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# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS/P.O. BOX 4640/TEXAS TECH UNIVERSITY/LUBBOCK, TEXAS 79409/(806) 742-2136

## AFTER HOURS CALL:

Bee Zeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Terri Lloyd

1-9-24-84

LUBBOCK--The 1984 Outstanding Mass Communications Alumni at Texas Tech University will be honored during a breakfast Saturday (Sept. 29).

Robert Montemayor of the Los Angeles Times and Bill Crume, founder and chairman of Crume and Associates advertising agency in Dallas, will attend the 8 a.m. breakfast at the Faculty Club in the University Center. Tickets cost \$5 and may be reserved by calling 742-3385.

Montemayor, a 1975 graduate, was a member of the Los Angeles Times reporting team awarded a 1984 Pulitzer Prize for a 27-part series on the impact of Chicanos and other Latinos on Southern California.

In addition to the Pulitzer Prize, Montemayor has received several first place awards from the Associated Press, and United Press International and has been nominated three times for a Pulitzer Prize.

Crume and Associates, founded in 1971, is a full-service advertising agency employing 35 people with billings over \$18 million annually.

Crume is a member of the Texas Tech Mass Communications Advisory Committee and serves as chairman of the advertising subcommittee. He graduated from Texas Tech in 1955.

The award is sponsored annually by the department's area alumni councils in Lubbock, Dallas, Fort Worth, Amarillo and Houston, mass communications faculty and students and the department's Mass Communications Advisory Committee.

-more-

An open house and reception are scheduled in Room 223, Mass Communications Building at 10 a.m.



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CONTACT: B. Zeeck

2-9-24-84

LUBBOCK--Texas Tech regents will meet in committee and regular sessions Friday (Sept. 28), holding morning committee meetings in the university Administration Building and the regular session in the Health Sciences Center Building.

Committee meetings will be at 8 a.m. in the committee room of the Board of Regents suite. The regular session will start at 3 p.m. in the administrative conference room (2B152) of the Health Sciences Center Building.

On the agenda for the university are consideration of: a revised faculty tenure policy; a proposed program leading to a bachelor's degree in public relations; acceptance of a gift of Castro County land willed to the university; and authority to award construction contracts for renovation of the Industrial Engineering Building, remodeling and completion of the sub-basement of the Art Building, and improvements to the sewage and site drainage at the Texas Tech Agricultural Field Laboratories in Lubbock County.

For the health sciences center regents will consider: reactivation of the Department of Health Organization Management in the School of Medicine; an agreement with the Amarillo Hospital District; and authority to award contracts for the renovation of out-patient clinics for use by the Regional Academic Health Center in El Paso, and for the prepurchase of 10 air handler units for construction related to the schools of Nursing and Allied Health.

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CONTACT: Darla Hightower

3-9-25-84

LUBBOCK--Beef products account for 40 percent of the food dollars spent in restaurants, but the market could be widened by solving a few consumer problems, according to David K. Hayes, director of the Texas Tech University Restaurant, Hotel and Institutional Management program.

The restaurant industry is a partner with the beef producers in marketing beef products, Hayes told a Livestock Day audience at Texas Tech (Sept. 21).

Beef is widely used in restaurants because it is easy to handle and slow to perish, Hayes said. The excess and trimmings can be used, it is versatile, and a person can be easily trained to cook beef.

Even with the advantages of using beef, however, the product has consumer problems, Hayes said. One marketing problem is that beef does not have a breakfast item or appetizer for restaurant menus. Pork covers the market for breakfast, and seafood dominates the appetizer market, he said.

Another problem, Hayes pointed out, is that beef lacks a restaurant menu item priced between ground beef and steak.

The restaurant industry is playing an important part in the marketing of beef because more families are eating out, Hayes said.

"Forty percent of every food dollar is spent in the restaurant industry," he said. "We sell a convenience and more Americans are willing to pay for it."



Beef prices are up 6½ percent from a year ago, Hayes said. Prices are currently stable, but are expected to rise another 6 to 10 percent by the first of the year.

Texas Tech Home Economics Dean Elizabeth G. Haley said home economists also support the beef industry.

"We have the role of providing appropriate nutritional information and consumer information," she said.

Beef is a leading source of iron and vitamins and is a basic low calorie food, Haley said. Home economists, she said, can provide information on how to improve the quality of beef and how to market it in the industry.

Haley said students in the College of Home Economics want future studies that can provide more information on how nutrients in beef are absorbed in the body; how to make low grade beef more acceptable; fatty acids and cholesterol of beef; and nutritional education.

