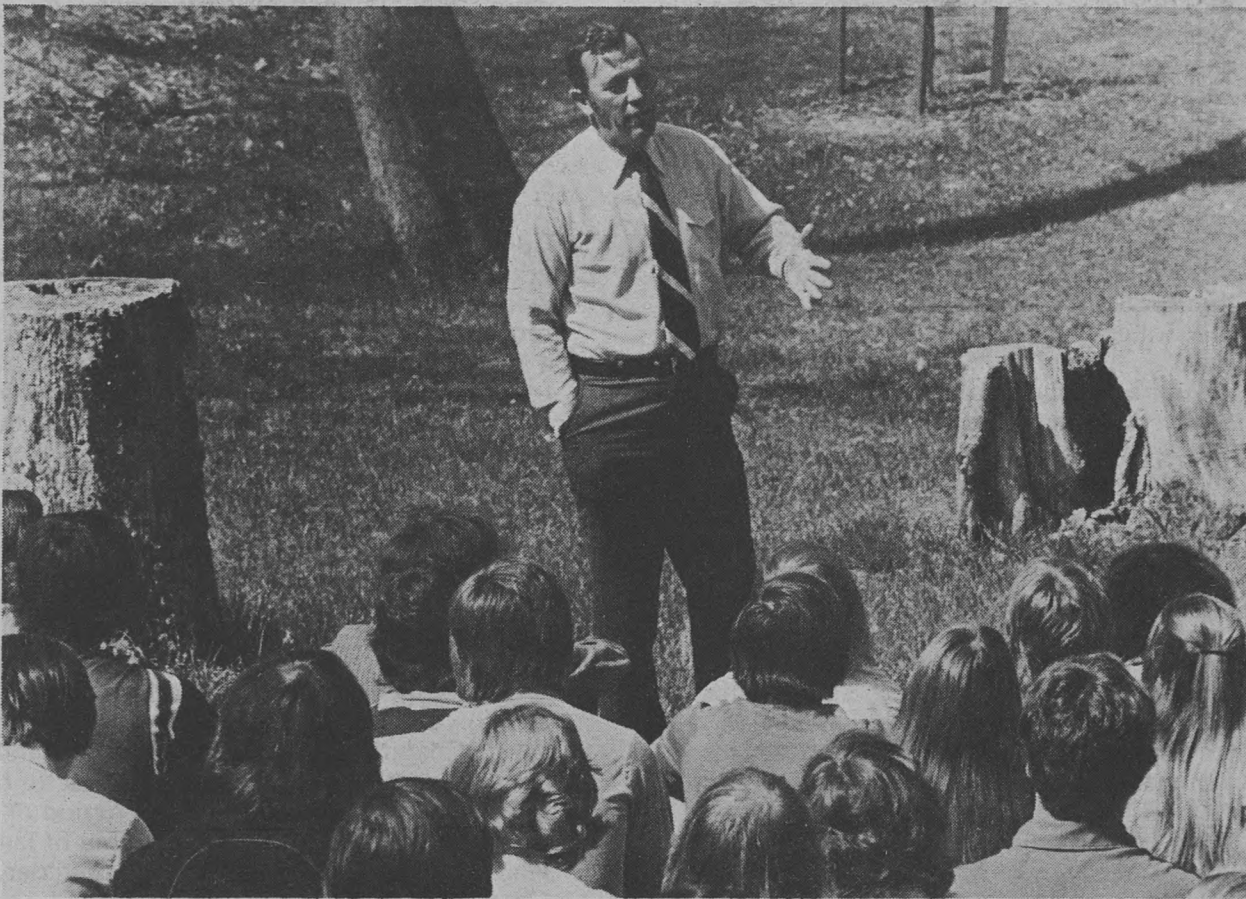
The *Washington Program* transports the students to the stomping grounds of its principal speakers, where the busiest of our national leaders can often find an hour or two to spare, and usually participate without asking for an honorarium.

Occasionally, the College can convince national opinion-makers to appear on campus. Money and time, as usual, are primary obstacles to attracting nationally-known speakers. Fortunately, there are exceptions to the rule.

come to campus to participate in the Ferguson Seminar, a three-day workshop on publishing held annually at the College.

The School of Business Administration is growing not only in numbers of students, but in the varied outside resources it has used to "humanize" its programs. Students talk to the presidents of the world's biggest corporations by way of a special telephone hook-up, and organize a day-long workshop with business leaders at the close of the spring term. The school has its own businessman-in-residence program and has been known to helicopter corporate leaders from nearby metropolitan areas to speak to its classes.

