

— Jan. 4, 1947

[illegible]

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Dan Tarpley

LUBBOCK--Registration for the Spring semester at Texas Tech University will be reduced to two days, 8 a.m.-5 p.m., Thursday, Jan. 13, and 8 a.m.-6 p.m., Friday, Jan. 14.

It will be conducted in the Lubbock Municipal Coliseum. D. N. Peterson, interim director of Admissions and Records and Registrar, has asked all academic departments to increase the number of faculty sectionizers necessary to handle the work load, which was previously spread over three days.

Late registration will be conducted the following week from departmental offices and the office of the Registrar, Peterson said.

There still is student housing available in most of the residence halls, said Bill Haynes, manager of Residence Halls Operation.

Enrollment for the 1976 Spring semester was 20,785, up 384 from 1975.

-30-

1-1-4-77

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Gail Molsbee

LUBBOCK--To help women in management get and stay "ahead of the game" the College of Business Administration's Center for Professional Development at Texas Tech University will conduct a one-day seminar Jan. 22.

The program on women and management, "How to Beat the Challenge," is designed not only for "keeping up" but also for moving forward as executives and decision makers, according to center officials.

The program will afford women an opportunity to learn their level of assertiveness, to increase their ability to communicate and to enhance their personal effectiveness, as well as to delve into problems that may confront them in their particular business or organization.

The seminar will use an "experiential workshop" format, involving participants in group discussions, role-playing and individual assessment.

J. Duane Hoover, associate professor of management in the College of Business Administration, will conduct the workshop with the aid of Sara Huey. Huey, who holds a master's degree in communications from Texas Tech with a minor in business management, is employed by Texas Instruments.

Fee for the seminar is \$30, which includes all instruction and luncheon costs. Checks should be made payable to the Center for Professional Development and sent to P.O. Box 4320, College of Business Administration, Texas Tech University, Lubbock, Texas 79409.

For more information contact the Center for Professional Development, (806) 742-3170.

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Nita Hyden

LUBBOCK--Practicing engineers can earn graduate credit this Spring semester through course offerings by the Texas Tech University College of Engineering at Frank Phillips College in Borger and an accelerated course on the Texas Tech campus.

Texas Tech's Division of Continuing Engineering Education coordinates an off-campus program for engineers to earn a master's degree with 36 semester hours of course work plus a comprehensive oral examination. A thesis is not required. All work can be completed off-campus and the students are allowed nine years for course work completion.

The courses at Frank Phillips College are "Analysis of Engineering Systems I" and "Mass Transfer Operation." Classes will be conducted Tuesday nights, starting at 6, with the first session Jan. 18.

The accelerated course on the Texas Tech campus will be "Air Pollution Control for Chemical and Processing Industries." Class sessions will be 6-9 p.m., Fridays, and 9 a.m.-12 noon, Saturdays, on April 8-9 and 22-23, and May 6-7.

The division first offered courses in the Fall of 1966 as a result of requests from professional engineers employed in industries in West Texas.

The Continuing Engineering Education program is unique in Texas and approximately 16 companies and two professional societies have been involved.

Additional information about Spring courses may be obtained from Jo King, Continuing Engineering Education, College of Engineering, Texas Tech University, 79409. Telephone (806) 742-3456.

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Kay Hord

LUBBOCK--Adjunct professors Robert A. Kipp and William A. Carlson have been added to the Master of Public Administration program faculty at Texas Tech University.

Carlson, formerly a budgeting and planning official with the U.S. Department of Agriculture, now is a consultant for the United Nations and the Agency for International Development (AID). His areas of expertise are in budgeting, program evaluation, planning and developmental administration.

Kipp is city manager of Kansas City, Mo., and vice president of the International City Management Association. His expertise is in various areas of city management and transportation.

Kipp will be at Texas Tech Monday, Feb. 14; Tuesday, Feb. 15; Monday, March 14; and Tuesday, March 15. A public address is scheduled for the evening of Feb. 15.

Carlson will be at Texas Tech Monday, Jan. 24, Tuesday, Jan 25; Monday, Feb. 28; Tuesday, March 1; Wednesday, April 13; and Thursday, April 14. He will deliver a public address during the evening of March 1.

