

ALUMNI GAZETTE

of the College of William and Mary

Business and Industry Committee

New Group Seeks Business Support

A new committee has been formed to increase William and Mary's support from business and industrial firms in Virginia and throughout the nation.

The Business and Industry Committee, established to assist the three-year, \$19 million Campaign for the College, is chaired by George M. Walters, President and chief operating officer of Reynolds Metals Co. It held its first meeting on December 13 in Richmond.

"Although William and Mary is a state-supported school, it must rely heavily on contributions from the private sector," says Walters. "The purpose of our committee is to encourage business firms in the state and out of the state to provide financial support for the College's outstanding programs."

At its meeting, the Committee made plans to solicit leading corporations by making personal calls with members of William and Mary's administration on business executives. An especially intensified effort will be made in the first quarter of 1977, and the Committee intends to meet again in March to review results and decide on further steps that need to be taken.

Walters is also Chairman of the Directors of the School of Business Administration Sponsors, Inc. at William and Mary. The vice chairman of the committee is Raymond T. Waller, Chairman of the Board of Cecil, Waller & Sterling, Inc., investment securities, a William and Mary alumnus, '40 and mem-

ber of its Board of Visitors and Alumni Board.

Other members of the William and Mary Business and Industry Committee are James F. Betts, President, Life Insurance Company of Virginia, Richmond; Frederick Deane, Jr., Chairman of

the Board, President and chief operating officer of the Bank of Virginia Company, as well as Vice Rector of William and Mary's Board of Visitors; Milton L. Drewer, Jr., Chairman of the Board and President of Clarendon Bank and Trust, Arlington, also a

member of W&M's Board of Visitors; Thomas Roy Jones, retired Chairman of the Board of Schlumberger, Ltd.; Robert Kingsley, Corporate Giving Officer, Exxon Corporation, New York, NY; Daniel D. Lewis, Vice President, Chesapeake Corporation of Virginia, West Point; Raymond A. Mason, '59, Chairman of the Board and President, Legg Mason Division of First Regional Securities, Inc. of Baltimore, Maryland; Bernard Nolan, '51, Vice President, Procter & Gamble Company, Cincinnati, Ohio; and B. Walton Turnbull, '49, Executive Vice President, United Virginia Bankshares of Richmond.



George M. Walters (left), President of Reynolds Metals Co., and Raymond T. Waller, '40, Chairman of Cecil, Waller & Sterling, Inc., are Chairman and Vice Chairman of the Business and Industry Committee.

Common Glory Closes Down

After a 28-year run, The Common Glory, one of the nation's best-known outdoor dramas, has been closed down because of poor attendance and burgeoning deficits.

The board of directors of the Jamestown Corporation, which produces the drama at the Lake Matoaka Amphitheatre on the William and Mary campus, reached the decision in December.

At the time of the announcement, Lewis A. McMurrin, Jr., Newport News, chairman of the board, said the Common Glory was in debt \$12,958. During the

1976 season, the play lost \$34,000, despite the Bicentennial which was expected to give a boost to sagging attendance. Only 34,293 attended the play last summer, down from the average of about 44,000 during the last 20 years.

Ironically, the closure came in the wake of a successful fund drive, begun in 1974, that netted \$104,000 from private donors, \$25,000 in matching funds from the General Assembly and substantial donations from the drama's trustees. Even that money, used to replace most of the production's costumes, to up-

date lighting and electrical systems, and to refurbish the amphitheatre, could not save the drama.

McMurrin estimated it would cost \$50,000 to open in 1977 and eliminate current debts. A special committee had conferred with a number of individuals and organizations, including Colonial Williamsburg and Busch Gardens, to see if any financial help was available, and it was not.

The Common Glory, written by Pulitzer Prize author Paul Green, attracted more than 1.75 million people in its 28 seasons. The Lake Matoaka Amphitheatre will remain part of the College.

Campaign Pledges Top \$4 Million

A series of practical accomplishments and planned, sequential steps have marked the progress of the \$19 million Campaign for the College since it was announced on May 14, 1976.

William and Mary has received gifts and pledges totaling \$4,140,706, or 22% of the overall campaign, through December 15.

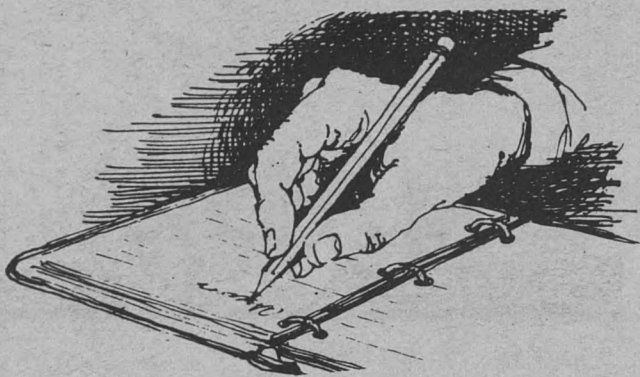
The most encouraging results have been achieved in testamentary gifts or "expectancies." The Campaign for the College has recorded \$1,659,600, or 33% of its goal of \$5 million. Capital gifts for endowment total \$2,053,784, or 20% of the \$10 million sought for student financial aid, faculty support and development, and educational program enrichment.

William and Mary also seeks \$4 million in gifts to be expended during the three-year campaign period for the maintenance and operation of on-going programs.

"More intensive support is needed here," said Jean Canoles Bruce, '49, Vice Chairman of the National Council for the Campaign. "During the first seven months only \$427,322, or 11%, has been contributed.

Cont. on P. 11

Editor's Notebook



Included in this issue of the *Alumni Gazette* is the 1975-76 President's Report which covers the year from July 1, 1975 until June 30, 1976. The fact that it is within these pages, a departure from the booklet of years past, is some evidence of the College's determination to "make do" with less money in tight times.

The Report covers an academic year during which, despite budgetary problems, continued progress was made in most important areas of campus life.

Going beyond the Report, however, it can also be said that 1976 was an outstanding year in William and Mary's recent history--but it had its gloomy aspects.

Some of the more observable highlights of 1976 were these:

*Publication of the first thorough historical book devoted to William and Mary, as the completion of a project which had been long overdue.

*The decision in May to launch the three-year Campaign for the College with an overall goal of \$19 million, by which William and Mary at last began a concerted effort to broaden its base of financial support, something that other major state colleges and universities had done years ago.

*The further strengthening of the ancient Honor System at William and Mary, after prolonged internal study, to give it new viability at a time when honor systems at other universities were under attack and being abandoned.

*The first Alumni College, bringing back the College's former students for a special week-long educational outing.

*The arrival of the distinguished attorney and former Senator, William B. Spong, Jr., as Dean of the Marshall-Wythe School of Law, as the new leader in an effort to shape the school into one of the nation's more outstanding.

*And with that move, the groundbreaking for the new National Center for State Courts on William and Mary property, adjacent to the proposed new law building.

*The inauguration of the new Washington Program, a self-supporting activity which allows highly motivated students an inside look at the workings of the nation's capital at all levels, including the White House.

*The Presidential Debate at William and Mary, which focused the nation's attention on the College and brought to the campus the once and future Presidents of the United States in unprecedented appearances. It was the first time in 23 years that an incumbent President had visited the College, and the first time since 1968 that a Presidential candidate had done so.

*A variety of nationally-televised "spots" featuring the College and its people--including several Bicentennial Minutes and segments on such popular programs as the *Waltons*, *Movin' On*, *All in the Family*,

and the *Bob Newhart Show*--were aired during 1976. (That was Jim Kelly's letter-sweater worn by Newhart's dentist friend.)

*Visits to the College by major scholars and intellectual leaders from all over, as part of Bicentennial projects, the Eminent Scholars in-residence program, and such prestigious events as the triennial Phi Beta Kappa Congress--its 200th anniversary--and Dr. Carl Dolmetsch's highly important international conference on American literature of the Revolutionary War era.

*Even though the economy was still generally uncertain, private giving to William and Mary rose to \$2.1 million for the year ended on July 1, according to Development Office calculations. Even more encouraging was the early success registered by the Campaign for the College--approximately \$4,000,000 toward its goal as of mid-December, or about one-fifth of the way after only six months of effort.

Not so observable, however, was the unrelenting effort by members of the faculty to maintain and improve the academic experience for William and Mary students in the face of economic adversity. For the fourth successive year, operating budgets were slashed throughout the College as the State attempted to cope with continued tax revenue shortfalls.

The shortfalls are not at an end. Unless State spending is curtailed once again in the next two years, or unless new or increased taxes are levied, Virginia faces a \$120 million deficit by June 30, 1978, something the Constitution does not permit. Even without further reductions in William and Mary's budget, there is no room for salary increases for faculty and staff next year. There is no money for catching up on long postponed equipment replacement, and certainly nothing for completion of the new law building in order to sustain Marshall-Wythe's accreditation.