The opinions of outside experts are of vital importance in the programs conducted at Project Plus and the language houses. It is impossible, in fact, to study a topic as broad and far-reaching as this year's Project Plus theme--Medieval and Renaissance



CBS news correspondent Roger Mudd exemplifies the type of nationally-known speaker who has given his time to William & Mary.

Roger Mudd, for instance, spent the most part of three days last month talking to William and Mary students in classrooms, residence halls and meetings of campus media organizations.

The CBS journalist, though enmeshed in the hectic coverage of the presidential primaries, donated his time to answer literally hundreds of student queries about the press and politics. For one long weekend, Mudd was the College's own "journalist-in-residence."

Students who work during their off-hours at the student newspaper, yearbook, magazine and radio station are again the principal benefactors of the speakers who

Man--without searching out experts on everything from the feudal system to the Crusades.

Surprising as it may seem, the guest speakers who participate in various College programs fit into the academic environment amazingly well. They seldom stand up and lecture--but they're accustomed to answering the toughest of questions. In most cases, the experiences they relate support the theories and principles students study in the classroom.

It becomes clear--to both the student and the speaker--that a liberal arts education can, in a very special way, prepare a student to take his or her place in the "real" world.

Campaign for the College ★ ★ ★ ★ ★

College Announces \$19 Million Campaign

Cont. from P. 1

friends. An executive committee for the Campaign has been formed of members of the Development Council, and the chairman of two special Campaign committees--an internal college-wide Campaign Coordinating Committee and a Campaign Public Relations Advisory Committee of publishing, advertising, public relations and communications executives.

Of the \$19,000,000 three-year goal, \$10,000,000 is for immediate increases in endowment, of which more than half would be for student assistance through grants, scholarships and fellowships. Another \$5,000,000 in the total goal is for

future endowment increases, through wills, bequests, trusts and insurance policies. In addition, the Campaign calls for gifts for current operations to total \$4,000,000 during the three years--an increase of about 25% per year over last year's total.

Dr. Graves noted that Dr. Paschall, in his 1971 report on the years of his presidency, admonished the College that increased private support would be necessary if the College wished to "enhance its excellence and quality for which it is nationally recognized."

Dr. Graves called the Campaign an opportunity for "a new renewal of the College of William and Mary, a restoration of its historic place of

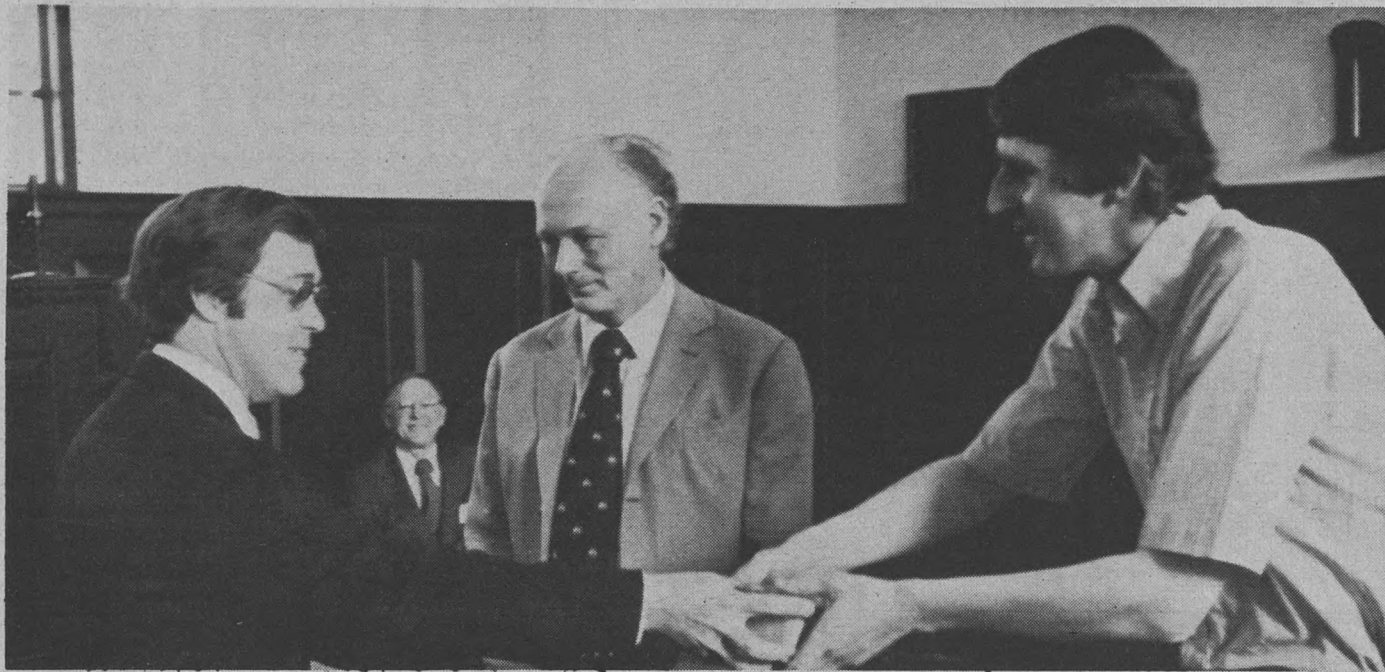
leadership in the affairs of American life."