Students from the Texas Tech Restaurant Hotel and Institutional Management (RHIM) program prepared the lunch during the Livestock Day activities.

The one-year-old RHIM program now has 220 majors and is receiving strong support from industry.

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CONTACT: Preston Lewis

4-9-25-84

LUBBOCK--The nation's beef consumers fall into five broad categories that beef producers must recognize to better market their product, Jay H. Wardell, vice president of the Beef Industry Council for the National Live Stock and Meat Board, says.

Wardell identified the major characteristic of the market segments as: 1. beef lovers; 2. creative cooks; 3. price-conscious consumers; 4. convenience-minded consumers; and 5. health-oriented consumers.

Speaking to a Livestock Day audience at Texas Tech University Sept. 21, Wardell said marketing studies are helping provide a new perspective on the factors which affect the beef market. While price, quality and competition from other meats, poultry and fish remain demand factors, marketing research has identified other significant factors.

Diet and health, fashionability and convenience are increasingly significant, particularly among the consumer segments where there is the most room for market growth, Wardell said.

"We are starting to see distinct segments with distinct needs and expectations in the American market," Wardell said.

About 22 percent of the nation's consumers would be considered meat lovers. They are primarily middle income, blue collar workers. Another 20 percent are creative cooks, generally older and often retired individuals who use beef because of its versatility as a cooking ingredient. About 25 percent of the consumers are price-oriented because price is the prime factor in their food choice.



Consumers in those three categories are fairly set in their meat-buying pattern, either by habit or choice or by financial constraints.

However, a full third of the populace would be considered convenience-minded or health-oriented consumers, Wardell said. About 17 percent of the population is health-oriented and 16 percent convenience-conscious in their food purchasing habits. These categories tend to have higher incomes and higher education, Wardell said.

Convenience-conscious consumers lead an active life style with little time in their busy schedules allocated to meal preparation. Nutrition is the top concern of the health-oriented segment.

Devoting more industry attention to getting accurate information to the public on beef's nutritional value, to capitalizing on the convenience factor in food purchases and to recognizing the fashionability of beef may help enlarge the percentage of each dollar going to beef from those two consumer segments.

Wardell said increased marketing studies, as are conducted by the Beef Industry Council through a voluntary producer checkoff program in 37 states, are important if the producer is to hold on to or increase his share of the market.

"I think our industry is taking a whole new perspective and I think we must if we are to continue to thrive and prosper in the decades ahead," Wardell said. "And, we've got to start thinking as an industry about the market."

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6-9-25-84

DONOR--Tom and Evelyn Linebery of Midland were recognized during the Ranching Heritage Association's annual Ranch Day activities Sept. 22 at the Ranching Heritage Center of The Museum of Texas Tech University. The Lineberys gave a \$25,000 gift to the Ranching Heritage Association to fund furniture for a new addition to the center's DeVitt-Mallet Ranch Building. Mrs. Linebery, above, responds to the dedicatory remarks. (TECH PHOTO)



caption-----

7-9-25-84

HONORED--Midland rancher and civic leader Foy Proctor stands before the National Golden Spur Award presented Sept. 22 in Lubbock by the nation's major livestock organizations for a lifetime of achievement. Attending the award presentation are, from left, Clarence Scharbauer Jr. of Midland, who nominated Proctor for the award; Proctor; and Junior Hays, manager of the Foy Proctor Ranch in Hartley County. (TECH PHOTO)

CONTACT: Terri Lloyd

8-9-25-84

LUBBOCK--Twenty-nine junior students from Texas Tech University have been selected to the Cardinal Key National Honor Society.

In order to be selected, nominees must be of junior standing and have shown outstanding scholarship, leadership and service while at Texas Tech.

The honorees with parents and hometown addresses include



9-9-25-84

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RANCHER LAUDED--The unveiling of a bust honoring the late C.T. McLaughlin of Snyder was a highlight of Ranch Day activities Sept. 22 at the Ranching Heritage Center of The Museum of Texas Tech. Attending the unveiling are, from left, dedicatory speaker John Lott of Lubbock and Mrs. Jean McLaughlin Kahle of Fort Worth, daughter of the West Texas rancher. (TECH PHOTO)

caption-----

10-9-25-84

TOP RANCHER--Foy Proctor of Midland thanks the nation's major livestock organizations after being presented the 1984 National Golden Spur Award, emblematic of the nation's top rancher, during ceremonies Sept. 21 in Lubbock. The American Quarter Horse Association is one of seven organizations sponsoring the award annually in recognition of a lifetime of achievement in the livestock industry. (TECH PHOTO)