The economic picture is the gloomy side of 1976, coupled with an increasing tendency toward State regulation of a variety of matters once left to the individual colleges and universities. These matters include decisions on enrollment increases and tuition hikes, which have traditionally given some margin of financial comfort to William and Mary and all other educational institutions.

-- Ross Weeks, Jr.

NEWSMAKERS

William F. Swindler, John Marshall Professor of Law, is the author of "The Rights of Man: A Bicentennial Perspective," in a booklength collection of essays, *Issues and Ideas in America*, published by the University of Oklahoma Press.

William H. Warren, associate professor of business administration, recently authored an article entitled "Albemarle V. Moody: Where It All Began," in the *Labor Law Journal*. Warren also presented an original case, "Wabash Oil Company, A, B, and C," to the International Case Clearing House Workshop, sponsored by Harvard University at the Indiana University School of Business Administration.

David L. Holmes, associate professor of religion, currently on leave to continue his research in preparation for a biography of Bishop William Meade, has written the chapter on "The Decline and Revival of the Church of Virginia" for the new book "Up From Independence: The Episcopal Church in Virginia."

Alan J. Ward, professor of government, lectured to the Foreign Service Institute of the U.S. State Department. His subject was "Society and Politics in the United Kingdom." His review of Richard Rose's *Northern Ireland:*

Time of Choice, was published in *Perspective*."

Vinson Sutlive, associate professor of anthropology, has edited a memorial issue of the *Borneo Research Bulletin* honoring Tom Harrison. Harrison, long-time curator of the Sarawak Museum, received international recognition for his contributions to zoology, and was largely responsible for excavation of the Niah Caves, occupation site of early *Homo sapiens*.

Robert Bloom, associate professor of education, has initiated and will edit a new feature in *Together*, a semi-annual magazine of the Association for Specialists in Group Work, members of the American Personnel and Guidance Association who specialize in group therapy. Bloom's column, entitled "Group Leaders Forum," will explore specific experiences that counselors could encounter when working with groups and will suggest potential solutions. His initial article, appearing in the Fall, 1976 edition, discussed "The Potentially Psychotic Group Member."

Miles Chappell, assistant professor of fine arts, presented a paper on the Florentine painter Cristofano Allori and his contributions to Baroque Art at the Southeastern College Art Conference in Charleston, S.C.

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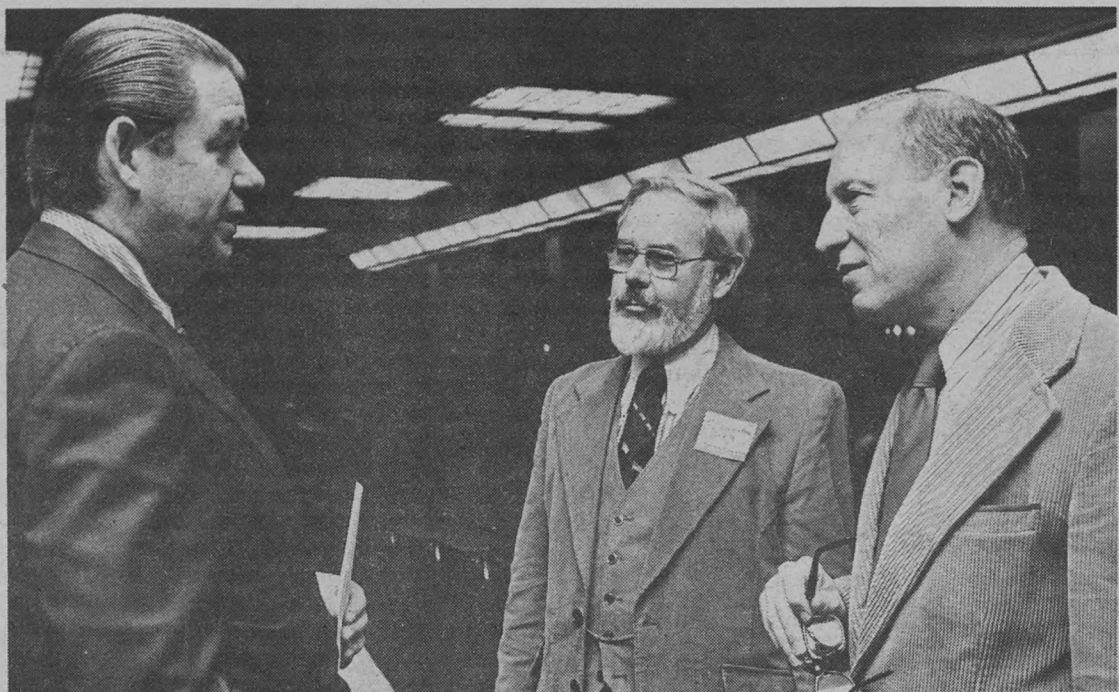
of the College of William and Mary

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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 and Richmond. Subscription rates \$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.



Scholars Descend on College

Conferences and meetings, national and international in scope, were the order of the month for William and Mary in December.

Over 600 delegates attended a five-day meeting of the United Chapters of Phi Beta Kappa which observed the 200th anniversary of the founding of the Society. A dramatic oratorio, "To Form a More Perfect Union," written especially for the occasion, was performed (bottom right) in Phi Beta Kappa Hall. The PBK award for Distinguished Service to the Humanities went to Louis B. Wright, Emeritus Director of the Folger Shakespeare Library (at right in picture below). Also pictured are John Hope Franklin, professor of history at the University of Chicago and president of the United Chapters of PBK, and Thaddeus W. Tate, Jr., Director of the Institute for Early American History and Culture.

Some 250 literary scholars from the United States and several foreign countries attended the three-day Bicentennial Conference on "American Literature of the Revolutionary War Era." Dr. Carl Dolmetsch, professor of English at the College, served as conference director. Dr. Dolmetsch (in middle above) chats with Dr. Harold Cannon of the National Endowment for the Humanities, and President Graves.

On a smaller but still important level was the first of a series of events that will lead in 1979 to the Bicentennial observance of the Marshall-Wythe School of Law. Francies A. Allen, president of the American Association of Law Schools, delivered a lecture on "Prospects of Law Training." At a luncheon during the day, R. Harvey Chappell '48, former rector of the Board of Visitors gave the Law School a volume which is a reprint of the Virginia colonial code of 1764. Chappell presented the volume (top right) to the Dean of the Law School, William B. Spong, Jr.

Not lost in the midst of all the activity was the Alpha of Virginia Chapter of Phi Beta Kappa annual dinner at which Dr. Merritt Cox of the Department of Modern Languages and Dr. Charlotte Mangum of the Department of Biology were honored along with the 1976 Phi Beta Kappa inductees. President Graves presented PBK keys to the new initiates (right) with the assistance of John R. L. Johnson, rector of the Board of Visitors.



Will Receive Honorary Degree

Lowance To Address Charter Day

Carter O. Lowance, aide and confidant to Governors of Virginia since 1947 and the former executive vice president at William and Mary, will be recognized by the College during its 1977 Charter Day Convocation.

Lowance will receive the College's honorary Doctor of Laws degree and deliver remarks reflecting on governmental affairs from 1947 to 1977.

The 1977 Charter Day program is scheduled for February 12, in Phi Beta Kappa Memorial Hall. It will commemorate the granting of William and Mary's charter on February 8, 1693, by King William III and Queen Mary II of England.

The College will also present the Thomas Jefferson Award and the Thomas Jefferson Teaching Award to two persons to be chosen from the faculty and staff.

Lowance, an alumnus of Roanoke College, was a reporter

for the Roanoke Times and the Associated Press before joining the staff of Governor William M. Tuck as Executive Secretary. He retained this position through successive administrations until he became Assistant President of the Medical College of Virginia from 1958 until 1962.

In 1962, he became Executive Assistant to Governor Albert S. Harrison, Jr. and in 1966, was named Commissioner of Administration by Governor Mills E. Godwin, Jr.

From 1970 until 1974, he was Executive Vice President at

William and Mary. He became Special Assistant to Governor Godwin in September, 1974, a post he still holds. He held the simultaneous post of Acting Secretary of Education from 1974 until a successor took office March 1, 1976.

Lowance has been recognized numerous times for his leadership in the field of State government and public service. In 1968, he received the Virginia Distinguished Service Medal; in 1975, he was awarded Roanoke College's honorary Doctor of Humane Letters degree; and earlier this year, was given the Government Day Award by Madison College.

Active in a variety of organizations, he is currently on the boards of the North American Assurance Society of Virginia, the Williamsburg National Bank and the First Virginia Mortgage and Real Estate Investment Trust.

10 Positions

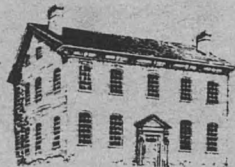
Board Seeks Nominations

The nominating Committee for the Board of Directors of the Society will meet in the month of March. The Committee solicits names of alumni to be considered for the ten positions on the annual ballot, which will be mailed in late summer.

Alumni wishing to recommend names for nomination should

send them to the ALUMNI OFFICE, P.O. BOX 60, WILLIAMSBURG 23185. Suggestions should be accompanied by a brief written statement of support.