William and Mary currently has about \$9,000,000 in endowments. About half of the endowments are managed by the Board of Visitors, and the other half by the Trustees of the Endowment Association, Inc., a private organization formed in 1939 by President John Stewart Bryan.

Arthur B. Hanson '39 of Washington, chairman of the Development Committee of the Endowment Association, pointed out that the new endowment resources given during the Campaign for the College will be added to the Endowment Association's resources. He noted that the

Association has no connection with the Commonwealth of Virginia, but its allocations of funds to the College are based on priority needs established by the College administration and Board of Visitors.

Hanson also reminded the audience that the General Assembly has declared, as a matter of public policy, that State-supported colleges and universities should be encouraged to expand their endowment resources in order to improve their programs and services. The same declaration stipulates that the existence of such endowments will not be a factor in State determination of college and university operating budgets and appropriations.



LORD DUNMORE VISITS

The Earl of Dunmore (right) received a Bicentennial Medallion from Gordon Vliet, Executive Vice President of the Society of the Alumni, during a visit to William and Mary in May. Lord Dunmore, a descendent of the last Royal Governor of Virginia, was on a tour of the United States. In the middle is Lord Montague of Beaulieu, senior member of the Dunmore party.

THE SOCIETY OF THE ALUMNI
PRESENTS
ALUMNI TRAVEL TOURS
(For members & their immediate families)

LONDON

Aug. 9-17 \$447.35

RUSSIA

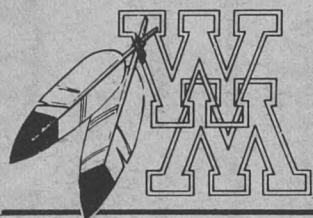
Oct. 1-8, 1976 \$689.00

All prices subject to fuel surcharges and possible dollar fluctuations.

DULLES DEPARTURES!

For further information and/or reservation coupon, contact: Society of the Alumni, P.O. Box G.O., Williamsburg, Va. 23185
PHONE: (804) 229-7545

OCTOBER 7-8-9



HOMECOMING '76

Reunion Classes

1926 '31 '36 '41 '46 '51 '56 '61 '66 '71 and the Olde Guard

REUNION REST AND RECOVERY AREAS

Olde Guard	Brick House Tavern
1926	Williamsburg Lodge
1931	Williamsburg Lodge
1936	Mount Vernon Motor Lodge
1941	Motor House
1946	Patrick Henry Inn
1951	Williamsburg Lodge
1956	Fort Magruder Quality Inn
1961	Lord Paget Motor Inn
1966	Colony Motel
1971	Captain John Smith Motor Lodge
OWJ	Howard Johnson Motor Lodge

HOMECOMING FOOTBALL GAME

William & Mary versus Delaware

Price: \$7.00 per ticket plus 50 cents pstg. and ins. The Athletic Ticket Office phone number: 229-3396

FOOTBALL TICKETS MUST BE ORDERED DIRECTLY FROM:

THE ATHLETIC OFFICE
BOX 399
WILLIAMSBURG, VA. 23185

HOMECOMING HEADQUARTERS AT ALUMNI HOUSE

THURSDAY, OCTOBER 7, 1976

Order of the White Jacket Reception
Order of the White Jacket Banquet

FRIDAY, OCTOBER 8

Registration
Golf Tournament for Alumni and Spouses
Campus Re-Orientatoin; Brief Campus Bus Tour to follow
Sunset Parade
Class Cocktail Parties, Cash Bar
Alumni Annual Banquet
Annual Meeting of the Society
Presentation of Alumni Medallions
Address by President Graves