-30-

4-1-5-77

CONTACT: Prabhu Ponkshe

LUBBOCK--"There is no better investment than one in the lives of young people and their education."

This is the philosophy and practice of Prof. John R. Hunter of the range and wildlife management faculty at Texas Tech University. And in keeping with it he recently doubled an endowment scholarship fund which he started last year.

The latest donation of \$5,000 brings the Mr. and Mrs. John Hunter Scholarship Endowment Fund to \$10,000.

"My wife, Kathryn, and I wish to establish an endowment fund of about \$30,000 by the time I retire. The interest from this fund will be used for creating scholarships in the range and wildlife management department at Texas Tech."

The Hunters have been giving two \$200 scholarships to range and wildlife management students each year since 1966. This effort is in addition to the endowment fund scholarship.

"One of the greatest needs of the College of Agricultural Sciences is creation of scholarships and endowment funds for students," said Dr. Anson R. Bertrand, dean of that college, while accepting the endowment fund check.

A native of Motley County, Hunter has been involved in farming and ranching most of his life and has served on the faculty of Texas Tech since 1958.

He earned the bachelor's degree at Midwestern University in 1949 and the master's at Texas Tech in 1958.

-more-

In Spring, 1975, Hunter was named the outstanding teacher in the College of Agricultural Sciences. Award winners are chosen by the Agricultural Council, a student organization, and Alpha Zeta, agricultural honor society.

He was president of the South Plains Chapter of the Soil Conservation Society of America in 1968 and was named Man of the Year for outstanding service to that chapter in 1973. Hunter also has received a Special Service Award and Honorary Lone Star Farmer Degree from Area One Future Farmers of America.

An active member of the Society for Range Management, he was president of the society's Texas Section during 1976. He has served that organization as a director and as chairman of the Membership Committee and the Student Awards Committee.

Hunter also manages the Range and Wildlife Scholarship Fund, for which ex-students and friends of the department make donations. That fund has grown to \$5,500 this year.

TexasTechNews

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Prabhu Ponkshe

ATTN: AGRICULTURE EDITORS

LUBBOCK--The economics of agriculture through commodity markets, agricultural credit, and equipment investment and depreciation will be discussed during the Area I and II Young Farmer Field Day at Texas Tech University, Tuesday, Jan. 11.

Leading bankers and brokers will discuss these subjects with more than 75 Young Farmers who are expected to attend. Delegates will come mainly from West and Southwest Texas.

The Area I sponsored morning session begins at 10:15 a.m., when Dr. William F. Bennett will welcome the Young Farmers. Bennett is associate dean of the College of Agricultural Sciences at Texas Tech.

An Amarillo broker, Bill Peel, will talk about commodity futures for most of the morning session. Two farmers, Frank Jones, Lamesa, and James Welch, Dimmitt, will also share the morning session discussions on commodity hedging.

Activities will resume after lunch when Don R. Workman, senior vice president of the First National Bank, Lubbock, will talk on agricultural credit. Workman is a member of the Texas Tech Board of Regents.

Equipment investment and depreciation is the subject of Don Nickels' discussion. Nickels is a partner in a Lubbock accounting firm.

Peel, Jones and Welch will form a panel at the end of the morning session to answer questions from delegates. Workman and Nickels will answer questions before the afternoon sessions ends.

This is the first time in nearly ten years that Texas Tech has sponsored a Young Farmer Field Day.

The meeting will end at 3 p.m.

3/1/5/77

CUTLINES

\$5,000 CHECK--- Prof. John R. Hunter, right, presents a check for \$5,000 to Dr. Anson R. Bertrand to bring the Mr. and Mrs. John Hunter Endowment Fund Scholarship to \$10,000. ~~The~~ ^{is} interest from the endowment fund will be

used to create scholarships for range and wildlife management students at Texas Tech University. [^] FACULTY MEMBER IN RANGE AND WILDLIFE MANAGEMENT [^] Hunter has been teaching

at Texas Tech since 1958 and plans to create an endowment fund of about \$30,000 by the time he retires. Bertrand is

~~the~~ dean of the College of Agricultural Sciences at Texas

Tech. ~~Hunter is on the range and wildlife management faculty.~~

(Tech photo).