Alumni may also be nominated by petition signed by a minimum of 50 contributors to the William and Mary Fund.



Alumni Library Receives Gifts

Alumni authors have generously given books to the Paschall Library recently.

Rene A. Henry, Jr., '54, has sent a copy of his newest book *How To Profitably Buy & Sell Land*, which offers "guidelines for successfully investing in land with maximum safety." Mr. Henry has been professionally involved in housing, construction, and real estate since 1956, and is the executive officer of a Los Angeles headquartered international public relations firm.

Author John D. Weaver, '32, thoughtfully added his book *The Great Experiment*, and his article about Ralph Bunche, "A Portrait of the Peacemaker as a Young Man." He also sent *The Wisdom Of An Owl*, a delightful story by Nelle Johnson, with notes about the author by Mr. Weaver. The library has four other books by Mr. Weaver: *Warren, The Man, The Court, The Era; The Brownsville Raid; El Pueblo Grande; and Tad Lincoln, Mischief-Maker in the White House*.

Nyle H. Miller, '39, a historian of national recognition, recently retired after forty-five years with the Kansas State Historical Society. Mr. Miller kindly added one of his books, *Kansas, the Thirty-Fourth Star*, to the library's collection. Another gift to the library is the book *Kansas and the West* (A Collection of Bicentennial Essays in Honor of Nyle H. Miller), by the Kansas State Historical Society.

The Old Dominion in the Seventeenth Century, A Documentary History of Virginia, 1606-1689, was a gift of the author, Warren M. Billings, '62, who is Associate Professor, Department of History, University of New Orleans, Lake

Front. Dr. Billings also included several of his published articles: "A Quaker in Seventeenth-Century Virginia: Four Remonstrances by George Wilson," "The Cases of Fernando and Elizabeth Key: A Note on the Status of

Blacks in Seventeenth-Century Virginia," and "The Growth of Political Institutions in Virginia, 1634 to 1976."

Other new additions to the Paschall Library collection are *Idols, Victims, Pioneers*, by James S.

Wamsley and Anne M. Cooper; *Tastefully Yours - Virginia*, by Libby Lowance; and *Virginia, 100 Years Ago*, compiled by Skip Whitson.

The Society of the Alumni is very appreciative of gifts to the Paschall Library.

Nomination Process Begins

The Alumni Medallion

The Alumni Medallion Committee is receiving nominations from alumni chapters and from individual alumni for candidates for the Alumni Medallion, the highest honor conferred by the Society of the Alumni.

The medallion is awarded for service and loyalty, recognizing extraordinary achievement in the vocational and avocational life of the alumnus. Consideration is given to distinguished service and exceptional loyalty to the Society and to the College; outstanding character; notable success in business or profession and contributions in worthy endeavors of such nature as to bring credit and honor to the College. The graduating class of the nominee must have been at least ten years prior to the awarding.

The nominations must be supported by a short written statement outlining service to William and Mary and an assessment of that service; service to community, state, and/or nation; vocational achievements and recognitions.

The deadline will be 1 April 1977.

Send all nominations to: ALUMNI MEDALLION COMMITTEE, BOX 60, WILLIAMSBURG, VA. 23185.

NOMINATION FOR THE ALUMNI MEDALLION

Nominee's Name _____ Class _____

Address _____

Occupation, Title or Affiliation (if retired, former occupation) _____

Service to Community, State, or Nation _____

Service to the College and the Society of the Alumni _____

Please attach a personal statement and any additional data or supporting materials.

Recommended by _____ Class _____

Address _____ Phone _____



President's Report 1975-76

(Note: In previous years, the annual President's Report has been published in booklet form and made widely available. The 1975-76 President's Report is being published and distributed in this format in order to minimize printing and binding costs, while still making the text of the Report easily available to those who are interested in reading it.)

TO: Members of the Board of Visitors

Ladies and Gentlemen:

I have the honor to present my fifth annual report, for the academic year 1975-76, the 283rd year of the College.

My annual report for the 1974-75 academic year focused primarily on the Faculty of Arts and Sciences, and its varied programs and related and supporting activities, at both the undergraduate and graduate levels. It is here that the great bulk of the College's undergraduate students study, and where most of the College's faculty members teach and conduct research. As the official statement of mission, approved by the State Council of Higher Education, makes clear, the heart of the educational mission of William and Mary and the way through which it makes its primary educational contribution to Virginia and to the nation, is the Faculty of Arts and Sciences.

The College of William and Mary, however, is much more than Arts and Sciences. Its objectives as a small university provide undergraduate students with an opportunity, beyond the sophomore year, to enter a program of study in the School of Business Administration leading to the Bachelor of Business Administration Degree, and to elect a concentration in either elementary or secondary education with the School of Education, leading to the Bachelor of Arts degree.

In addition, within the School of Business Administration, the School of Education and the Marshall-Wythe School of Law post-baccalaureate students may pursue professional programs leading, respectively, to the degree of Master of Business Administration; the Master of Arts in Education degree, the Master of Education degree, the Certificate of Advanced Study and the Doctor of Education degree; and the Juris Doctor degree.

I see the programs leading to these professional degrees as fully compatible with the liberal education undergraduate program. Strong academic programs offered within the professional schools are an important part of the College's mission. As I stated in my report last year, these professional programs are growing in size, stature and contributions each year and play an increasingly significant role in William and Mary's mission as a state university.

In my annual report for the 1975-76 academic year I intend to focus primarily on the School of Business Administration, the School of Education and the Marshall-Wythe School of Law.

II

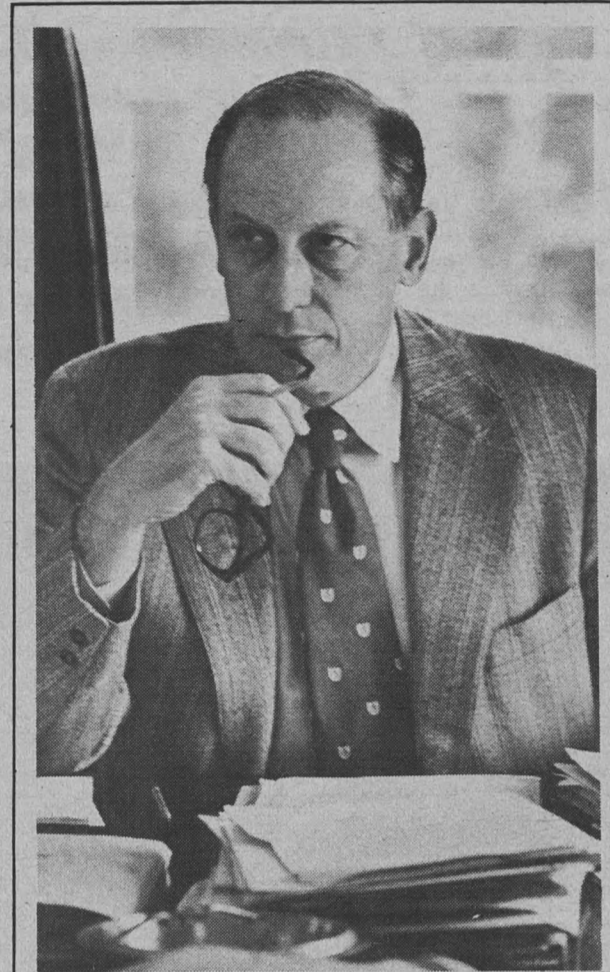
The history of Business Administration as an academic field at the College is of interest. Business Administration as a recognized field of study at William and Mary goes back fifty-seven years to the beginning of that era of expansion of the College under the leadership of President J.A.C. Chandler. A School of Finance and Business Administration was established by act of the Board of Visitors in June, 1919, and a four-year course of study led to the degree of Bachelor of Arts in Business Administration.

During the 1920's this School's name was changed to "School of Economics and Business Administration," to "School of Business Administration," and then back to "School of Economics and Business Administration." But after 1935 the School disappeared, with only remnants of its curriculum being continued within the Department of Economics. Then in 1941 a business course of study again appeared in the curriculum, with the inauguration of a Department of Business Administration.

The degree of Master of Business Administration was first offered in 1966 by the Department of Business Administration. In the meanwhile, the Bureau of Business Research had been started within the Department in 1958.

Under the new university organization of William and Mary in 1968, on the recommendation of President Davis Y. Paschall, the School of Business Administration was established. Two years later in 1970, the Board of Visitors authorized the School to award the degree of Bachelor of Business Administration, thus adding to the School's jurisdiction the BBA degree, as well as the MBA degree. Both of these programs soon received the full professional accreditation of the American Assembly of Collegiate Schools of Business, the BBA degree in 1972 and the MBA degree in 1974. It is a great tribute to the energy and vitality of the School of Business Administration that its two major degree programs received their professional accreditation so rapidly.