caption-----

11-9-25-84

TOP RANCHER--Foy Proctor of Midland thanks the nation's major livestock organizations after being presented the 1984 National Golden Spur Award, emblematic of the nation's top rancher, during ceremonies Sept. 21 in Lubbock. The Texas and Southwestern Cattle Raisers Association is one of seven organizations sponsoring the award in recognition of a lifetime of achievement in the livestock industry. (TECH PHOTO)

caption-----

12-9-25-84

TOP RANCHER--Foy Proctor of Midland thanks the nation's major livestock organizations after receiving the 1984 National Golden Spur Award, emblematic of the nation's top rancher, during ceremonies Sept. 21 in Lubbock. Seven ranching organizations sponsor the award annually in recognition of a lifetime of achievement in the livestock industry. (TECH PHOTO)



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CONTACT: Terri Lloyd

13-9-26-84

LUBBOCK--The Texas Tech University Department of Petroleum Engineering has been awarded a \$25,700 grant from Atlantic Richfield Co. (ARCO) to purchase laboratory equipment for undergraduate training.

Equipment for reservoir and rheology laboratories in the department's new facility will be bought with the grant. The new Petroleum Engineering Building encompasses 61,000 square feet and includes six new laboratories. The department is conducting a \$1.83 million fund drive to equip all the laboratories.

The ARCO grant marks the 14th consecutive annual donation from the company to Texas Tech's Petroleum Engineering Department.

Department Chairman Robert E. Carlile said, "This type of dedicated industry support is invaluable to the maintenance of our program and our continuing efforts to upgrade the labs and to enhance the practical training we can give our engineering students."

According to ARCO representatives, Texas Tech petroleum engineers rank third in numbers among engineers employed by the company.

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CONTACT: Preston Lewis

14-9-26-84

LUBBOCK--The boosterism that helped birth and then nurture developing cities in West Texas will be among topics covered Oct. 5 in "The American Southwest: Its Urban Frontier," the fifth annual symposium of the Texas Tech University Southwest Collection.

Texas State Archivist David B. Gracy II will speak on "The Cheapest Land Opportunity on the Continent: The West Texas of the Colonizer." He will be one of eight historians speaking on aspects of the Southwest's urban heritage.

Gracy will examine the developer's role in promoting and ultimately developing West Texas cities. Their boosterism is best shown today in many of the pamphlets they printed with statements such as "We hesitate to place any set price on our lands, as they are advancing rapidly because of the large tide of migration into this country" and "It is a beautiful, smooth and fertile situation, with a surrounding country of some two hundred miles extent, that for beauty and fertility I believe is unsurpassed."

Following a 30-minute registration period, the program will begin at 9 a.m. Oct 5 in The Museum of Texas Tech University. The symposium is free to the public. A luncheon will cost \$7 per person and reservations are required because of limited seating.

The morning session will feature Dr. Gracy; Dr. Harry Jebsen, arts and sciences dean, Capital University, on "When Cities Peeked Over the Prairies;" and Dr. Fane Downs and Dr. Paul Lack, both of the McMurry College History Department, on "Abilene, Sputtering to a Start."



The luncheon program in the 6666 Barn at the Ranching Heritage Center will feature "The Llano Estacado," a slide/tape presentation with an original composition by Bruce Ayres and photographs from the Southwest Collection.

Luncheon speaker will be Dr. Lawrence L. Graves, dean emeritus of Texas Tech's College of Arts and Sciences. He will discuss "Lubbock: Urbanization on the Move."

The afternoon session will include Dr. Bobby Weaver, archivist with the Panhandle-Plains Historical Museum on "European Folk Islands in Northwest Texas;" Dr. Roger Olien, professor of regional and business history at the University of Texas of the Permian Basin, on "Oil Boom Towns;" and Texas Tech architecture Professor Willard B. Robinson on "Traditions of Anglo-American Town Development."

For additional information, contact the Southwest Collection, Texas Tech University, Lubbock, Texas 79409, (806) 742-3749.

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CONTACT: R. Gary Cates

15-9-26-84

LUBBOCK--The South Plains Chapter of the Society of Petroleum Engineers (SPE) has given \$3,750 to fund 1984-85 academic year scholarships for students in petroleum engineering at Texas Tech University.

Scholarship recipients are: Robert Forson, son of Mr. and Mrs. Orville Forson of 1508 N. Jefferson, Bowie; Dan Morrison, son of Mr. and Mrs. Lewis Morrison of Lorenzo; Wendy Storbeck, daughter of Mr. and Mrs. Clinton Storbeck of 6710 Strawflower, San Antonio; Lisa Tauriello, daughter of Mr. and Mrs. Frank Tauriello of 13 Windwood Drive, Newburgh, N.Y.; and Danny Venhaus, son of Mr. and Mrs. Lloyd Venhaus of Happy.