5-1-5-77

OK
J.D.

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Kay Hord

LUBBOCK--While students celebrated a Christmas vacation, 14 area public school administrator-educators spent a week of their holidays at Texas Tech University learning how to improve their community-school relations.

The 14, from Odessa, Midland, Amarillo, San Angelo, Lubbock, Hamlin, Cross Plains, Canyon and Abilene, met with professors in a special course designed by the College of Education at Texas Tech.

"This course is of immediate benefit to the area educational systems in helping to upgrade relationships of superintendents, principals and assistant principals with the community," said Dr. Paul E. Zintgraff, chairperson of the Educational Administration Department and coordinator of the course.

The course, which carries three hours credit, is required for the educational administration in-service doctoral program.

The class included pre-study in methods of informing parents, students and supporters of better educational and improved instructional programs in school operation.

-more-

educator's course/ add one

Members of the class were required to do a particular study on their school before the class met at Texas Tech. Prior research included interviews with news editors from their local television, radio and newspaper media and with personnel from local public relations firms.

The course was based on methods used by administrators to get information to the citizens through local press, radio and television.

"This information allows citizens to make better decisions on their school facilities and instructional programs," said Zintgraff.

"In a time of increasing inflation and limited administrative job opportunities, it is difficult for an administrator to resign his or her position for a year to meet normal residency requirements for a doctorate. The remoteness of West Texas communities from institutions of higher education makes commuting impossible. Consequently, many school administrators with excellent experience backgrounds and high-level academic achievements are unable to continue their education through the terminal degree.

"Texas Tech's College of Education is eager to be of service by providing a program which will eliminate these problems and, at the same time, maintain a high quality program."

Zintgraff was assisted by Drs. Berlie J. Fallon, Dwight L. Kirk and Robert Krajewski of the Texas Tech faculty and Dr. Gordon Downum, public information officer for the Lubbock Independent School District.

educator's course/ add two

Attending the course were: Roland R. Blackford, 3467 Santa Monica, Abilene; Bonnie Gist, Route 2, Canyon; Doug Donoho, 3331 Chatterton, San Angelo; Scott H. Edington, Cross Plains; Ray E. Freeman, 3801 Janice Lane, Abilene; Conrad M. Hobbs, 1800 Culver, Midland; David R. LeMaster, 3312 W. Michigan, Midland; Connie JoAnn Montgomery, 1904 W. Ohio, Midland; Coleman Nichols, 4864 Greenbriar, San Angelo; J.T. Rollins, 3204 43rd St., Lubbock; John Sommer and Patsy Sommer, 1103 Creekmere, Canyon; Leland O. Wilhelm, 6401 Hatfield, Amarillo, and George Schroeyer, Hamlin.

The doctoral program in administration enables students to continue their education while on the job. Off-campus centers, located at West Texas State University in Canyon and Abilene Christian College, have been established to reduce student travel during the teaching year. Other off-campus centers are also planned. Two consecutive summer sessions of nine weeks, fall and spring classes at the outlying centers, plus one week during the Christmas vacation period, fulfill the minimum 27 hours of residence requirements.

The program is designed to develop administrative leadership skills and to capitalize on experience. Problem-solving abilities will be improved by working on actual school problems and through the application of research.

The program also includes the study of areas dealing with philosophical, psychological, political, social, economic and historical forces affecting school administration and society.

TexasTech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Nita Hyden

LUBBOCK--"Access," a 30-minute television program on Texas Tech University's KTXT-TV, Channel 5, provides a medium for student representatives to interview university president Cecil Mackey on topics of campus concern.

The program is aired every third Thursday of the month at 6:30 p.m.

Student representatives for the next show, to be aired Jan. 20, are Melissa Griggs, editor of the University Daily, David Beseda, external vice-president of the Student Association, and Betty Lowder, representative of the Women's Continuum.