SATURDAY, OCTOBER 9

President's Reception and Continental Breakfast
Registration
Homecoming Parade - Another Biggie this year
Luncheon on the Lawn until Kick-off
Reunion Class Photographs
Football - William and Mary vs. University of Delaware
"Fifth Quarter" Social Hour
Alumni Dinner
Alumni Dance - BYOL

ADVANCE ROOM RESERVATIONS

Please make the 1976 Homecoming reservations for me at the class motel _____

Other _____ (Specify) There will be _____ persons in my party

Arrival date _____ Departure date _____

Reservations confirmations will be mailed direct.

Reservations must also be made at a later date for Friday and Saturday night dinner reservations.
THIS IS NOT TO BE CONSIDERED A DINNER RESERVATION.

Name _____ Class _____
(please print)

Street _____ Phone _____

City _____ State _____ Zip Code _____

MAIL TO: ALUMNI OFFICE, P.O. BOX GO, WILLIAMSBURG, VA. 23185

POSTMASTER: Send Form 3579 to
P. O. Box 1693, Williamsburg, Va. 23185

Second-class postage paid at Williamsburg, Va.

ALUMNI GAZETTE

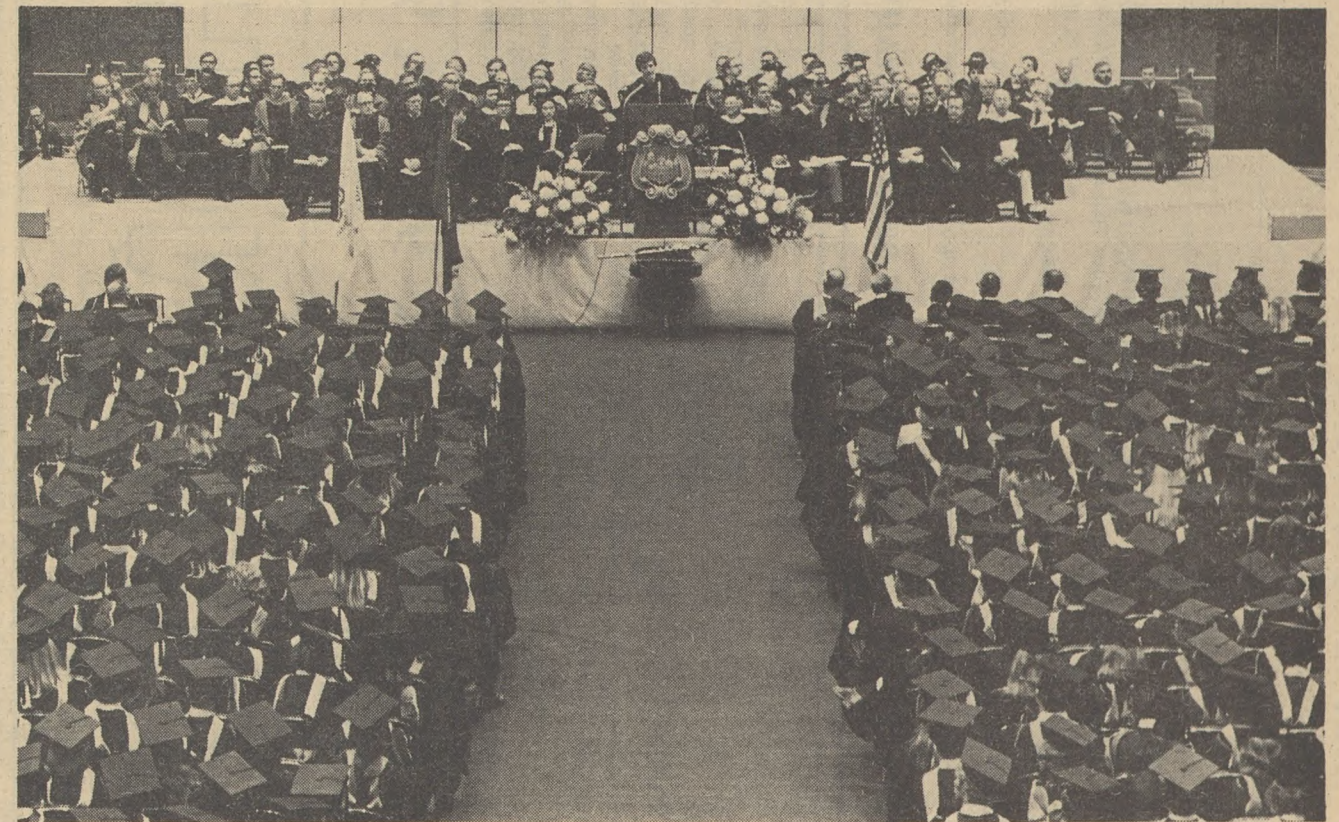
of the College of William and Mary

VOL. 43 NO. 12

WILLIAMSBURG, VIRGINIA 23185

JUNE 1976

College Graduates Record Class



HEW Secretary Addresses Graduates

The largest graduating class in William and Mary's history received degrees on May 16 in Commencement Exercises highlighted by an address by Dr. David Mathews, the Secretary of Health, Education, and Welfare.

Some 1020 graduates received baccalaureate degrees and 340 received master's and doctoral degrees.

In addition, the College honored four distinguished individuals with honorary doctorate degrees. They are Dr. Mathews, honorary Doctor of Humane Letters; Robert Coles, a psychiatrist and author from Harvard University Health Services, Doctor of Humane Letters; Thomas Roy Jones of Gloucester, Va., a retired business leader and past chairman of the Board of Directors of the School of Business Administration Sponsors, Doctor of Laws; and

Dr. Henry Rosovsky '49, noted economist and Dean of the Faculty of Arts and Sciences at Harvard, Doctor of Laws.