Scholarships were presented to the recipients by John Walker, chairman of the SPE South Plains Section. Also representing the SPE were John Warner, industry sponsor for the SPE Student Section at Texas Tech, and Dan Perez, secretary-treasurer for the South Plains Section. Chairman Robert E. Carlile represented Texas Tech's Petroleum Engineering Department.

Tauriello received the Philip Johnson Petroleum Scholarship of \$750 for the 1984-85 academic year. The scholarship is named for Johnson, a long-time independent West Texas oilman and, for 27 years, a teacher in the Texas Tech Petroleum Engineering Department. The other scholarship recipients were awarded \$600 each.

The scholarships were awarded on the basis of individual academic achievement and are intended to help strengthen the quality of graduates in petroleum engineering.



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16-9-26-84

SCHOLARSHIPS--The South Plains Section of the Society of Petroleum Engineers has presented \$3,750 to the Texas Tech Department of Petroleum Engineering to fund scholarships. Scholarship recipients for the 1984-85 academic year include, from left, Danny Venhaus of Happy, Wendy Storbeck of San Antonio, Dan Morrison of Lorenzo, Robert Forson of Bowie and Lisa Tauriello of Newburgh, N.Y. (TECH PHOTO)

caption-----

17-9-26-84

SCHOLARSHIP--Texas Tech University Petroleum Engineering sophomore Wendy Storbeck of San Antonio has received a \$600 scholarship from the South Plains section of the Society of Petroleum Engineers (SPE). Storbeck, left, accepts a check from SPE South Plains Section Chairman John Walker. Storbeck is the daughter of Mr. and Mrs. Clinton Storbeck of 6710 Strawflower, San Antonio. (TECH PHOTO)



caption-----

18-9-26-84

SCHOLARSHIP--Texas Tech University Petroleum Engineering sophomore Lisa Tauriello of Newburgh, N.Y., has received a \$750 scholarship from the South Plains Section of the Society of Petroleum Engineers (SPE). Tauriello, left, accepts a check from SPE South Plains Section Chairman John Walker. Tauriello is the daughter of Mr. and Mrs. Frank Tauriello of 13 Windwood Drive, Newburgh, N.Y. (TECH PHOTO)

caption-----

19-9-26-84

SCHOLARSHIP--Texas Tech University Petroleum Engineering sophomore Danny Venhaus of Happy has received a \$600 scholarship from the South Plains Section of the Society of Petroleum Engineers (SPE). Vanhaus, left, accepts a check from SPE South Plains Section Chairman John Walker. Venhaus is the son of Mr. and Mrs. Lloyd Venhaus of Box 161, Happy. (TECH PHOTO)



caption-----

20-9-26-84

SCHOLARSHIP--Texas Tech University Petroleum Engineering senior Robert Forson of Bowie has received a \$600 scholarship from the South Plains Section of the Society of Petroleum Engineers (SPE). Forson, left, accepts a check from SPE South Plains Section Chairman John Walker. Forson is the son of Mr. and Mrs. Orville Forson of 1508 N. Jefferson, Bowie. (TECH PHOTO)

caption-----

21-9-26-84

SCHOLARSHIP--Texas Tech University Petroleum Engineering sophomore Dan Morrison of Lorenzo has received a \$600 scholarship from the South Plains Section of the Society of Petroleum Engineers (SPE). Morrison, left, accepts a check from SPE South Plains Section Chairman John Walker. Morrison is the son of Mr. and Mrs. Lewis Morrison of Box 14, Lorenzo.



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22-9-26-84

(MEDIA ADVISORY: You are invited to attend a reception honoring Texas Tech University's former Masked Riders (This is the first reunion of the Masked Riders). Presentations will be made to the former riders during a ceremony beginning at 5 p.m. Friday in the University Room of the Holiday Inn-Civic Center. For further information, contact Judy Henry, assistant to the dean of students, 742-2192.)

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23-9-27-84

TOP TECHSANS--The Texas Tech University Ex-Students Association will recognize four university employees as 1984 Top Techsans at the annual Council and Awards Luncheon at 12:15 p.m. Friday (Sept. 28) in the University Center Coronado Room. Top Techsans are, from left, Charles W. Graves, system operation and control manager, Computer Center; Janie E. Blount, senior administrative assistant, Office of Research Services; Mildred I. Caldwell, bursar; and Mary H. Reeves, assistant dean of students. (TECH PHOTO)



CONTACT: Darla Hightower

24-9-27-84

LUBBOCK--The whole world will be the classroom for students in the year 2000 as new technology brings about major changes in education, according to Texas Tech University College of Education Dean Richard E. Ishler.