Students are also invited to submit their questions to Dr. Mackey through the Student Association office.

Alice French is moderator and co-producer with Jeff Lawhon, who also is director.

Reruns of "Access" are shown at later times, and video cassettes are shown at the Texas Tech University Center. KTXT-FM radio also simulcasts the program.

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: B. Zeeck

ATTENTION: Agricultural Editors

LUBBOCK -- There was a time -- about 200 years ago -- when Florida Greenseed was the big one in cotton production. And this cottonseed of the pioneers had one benefit 1977 growers want.

The Florida Greenseed produces more lint fibers.

Dr. Jerry D. Berlin, biological sciences professor at Texas Tech University, has been studying cottonseed with the aid of an electron microscope and photography. By this method he can enlarge his view more than 500,000 times.

Florida Greenseed, he said, shows more than 80 per cent of its surface covered with fibers, while two of the popular 1977 commercial varieties produce fibers over only 50 to 60 per cent of the seed surface.

The actual fiber count is startling. Berlin found 12,800 fibers per seed on the Florida Greenseed, compared with about 6,000 fibers per seed on contemporary commercial varieties.

Berlin emphasizes that the studies he is undertaking with the support of Cotton Incorporated are designed to discover possible desirable features in comparisons of cottonseed.

"It is up to cotton geneticists to improve the seed quality," he said.

Berlin is program chairman of the 31st Cotton Physiology Conference to take place during the 1977 Beltwide Cotton Production Research Conferences and Special Meetings Jan. 10-12 in Atlanta.

Berlin is program chairman of the 31st Cotton Physiology Conference to take place during the 1977 Beltwide Cotton Production Research Conferences and Special Meetings Jan. 10-12 in Atlanta.

His description of the lint production of Florida Greenseed and contemporary fibers will be presented as a paper on "Electron Microscopy of Wild Cotton Fibers" at the Symposium on Physiological Research in Cotton Germplasm, the last of three sessions for the physiological conference.

During the sessions he will present another paper, "The Fine Structure of the Nonfiber-Epidermal Cell During Cottonseed Development." He is also co-author of "The Presence of Glandular Trichomes in Cotton Trash," written by Dr. Philip R. Morey, also a Texas Tech University biological sciences professor, Berlin, and a laboratory technician, Doris G. Jasco.

Morey will report on "Change in Cotton Bract and Leaf Associated with Plant Senescence." He is co-author, with graduate student Paul L. Raymer, of the conference paper on "Anatomical Changes in Greenhouse Grown Cotton Bract During Senescence." Raymer, Morey and Dr. Christopher J. Lupton are co-authors of "Studies on Greenhouse Grown Bract Relative to the Cotton Dust Problem." Lupton is assistant head of chemical processing at the Texas Tech University Textile Research Center.

In addition to these papers the Cotton Economics and Marketing Conference will hear one on the "Evaluating the Impact of Instrument Text Line Values on Cotton Marketing and Use" by Dr. S. Don E. Ethridge and Dale L. Shaw of the Department of Agricultural Economics, Texas Tech.

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

Contact: Prabhu Ponkshe

LUBBOCK--- The handicapped and the law regarding this minority group with respect to employment will be outlined to personnel officers attending a seminar at Texas Tech University, Tuesday (Jan. 11).

The seminar will cover personnel functions including recruiting, selective placement, job analysis, interviews and community resources for the handicapped.

Andy Alexander, representative of the Texas Rehabilitation Commission, will address the seminar and conduct a workshop for the delegates.

The Career Planning and Placement office at Texas Tech University is sponsoring the seminar. More than 30 delegates from Texas and New Mexico are expected to attend. So far 23 have registered.

The seven-session seminar will begin at 8:30 a.m. and conclude at 4 p.m.

Delegates will receive credit from Texas Tech's Continuing Education Program and a certificate.

The limited enrollment for the seminar is on a first-come basis. Tuition is \$30, including cost of instruction, materials, luncheon, coffee breaks and the reception.

Transportation to and from the Lubbock airport is available on request.

For additional information call Career Planning and Placement, Texas Tech University, (806) 742-2210.