The growth of the School of Business Administration in recent years, along almost any dimension, has been strong. Of the 966 students receiving the bachelor's degree from the College in May, 1976, 105 of them, or 11%, were awarded the Bachelor of Business Administration degree. Of these BBA degrees, 70% went to men and 30% went to women. Those men who received the BBA degree represented 17% of the men in the total graduating class, while the women being awarded the BBA degree constituted 6% of the women in the total class.



Thomas A. Graves Jr.

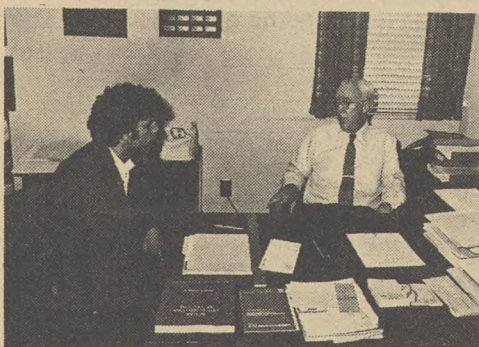
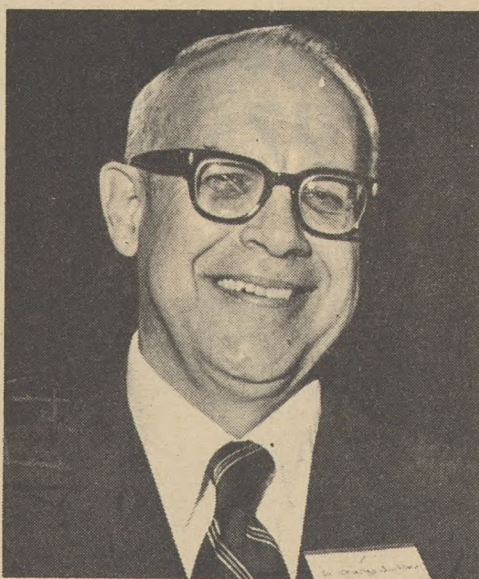
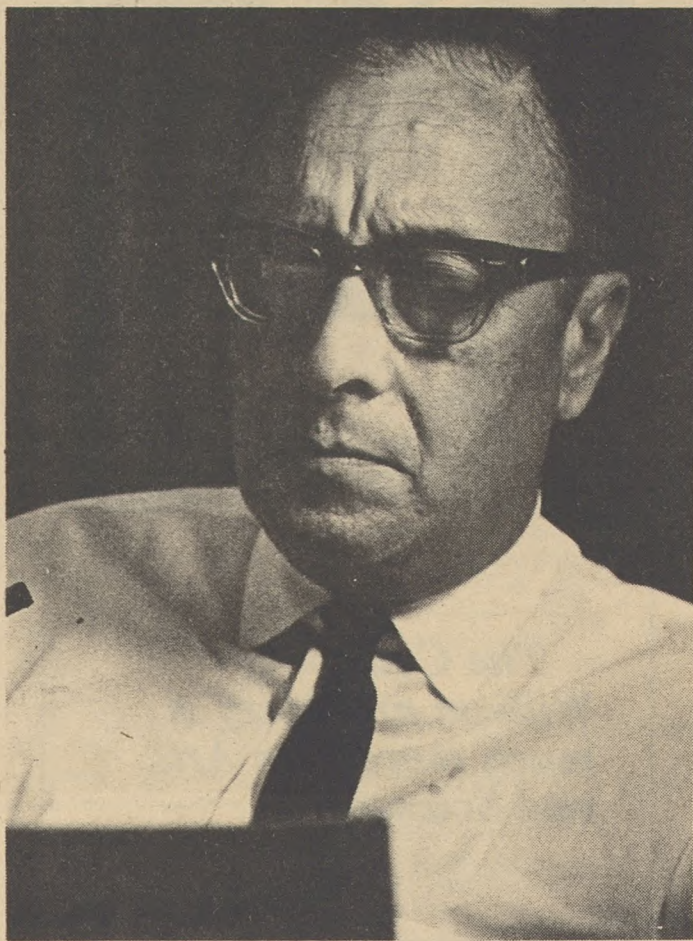
***The College of
William and Mary is
much more than Arts
and Sciences. . .***

The undergraduate degree program in Business Administration, which in junior and senior years builds upon a strong and broad base of arts and sciences, offers students three major options, each having as its prerequisite for graduation a minimum of sixty semester credits in arts and sciences. Students may follow a sub-program in Management; they may focus on a sub-program in Accounting with a Certified Public Accountant orientation; or they may opt for a sub-program in Accounting that is not C.P.A. oriented. In each of these sub-programs students have common course requirements that ensure a broad understanding of Business Administration, and each sub-program provides an opportunity for electives.

The C.P.A. oriented sub-program has an outstanding record of its graduates successfully completing the requirements for the C.P.A. and those who graduate from William and Mary in the other sub-programs in Business Administration do well in the current job market. At the same time, each student in the undergraduate program in Business Administration is receiving a first-rate general education, not only in his freshman and sophomore years but also in his junior and senior years.

As I stated above, 11% of the 1976 graduating class received the BBA degree. I believe that the student interest in pursuing work toward the Bachelor of Business Administration degree will increase over the next several years at William and Mary, probably leveling off somewhere below 20% of the senior class. In addition, the School of Business Administration will continue to serve a large number of students pursuing BA and BS degrees in Arts and Sciences (including Education students) who wish to enroll in electives in Business Administration. Recent trends suggest that this number will also increase.

Great progress has been made, with some truly remarkable accomplishments in a brief period of time. Now the School of Business Administration is in a position to consolidate its gains and to move into the front ranks of education for business management given adequate resources to do the job.



Dean Quittmeyer (top right) and Professors John S. Quinn (advising an accounting student, bottom right) and Anthony Sancetta (above) have been with the School of Business Administration through its impressive growth and development.

In September, 1975, the School of Business Administration registered 302 full-time equivalent students at the undergraduate level (in junior and senior years), and this number may well rise up toward four hundred over the next several years.

The progress of the program leading to the Master of Business Administration degree is equally encouraging. At the May, 1976, Commencement Exercises MBA degrees were awarded to seventy students, 67 men and 3 women. In September, 1975, there were 254 full-time equivalent students registered in the MBA program, the majority of them pursuing their work on a full-time basis. This number is still too small to generate the breadth and depth of elective courses which the MBA program should ideally provide for its students, but each year progress is being made. I anticipate that eventually, when adequate faculty and space resources become available, the number of FTE students enrolled in the two-year MBA Program will number approximately four hundred.

This degree program is soundly conceived, requiring sixty credit hours which include thirty-six credit hours comprising the common body of knowledge fundamental to basic knowledge, understanding and skill in the professional practice of business management. The remaining twenty-four credit hours are selected from four elective areas, with a student required to take a minimum number of credits in each such area,

again ensuring the breadth essential in a truly professional program of study.

The Faculty of the School of Business Administration in 1975-76, numbered twenty-seven, of whom five were part-time and four had significant administrative duties. They deserve great credit for the way in which they have spread themselves in depth and in breadth across two rapidly growing and evolving academic and professional programs. Despite crowded space conditions, insufficient staffing and heavy teaching and student loads, they are carrying out their teaching and research responsibilities with dedication and skill. They are accepting with good grace the current lack of resources which inevitably is inhibiting to some extent their progress as a faculty and as a School; and they are utilizing well the limited resources of budget, space and staffing now available to them.

The Faculty of the School of Business Administration is active in many ways beyond the BBA and the MBA programs. The Bureau of Business Research, under the direction of Dr. Leland E. Traywick, Chancellor Professor of Business Administration, is recognized as making a major contribution to economic and business knowledge and understanding in this State and region. Faculty members are actively involved in the business community and government, as consultants, teachers, researchers and advisers. Through these activities they make an important and continuing contribution to the practice of management in

Virginia and beyond. Many of them are publishing actively in professional journals, and are leading seminars and programs for business organizations and governmental agencies. The extension of the faculty in these many facets of activity is encouraging and important; for William and Mary, as a State university, has an obligation to be of educational and professional service to Tidewater, Virginia and the Nation.

The business community is also reaching back toward the School and is making important contributions of its own. Numerous business managers participated actively in class sessions during the 1975-76 academic year, supporting and enhancing the faculty's efforts to bring the reality of the active world of business to the students. Associate Professor William H. Warren's "telephone visitors" has received national publicity as part of these efforts.

Business executives from across the State and Nation have joined together in support of the School through the School of Business Administration Sponsors, Inc., organized formally in 1970, and dedicated to expanding and strengthening the relationship of the School with the business community. The financial and professional support which the Sponsors, both individually and corporately, give to the School, is sincerely appreciated, and makes an enormous difference to its vitality and progress. Sponsor's Board members such as Roy R. Charles and W. Brooks George have given unstintingly of their time and effort to the new School over its early years.

Mr. Thomas Roy Jones, one of the most active leaders on the Board of Directors of the Sponsors since its founding and a key influence in the establishment of the School itself, received from the College of William and Mary an honorary degree of Doctor of Laws at the 1976 Commencement Exercises.