Other honors went to Thomas E. Thorne, professor emeritus of Fine Arts, who received the Algernon Sydney Sullivan Award for contributions to humanity; and graduates Michael Hoskins Lee, Falls Church, Va., who received the Botetourt Medal for scholarship; John Francis Weiner, Cherry Hills, N.J., Carr Cup for character, leadership, and scholarship; and Corby Lynne Cochran, Roanoke, and Gary Wayne Charles, Woodbridge, Va., who each received the Algernon Sydney Sullivan Award for contributions to humanity.

The *Gazette* will provide more detailed coverage, including photos, in its July issue.

CHECK YOUR ADDRESS! If it is incorrect in any way, please fill in below, then tear out this entire block including old address and send to Box 1693, Williamsburg, Virginia 23185.

Name _____
Street _____
City _____
State _____ Zip Code _____

BOTETOURT BOUTIQUE

WILLIAM & MARY MERCHANDISE
P.O. Box 60, Williamsburg, Va. 23185
Make checks payable to "SOCIETY OF THE ALUMNI"

William & Mary Medallion Chairs

Boston Rocker, all ebony	\$90.00
Armchair, all ebony	\$95.00
Armchair, cherry arms	\$95.00

William & Mary Coat of Arms Chairs

Boston Rocker, all ebony	\$70.00
Armchair, cherry arms	\$75.00
Straight chair	\$55.00
Armchair, all ebony	\$75.00

Other Merchandise

Blazer buttons, coat of arms	\$17.50
Blazer badges, coat of arms	\$15.00
Silver Cipher pierced earrings*	\$10.00
Silver Cipher necklace*	\$15.00
Silver Cipher pin*	\$10.00
Silver Cipher tie pin*	\$5.00
Coasters, set of 4, W&M cipher	\$6.00
Crewel kit	\$15.00
Cushion for W&M Chair, dark green with thin black trim	\$11.00
Handbag, green and gold, w/W&M monogram	\$15.00
Morpurgo Book, <i>American Excursion</i>	\$15.00
Morpurgo Book, <i>Their Majesties Royall Colledge</i>	\$25.00
W&M Handblown Glass Mug	\$8.95
Needlepoint kit - coat of arms	\$20.00
Pottery plate - coat of arms	\$17.50
William and Mary ties - navy, with stripes plain or with stripes, green	\$9.50
Wren Building watercolour	\$7.00
Millington print	\$4.00

Sales tax is included in the cost of each item.

All chairs picked up at the Alumni House are subject to a freight charge of \$10.00.

All chairs to be shipped direct will be shipped freight collect.

Chairs ordered should be allowed ten to twelve weeks for delivery, except rockers, which are subject to manufacturing schedules.

*Profits from the sale of these items, handcrafted by Mike Stousland '41, are donated to the College. Mike provides the silver at his own expense.