The School of Business Administration has made substantial progress since its formal establishment in 1968. Dean Charles L. Quittmeyer, its founding Dean, deserves great credit for this achievement. His enthusiasm, dedication and energy have known no bounds. As a result of his efforts, and those of many others, this School, which is one of increasingly high academic and professional quality, has taken its place as an important and integral part of the College. It is performing increasingly a service and making a contribution, on a Statewide and regional basis, to the practice of business management.

I am encouraged as I consider the School's future. With the appointment of Dr. Thomas H. Williams as the first incumbent of the J. Edward Zollinger Professorship of Business Administration, there is a prospect that there may be greater emphasis on research at the School. The faculty is giving increasing attention to how the School may be of professional service to business organizations through management development programs and consultation. There is evidence of a larger number of cooperative relationships between faculty members at the Business School and elsewhere in the College. The emphasis in admissions, as the number of applications for the MBA Program grows, is increasingly on high quality. As the size of the School's degree programs grows to an increasingly effective resource level, the emphasis of faculty curriculum planning can be more upon integrated and inter-related professional curricula and programs of high quality, responsive to the management needs of business. Contribution to knowledge and skill in management, service to business and government organizations and to the citizens of Virginia and this region, and emphasis on a professional approach to management are attributes that I see the faculty of the School as having an increased opportunity to emphasize in the years immediately ahead.

Great progress has been made, with some truly remarkable accomplishments in a brief period of time. Now the School of Business Administration is in a position to consolidate its gains and to move into the front ranks of education for business management, given adequate resources to do the job.



The beginnings of the present School of Education go back to 1693, for since its founding, the College of William and Mary has educated teachers. The Assembly of the Commonwealth reasserted teacher training as a primary objective of the College at its re-opening in 1888, by appropriating \$10,000 for programs designed to strengthen the public school system of Virginia. After 1906, when the College became a part of the State system of higher education, the training of teachers and school administrators continued here, until in 1963 a School of Education was formed. The present School of Education continues in that long tradition and commitment, growing today in programs and purpose.

It is committed in its undergraduate program, in the junior and senior years, to the preparation of young men and women interested in teaching careers. At the graduate level the School is dedicated to the instruction of educational specialists equipped to draw upon both theoretical and practical resources in order to perform in a true professional manner in the classroom. The primary objective of the School of Education thus is to provide high quality degree programs for a limited number of well qualified students in teacher education and educational specialization, with all students admitted to the School having strong backgrounds in the liberal arts and sciences.

The 1975-76 academic year, the second year in the tenure of Dr. James M. Yankovich as Dean, was one of substantial progress in the School of Education.

The School gave evidence of increasingly embracing a high level of purpose and achievement, with the surrounding educational and academic community responding creatively to the School's initiatives. Important steps were taken toward eventually bringing all members of the Faculty of Education together into Jones Hall. New policies were adopted to encourage scholarship and interdisciplinary cooperation.

Several programs were reviewed and updated. Approval was received for an elementary education concentration in Early Childhood Education and an Administration concentration in Special Education. The Special Education Administration degree, drawing its strength from two well established degree programs, has generated considerable interest among state and national universities and educators, and has been taken as a model for similar programs in other institutions. Similarly the response locally to the Elementary Education Concentration in Early Childhood Education has been very high and encouraging.

Program and degree emphases introduced in 1974-75 have been increasingly well received. The Counseling emphases in Community College Counseling and Student Personnel Services show a healthy level of applicant interest. The program in School Psychology gives the School an increasingly significant impact upon State educational policy.

One quality that typifies these new programs is that each is multi-disciplined, both within the Faculty of Education and in the Faculty of Arts and Sciences. The course offerings are coming to reflect directly the multi-disciplinary nature of education, and I personally find this development very gratifying.

The process of change in the undergraduate education programs has led to and has provided real evidence of increased cooperation between the Faculties of Arts and Sciences and Education. There have been modifications in policies and procedures related to academic credits and grading. There also have been initiatives on the part of the Faculty of Education to involve members of the Arts and Sciences Faculty in education programs. The Science Speakers Bureau is one example that has been especially successful and well received. The trend toward cooperation between the two faculties promises to provide a most beneficial opportunity for intellectual cross-contact and for developing mutual respect.

The faculty members of the School of Education have had a very productive year in their professions. In research and publications, in the

sphere of public policy, and in professional educational organizations the Faculty has been especially active.

In 1975-76 the School's community impact changed somewhat from past years. Discussions in community forums have centered on interdisciplinary questions and matters of educational philosophy. The sphere of influence of the School has expanded beyond professional educators to include the parents of school-age children. Dean Yankovich has encouraged the faculty in its public activities toward programs that might have a wide as well as a local impact. The involvement of the faculty in programs focusing on broad public policies gives William and Mary an opportunity to participate in the formulation of educational policy at a state-wide and even a national level.

Placement in educational institutions is no longer the sure thing that it once was, and the School of Education is vigorously adapting its programs to be responsive to existing needs while intensifying its pursuit of and dedication to quality. The response from the educational community to this current thrust of the School's programs has been gratifying.

All of the efforts at the School of Education during the past year have been based on the commitment to the pursuit of professionalism in a true sense within the field of education. It is Dean Yankovich's conviction, in which he has my full support, that William and Mary should take a leadership role in the Commonwealth of Virginia, in the demand for true professional training, stature and standards. This institution, by virtue of its history, personnel and student body, can be the most significant force in education in Virginia, calling for increased training and higher standards. An education degree from William and Mary, as a result, will have its own special significance.

As Dean Yankovich has expressed it, within the educational community the professional school is

unique and necessary. Only the professional school is in a position to maintain a delicate balance critical to evaluation and improvement in education; to stand back far enough from day-to-day practice to maintain philosophical perspective without drawing away so far from educational institutions that a realistic understanding of their operations is lost. This position offers a professional school of education the opportunity and charges it with the responsibility to examine and question practice and underlying theory, necessary levels of training among practitioners and the importance of continued education within the profession. Hence a school of education has the opportunity to transcend its important role of training or preparing teachers, to develop in addition the character of a regional center for creative problem-solving. It can reach out and make a contribution far beyond its own walls.

In a special way, within a college such as William and Mary, the School of Education can be an agency that unifies the various elements of the entire institution and brings each discipline, in combination with others from throughout the College, to bear upon the improvement of learning conditions for youths. The Faculty of the School of Education, working with intelligent and well-prepared students, is developing a program emphasizing the behavioral and philosophical underpinnings of learning. Surely this emphasis is appropriate within an institution committed to liberal education.

What the School of Education is striving for is helping it, and indeed the College, to act up to its image, and indeed above its image, which is what leadership is all about. In the past two years, through the enthusiastic and skillful efforts of Dean Yankovich and the Faculty, the School of Education has moved strongly toward a position of professional leadership. Now it is increasingly in a position to exert that leadership in the development of higher standards and deeper understanding of the education profession.

The involvement of the faculty in programs focusing on broad public policies gives William and Mary an opportunity to participate in the formulation of educational policy at a state-wide and even a national level.



Dr. Armand J. Galfo instructs students in the educational applications of the computer in one of the many programs in the School of Education.

IV

The academic year 1975-76 was a year of transition for the Marshall-Wythe School of Law, whose beginnings rest upon a venerable tradition. Antedated only by the Vinerian Professorship at Oxford and the chair at Trinity College in Dublin, the Chair of Law is one of the oldest in the English-speaking world and the oldest in the United States. Through the efforts of Thomas Jefferson, the Board of Visitors created a professorship of Law and Police on December 4, 1779.

The first occupant of the Chair was George Wythe, a leader in the struggle for independence, a signer of the Declaration of Independence, a member of the Federal Constitutional Convention, and an inspirational force in the development of legal education. Those who studied in his offices included John Marshall, the second Chief Justice of the United States. From these two men--Wythe and Marshall--the School of Law gained its present distinguished name.

The current modern program at the College of William and Mary in the professional study of law was established in the 1920's. Over the past fifty years it has grown markedly in size and quality. The program is now structured to prepare graduates to meet the manifold needs of our society, whether it be in the modern practice of law in Virginia or across the nation or in such allied endeavors as business, politics, or public service. It is the aim of the Marshall-Wythe School of Law to prepare its graduates for a career in the law, marked by significant legal achievement and adherence to the highest ideals of the profession.

Over the past fifty years the School has grown from a few basement rooms to its present overflowing quarters. Thanks to a highly competitive admissions situation with 2006 applicants applying for 156 places in the entering class in 1975-76, and as a result of careful selection, the student body is of the highest quality. The median grade point average of the entering class in the fall of 1975 was 3.39 and the average LSAT was 617.

The students are taught by an able and dedicated faculty that has determinedly held standards of academic performance high and has patiently endured the most difficult conditions of overcrowding in the present facility. It is a tribute to the high quality and character of both students and faculty that the School is at the present time so professionally healthy and sound, given the circumstances under which it has been forced to operate.

Great credit is also due to Professor Emeric Fischer, who served for the 1975-76 academic year as Acting Dean, accepting this position at my urging on very short notice just before the start of the session. He has conducted the affairs of the School with equanimity, wisdom, good humor and skill, providing an environment in which the educational program maintained its high quality and balance in a surrounding atmosphere that at times was bleak and often discouraging. The School and the College owe Professor Fischer, as he returns to his first loves of teaching and research, a lasting debt of gratitude.

A major factor in the life of the School of Law through this transition year was, of course, the threat to its professional accreditation brought by the action of the Council of the Section of Legal Education and Admissions to the Bar of the American Bar Association. The Board of Visitors is fully aware of all of the details related to this difficult situation and I shall not recite them here.

As of this writing I believe that the School of Law has come through the transition year of 1975-76 with renewed confidence and strength, and with clear expectations for encouraging developments in the future. The Law School Association of the Alumni of the School has remained steadfast and loyal in its support and leadership, both morally and financially. The 1976 General Assembly acted with wisdom and foresight in an extremely tight budget situation in appropriating funds for site preparation for the new building for the Law School. Governor Godwin gave this action and the Law School's request for urgent and special consideration his full support. The construction of the new building for the National Center for State Courts was started in the spring of 1976, and as of this writing ground has been broken, adjacent to that site, for the new Law School building. The American Bar

Association has been most encouraging in view of this progress, and has indicated its continuing support as long as progress continues to be made on the construction of the new building. The new Dean of the Law School, former United States Senator William B. Spong, Jr., with full support from students, faculty and alumni, is devoting every effort toward that end. I feel confident that under Dean Spong's leadership the School will continue to move forward to new high levels of service to the legal profession in the Commonwealth and the nation.

The curriculum of the Law School continued to develop well during the 1975-76 academic year. Increasing emphasis was placed upon clinical experience within the academic program, and the faculty devoted substantial attention to the development of that component. There was also special emphasis placed upon interdisciplinary offerings which are of increasing interest to students. Another innovation was the introduction of the Admiralty Law Seminar which was, from all reports, highly successful.



Dean Spong

The Exeter Program was also substantially improved in the past year, and has a most encouraging future.

Dean Fischer and his faculty colleagues went out of their way to attract to the School throughout the academic year visiting legal scholars and distinguished jurists as guest lecturers, and these individuals made a great contribution, in depth and in breadth, to the educational experience of the students.

The prospect of such exposures and relationships being increased many fold is, of course, most encouraging for the future, as we look forward to the Law School being directly adjacent to the National Center for State Courts and all of the latter's varied resources.

I see Williamsburg becoming a major center in the United States for legal education, research and administration. If the present planning for the Law School and the National Center is implemented to our high expectations, and if these activities in turn attract other judicial and legal organizations of national and regional character and reputation, as we believe they will, the future does indeed appear bright.

The academic year 1975-76 has, I believe, been a turning point in that direction. The Marshall-Wythe School of Law is in a position now to fulfill its historic promise of becoming a center of first rank for legal education in the State and Nation.

V

Over the past several years each of the three Schools--Business Administration, Education, and Law--has been seriously handicapped by problems of inadequate space, physical facilities inappropriate to its education and professional needs, and the lack of a central facility about which all of its members--faculty, students, and staff--could focus their interests and energies. At the Law School this problem has reached crisis proportions that has threatened accreditation; at the Business School it has resulted in the School's inability to expand its services, faculty, and programs at projected and approved levels; at the School of Education it has meant different parts of the School being in such diverse locations as the basement of James Blair Terrace, the first floor of Washington Hall and the second floor of Hugh Jones Hall. Faculty, students and administrators have suffered through these difficult spaces and

"I feel confident that under Dean Spong's leadership the School will continue to move forward to new high levels of service to the legal profession in the Commonwealth and the nation."

times with patience and restraint, as the College has mounted a comprehensive renovation and building program designed to bring its total physical facilities up to a level where they truly support William and Mary's mission.

There is still more time that must pass, for reasons beyond the control of the Board of Visitors and the College, but the plans are clearly drawn and the end is coming into sight. It is my expectation that the new Law School building will be completed in the 1978-80 biennium. It is my hope that Old Rogers Hall will be renovated as the new home for the School of Business Administration in the 1978-80 biennium. Just as soon as that is accomplished, Hugh Jones Hall will be remodeled to accommodate all of the School of Education. All of our capital outlay requests are focused toward those goals. There is a relationship between the quality of the environment and the quality of education, and we intend that it be a strong and positive one.

At the start of this report I stated that I see the programs leading to graduate professional degrees in the three Schools as fully compatible with the liberal education undergraduate program. I see a BBA degree and a Bachelor of Arts degree in education as compatible with the central thrust of the College. The key to this compatibility to me is the commitment of faculty members in all schools and faculties to the fundamental values of a liberal education, support for the principles of a general

education at the undergraduate level, in depth and in breadth, regardless of the discipline or profession with which they are associated. An important part of this commitment is a willingness and interest in reaching out beyond one's own field, to build bridges, to take advantage of other resources of the College, in combining skills and knowledge, for the benefit of the student.

I see increasingly evidence of this commitment, among the schools, and between the schools and the Faculty of Arts and Sciences. In important ways this is our hope and our strength for the future of William and Mary.

The progress of the three schools over the past several years is the result of the dedication and skill of many faculty members and administrators, and is greatly assisted by student bodies of high motivation and quality. Great credit must also go to Dr. George R. Healy, Vice President for Academic Affairs and Provost, who has been and continues to be the strong link among the schools and between them and the rest of the educational enterprise. In a period of continuing scarce financial resources, of inadequate space, of not enough faculty and staff to do well all that is desirable and needed, his are the crucial and critical judgments on priorities, budgets and allocations that sometimes are "yes" and often must be "no." He continues to work patiently, quietly and very effectively with deans and faculty alike, with good humor, a sense of balance and perspective that is a great asset to this College.

VI

In the 1975-76 year there have, of course, been many other developments, of great significance and import at the College, beyond those on which this Report has focused.

We have had our full share of festivities and have made important contributions, through programs and initiatives of our faculties, students and administrators, to the celebration of the Nation's Bicentennial. Charter Day 1976 was a highlight of the year, with an address by British Ambassador Sir Peter Ramsbotham and the publication of *Their Majesties' Royall Colledge* by Dr. Jack E. Morpurgo.

In May 1976, we launched, after months of careful consideration and planning, the *Campaign for the College*, with a comprehensive goal of \$19,000,000. As of this writing, I am encouraged by our early progress, despite continuing recession and inflation and despite less than adequate resources to mount fully the effort that is called for. To me the important facts will not be just how much money is raised over what period of time; rather they will be that we are raising to a new high level of visibility and support the needs of this College, for endowment, annual giving and testamentary gifts, on a continuing basis, from the alumni and friends of William and Mary. It is this support from the private sector, on a *high and continuing* level, that will make the difference, in faculty development, student assistance and program enrichment, in those critical areas that speak to the College's unique mission and quality. To those in leadership and volunteer positions in the *Campaign for the College* I am most grateful.

I do not need to dwell on the financial constraints with which we have had to deal in the past year. They have been serious and continuing, and they have had an impact upon every part of this institution. Individual faculty members, academic departments and educational programs have been hindered in many significant ways from carrying out their jobs and their objectives. The environment in which faculty members teach and students study has been severely affected in quality, for lack of sufficient financial resources in a period of rising costs.

There is every reason to believe that this situation will continue, for there continues to be a substantial shortfall, at the State level, with financial needs increasing across the State. At this writing there is no provision in the 1976-78 Biennium Budget as appropriated by the 1976 General Assembly, for faculty salary increases or for classified salary regrading in 1977. This is at a time when, according to the most recent AAUP data, faculty salaries at William and Mary are in the bottom fifth of the average of our Class I university peer group. The situation in regard to fringe benefits is even more discouraging. We must continue to make every effort, as the top



Dean James Yankovich (right) has provided renewed leadership to the School of Education. Above, President Graves confers with William J. Carter (left), vice president for business affairs, and budget director Dennis Cogle '49.



The environment in which faculty members teach and students study has been severely affected in quality, for lack of sufficient financial resources in a period of rising costs.



John R. L. Johnson '27, rector of the Board of Visitors, was one of the speakers at the successful launching of the \$19 million Campaign for the College in the Great Hall of the Wren Building.

priority of the College, to turn this situation around.

Despite these dismal data and the inevitable debilitating effect which they have on both pocketbooks and morale, the faculties of the College continue to fulfill their responsibilities as teachers and researchers with skill and care. It has

been a very good year at William and Mary, in its essential mission of education, thanks to their loyalty, creativity and commitment to their profession and to the College.

Despite predictions to the contrary in some circles across the country and in Virginia, the quantity and quality of applications for all major

programs of the College held up very well in 1975-76. William and Mary continues to have an excellent reputation, thanks in part to a first-rate student body that is already here, and they tend to attract young men and women of equal calibre. Nevertheless, the situation can never be assumed to be static, and we must never fall back toward complacency. In all educational programs we are making special efforts toward active and affirmative recruitment of outstanding applicants, especially in areas where we anticipate that some softness may develop.

The administration and staff of William and Mary are here primarily to support the educational mission of the College, to help provide an effective environment for good teaching and learning to take place, to run interference for faculty and students where they can be helpful, to deal with the complexities of the surrounding environment, and of simply administering a community of more than 1300 acres and 100 buildings where 6500 diverse individuals live and work and relate to each other. They receive more complaints than kudos at times; are often confronted with more problems than solutions; have less resources than they need to do their jobs well and still are understandably accused of drawing resources away from the educational side of the enterprise; are faced more and more with the increasing needs and requirements of the state and federal governments for data and reports, in the interest of coordination, control and accountability.

Much of what the administration and staff does, day in and day out, does not show, is not even known by most of us. This makes it no less important and essential to the forward movement and good health of the College community.

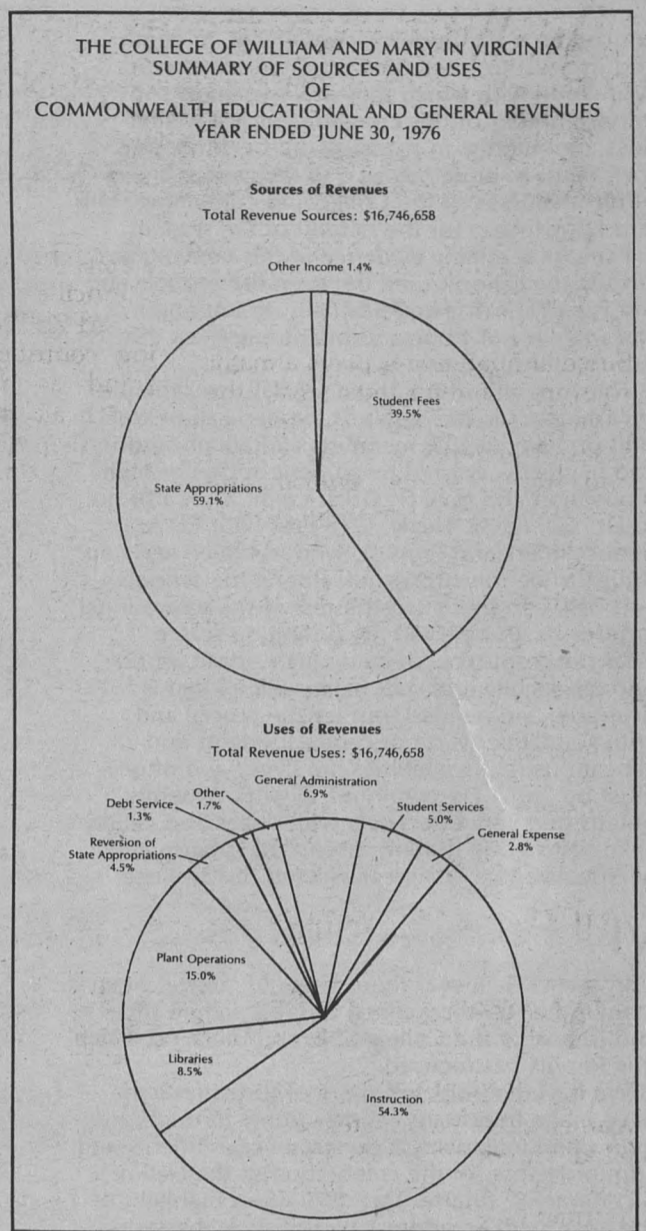
I am sincerely grateful for the hard work, devotion, creative management and support of the educational mission of the College, on the part of

members of the administration and staff. I feel privileged to be associated with them.

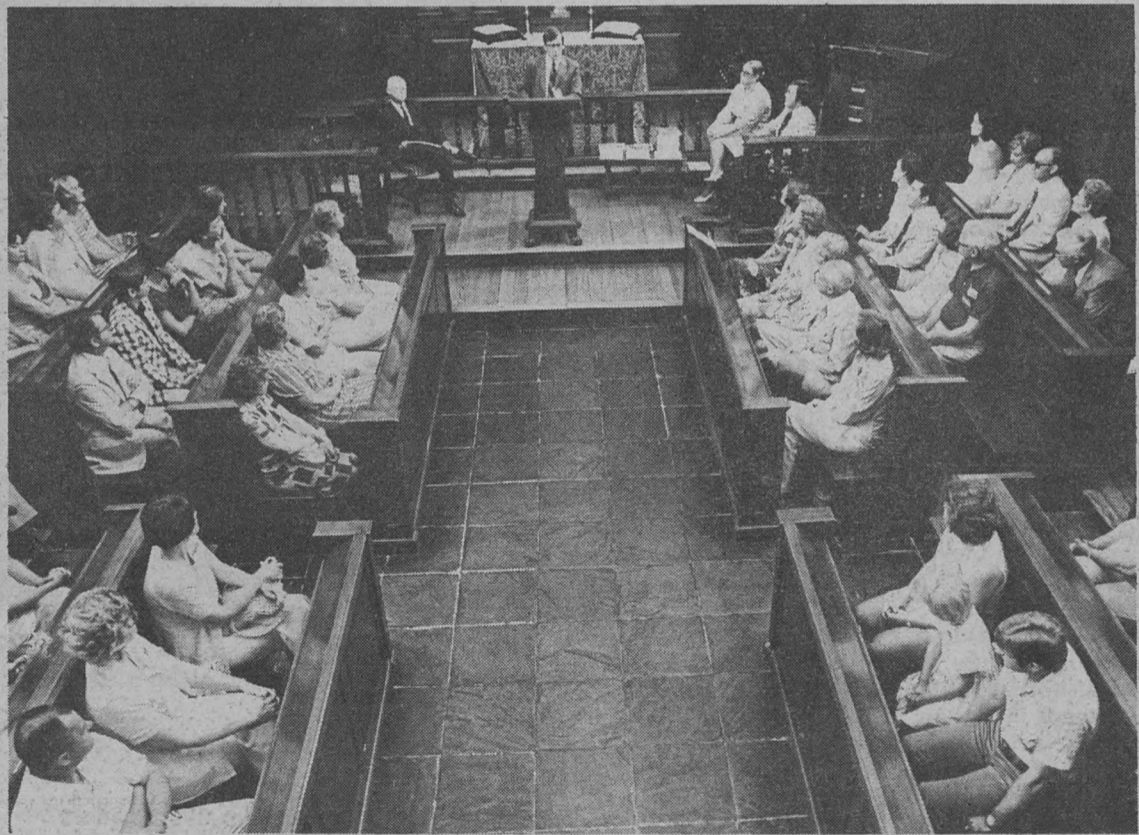
This past year, under the leadership of Mrs. Jean Bruce and her colleagues on the Board of Directors, the Society of the Alumni has been of enormous support to the College. My only regret is that financial constraints have largely prevented my getting out to the alumni chapters across the state and nation to say thank you to the members of the Society on a personal basis. The close relationship between the College and her alumni, in compatibility of interest in mutual support of our objectives and our programs, and in financial support during a critical financial period, is very gratifying. Out of this relationship came the development of the highly successful Alumni College in June of 1976.

The Board of Visitors, now with a new Rector and several new Board members, has continued in the past year to provide the wise and creative governance to the College, that is so essential to its mission. Your support and leadership are sincerely appreciated.

I find an increasingly close working and personal relationship between members of the Board and members of the faculty and student body; and, as you know, we are seeking new ways to foster these relationships still further. The Board, the administration, the faculty and the student body each has its own distinct role at the College, and it is important that we keep these differentiations constantly in mind if each of us is to carry out our responsibilities effectively in the interest of the College. But this principle of separation of authority and responsibility is entirely compatible with the most encouraging relationships and communications that are developing among these several groups. The environment of mutual support that is thus fostered is clearly in the interest of William and Mary as we face together the opportunities and problems of the late 1970's and early 1980's.



To me the important facts will not be just how much money is raised over what period of time; rather they will be that we are raising to a new high level of visibility and support the needs of the College . . .



Many prominent speakers visited the College during the year, including CBS News Correspondent Roger Mudd who served as a journalist-in-residence. Another successful event was the Alumni College at which diplomas were presented in the Chapel of the Wren Building.

Pledges Exceed \$4 million

Planning Pays Off on Campaign Trail

Cont. from P. 1

Since annual giving plays a major role in attaining this goal, the College must count on the increased generosity of its alumni and friends to the William and Mary Fund and the other annual giving programs of the College."

Mrs. Bruce is serving as interim Chairman of the National Council, due to the death of J. Edward Zollinger, '27.

"He provided inspired leadership to the campaign," she stated. "He was dedicated, enthusiastic, a fine human being and great philanthropist. His death is mourned by all of us. We have now begun an intensive search for

a new Chairman of the National Council for the Campaign."

"Ed Zollinger's many outstanding contributions to the College stand as a benchmark against which all other alumni can measure their service to William and Mary," said Gordon C. Vliet '54, executive vice president of the Society of the Alumni. "We know that the professional staff in the Campaign will carry on its fine work, but all alumni should now redouble their efforts to fill the breach left by Ed's untimely passing."

In the sequential strategy being followed to achieve the \$19 million goal, William and Mary turned first to members of its official "families." The twenty-one mem-

ber Board of Visitors of the College has made a one hundred percent commitment totaling \$837,600. The thirty-six members of the Endowment Association Board have contributed to date \$1,364,500, and several substantial gifts are still under consideration. This generous support is also complemented by the enthusiastic endorsement of the Campaign by the Board of Directors of the Society of the Alumni.

Solicitation of the Board of Directors of the School of Business Administration Sponsors, Inc. is in progress, and the newly formed Business and Industry Committee has begun its work with leading corporations in the Commonwealth and throughout the

country. Slated for solicitation early in 1977 are other key groups affiliated with the College.

An ever-broadening solicitation of alumni, parents and friends of William and Mary is part of the overall Campaign plan, and volunteers will be calling on a wide spectrum of potential donors as the Campaign progresses.

Jim Root Named SC's Top Coach

William and Mary's head football coach Jim Root was the overwhelming choice for Coach of the Year in the Southern Conference. The Tribe mentor, in his fifth season at the College, won by a landslide over runnerup Pat Dye of East Carolina.

Many observers had predicted another dismal year for the Indians football team. One publication went so far to say William and Mary would go 0-11 this year, and the pre-season forecasters picked the Indians at the bottom of the conference.

William and Mary's still young squad finished with 7-4 mark, the best at the college since 1951. The Indians were second in the Southern Conference.

All Post Winning Records

Women's Fall Sports Rate Success

All of William and Mary's women's fall sports teams compiled winning records this year, and several won prestigious tournaments.

Golf Compiles 5-2 Fall Record

Led by seniors Beth Lett and Connie Ritter, William and Mary's women's golf team compiled a 5-2 won-loss record during the fall.

The team placed in the Mary Baldwin Invitational tournament and was runner-up in the Duke University Better-Ball Invitational in November.

Miss Lett won the VFISW State Title in the championship flight, the first woman William and Mary golfer to accomplish that feat. Charlotte Dyer was runner-up in

the first flight and William and Mary was second in team competition.

Volleyball Team Finishes 15-9

Stung by four straight losses at the beginning of the season, the Volleyball team won 15 of its last 20 games to finish the season with a 15-9 record.

Against Virginia schools, the spikers were 10-5, including a third place finish in the Madison College Invitational tournament and a third place tie with Roanoke College in the State Tournament. The women also competed in the Delaware Invitational, compiling a 3-3 record.

Coach Debbie Hill noted the team showed remarkable poise for a club with three freshmen and only one senior.

Tennis Wins Two Meets

The women's varsity tennis team, coached by Millie West, won team titles in two tournaments and finished the season with an overall record of 8-3.

The tennis team won the Tennis Life-Garfinckel Intercollegiate Women's Tennis Classic in Washington D.C., and the Salisbury (Md) State College Women's Intercollegiate Championship.

William and Mary also defeated the University of Maryland, Duke, Mary Baldwin, Westhampton, Virginia Commonwealth, Sweet Briar, Mary Washington, and the Faculty All-Stars. Losses came at the hands of the University of Virginia, Penn State, and the University of Tennessee at Chattanooga.

The Junior Varsity enjoyed an excellent season as well, finishing

with a 5-0 record under the coaching of Cat Scheibner.

Field Hockey Does Well

The Varsity Field Hockey Team won nine games, lost only one and tied four during a season in which it also won two tournament championships.

The team won the Tidewater Collegiate Championship for the second year and the AIAW Region II Championship for the second year. It lost in the quarterfinals of the National tournament.

The Junior Varsity finished with a 6-4-2 record.

The teams look to an even better season next year since there were no seniors on this year's teams.

Tribe Heads for Hawaii

The Tribe basketball team departed for California and Hawaii Dec. 21 for games with Santa Barbara, UCLA, and teams entered in the Rainbow Classic in Honolulu.

The Indians had rolled up a 3-2 record before leaving, defeating Christopher Newport College, Hampden-Sydney, and the Citadel, while losing to 11th-ranked Wake Forest in overtime and to Appalachian State.

They return home Jan. 8 for a regionally-televised game against Appalachian before going on the road again against UVA (Jan. 10) VMI (Jan. 12), and Richmond (Jan. 15).

Other home games in January are against East Carolina (Jan. 18), Queens (Jan. 20), and Navy (Jan. 29). The Navy game will mark the second annual Basketball Reunion night which serves as homecoming for all former William and Mary basketball players. Former players should contact Coach George Balanis if they plan to attend.

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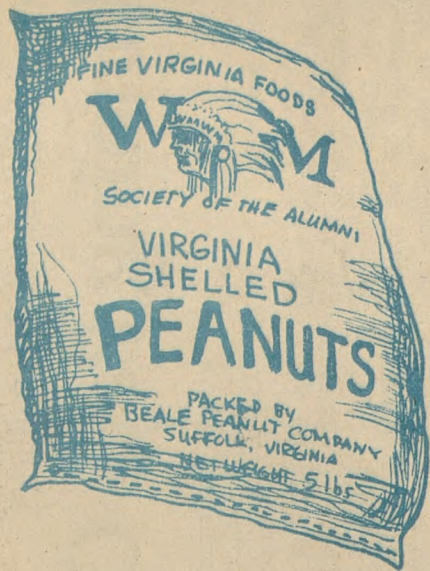
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The track team will compete against the Barbados national team plus invited athletes from neighboring islands including several Olympic competitors.

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Baxter Berryhill,
Track Coach

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ALUMNI GAZETTE

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Bell-Ringer Era Ends College Automates Wren Bell

Remember the College bell in the cupola of the Sir Christopher Wren Building? If you attended William and Mary, you do because it is traditional that each graduate rings the bell during the last day of class in his final year.

The tradition of the bell is as old as the Royal Charter itself which decrees that the bell will be rung to open and close classes. It has been that way throughout the history of the College, even during the barren years after the war between the States when William and Mary was so strapped financially that it all but closed down. What kept the College open, symbolically at least, was the ringing of the bell at the beginning and end of

each school year by President Benjamin Ewell.

There have been other famous bell-ringers as well. One who won his way into the hearts of students, faculty, and staff was Doc Billups, a member of the College community from 1888 until his death in 1955.

Now William and Mary has a bell-ringer of a different sort. During the fall, the College installed an automatic machine to ring the bell promptly on the hour, day and night.

At first glance, it may seem the College has moved to dehumanize an ancient ritual. But the automation makes good sense and actually adds to the atmosphere of the College, according James S. Kelly '51, assistant to the President.

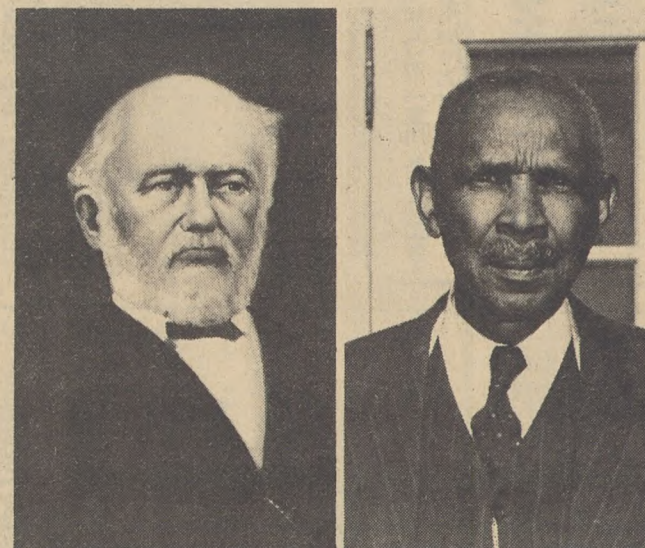
Kelly explains that the bell-ringing was irregular before it was automated. When the custodian of the Wren Building went home in the evening, the bell fell still; if he didn't report the work, no one was there to ring the bell. And often too his watch or his other duties might prevent him from ringing the bell on time.

Explained Kelly: "At night, the spirit of the campus, which the bell embodies, was not present when the students needed it to remind them of their studies and why they were at the College."

The bell is completely automated now; it can be rung only by the automatic timer because no device could be found that would allow both automatic and human bell-ringing.

But that does not mean that the tradition of the seniors ringing the bell on the final day of classes will ring out with the chimes. On Senior Day, the automatic timer will be disconnected so the seniors can pull away on the ropes in the long-standing tradition of the College.

Famous Bell-Ringers of the Past



President Ewell

Henry "Doc" Billups