Ishler has been studying the future of education since 1980, resulting in his predictions on what education will be like in the year 2000.

"All educators are futurists," Ishler said. "We are all involved in preparing people who will live many years from now. Many of the jobs they will have do not even exist today."

Ishler predicted that much of the "schooling" in the year 2000 will begin at home with computers and television.

"Television has been around for many years but hasn't been used much in formal education," Ishler said. "Certainly its potential has not been realized."

However, today's high school graduate has spent more time watching television than he has spent in school. The average graduate has watched 16,000 hours of television and spent 12,000 hours in school.

Computers will enable teachers to accomplish individualized learning in the year 2000. By the year 2000, 90 percent of all homes will have a computer, Ishler predicts.

"Computers are a powerful tool for kids to learn, but they won't replace teachers," he said. "Teachers will just have to know more in order to work with them."

The schools of the future will become more of a concept and less of a place, Ishler said. Students will have many sources for learning such as mentors in the community. Technology will open up the world for students through the use of satellites and computers.

"Students may be able to tour the British museum or visit China from the classroom," Ishler said.

As schools become more of a concept, grade levels may disappear. Students will be grouped according to common learning experience rather than age, Ishler said.

"There is not a good reason for using grade levels in schools today," Ishler said. "Just because they are the same age doesn't mean they're alike. We need to figure out a way to group kids who are learning at the same rate."

School subjects as we know them will also fade by the year 2000, Ishler said.

The separate subjects curriculum used in most schools today doesn't prepare students for life in our society, Ishler said. Teaching will eventually involve broad concepts which call for an integration of subjects, he said.

There should be more of an integration of knowledge in our schools today, in Ishler's view.

Students will also be attending schools at younger and older ages in the year 2000, Ishler said. Younger students will be accommodated in schools as more mothers remain in the work force and need day care. Also, students who want to drop out or re-enter schools will be more readily accepted, and this will create an older group of students.

As schools change, teacher education will change accordingly, Ishler said. He predicted that teaching requirements will become more stringent, and teaching will become a more highly respected profession.



EDITOR'S ADVISORY

Texas Tech University police reported at 3 p.m. Thursday (Sept. 27) that a warrant has been obtained for the arrest of Donnie Newton, charged with aggravated robbery in connection with the armed robbery Wednesday (Sept. 26) of an armored car driver who had in his possession approximately \$84,000 in cash and checks belonging to Texas Tech.

Newton had been employed as a Texas Tech campus policeman until September 10 of this year when he resigned. His resignation had not been requested. Newton began working at Texas Tech in June, 1982. Previously he had served as a U.S. Army military policeman and in the Marine Corps. He had about five years of military service. Newton had enrolled last spring as a Texas Tech student but had not registered since the spring term. Texas Tech police officials said that he had had required police training.

Police reported that Tech has recovered a blue nylon bag containing the two money bags which had held the Texas Tech deposits. An undetermined number of the checks also were recovered. The bag was found in a dumpster near the Lubbock International Airport, and the unidentified citizen discovering the evidence reported the find to Lubbock police who notified campus police.

Newton stands about 6 feet 1 inch tall, has medium brown coloring and is of medium build. He wore a mustache at the time of the robbery.

A multi-state alert has been issued for his arrest.

Texas Tech officials said that the matter is being turned over to the office of the District Attorney in Lubbock. Additional information should come from that office.

He is a native of Lubbock. He is 27 years old.

Police said changes are being made in security at the Tech bursar's office.



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HOLD FOR RELEASE AFTER 5 P.M. FRIDAY, SEPTEMBER 28

CONTACT: B. Zeeck

26-9-28-84

LUBBOCK--Texas Tech University regents Friday (Sept. 28) approved a revised tenure policy which will affect approximately 60 percent of the 1,500 faculty.

The policy, developed by an ad hoc committee of regents, administrators and faculty members, takes effect immediately and applies to present faculty as well as faculty who will be hired in the future. In action Friday, regents made some revisions in the proposed policy, responding to specific request of faculty. Changes made included reference to due process in any termination of employment action and removed specificity of causes for dismissal. The policy, as passed, stated only that a tenured faculty member can be dismissed for "good cause" with the burden of proof resting with the university. No faculty member can be dismissed for exercising academic freedom.

Purpose of the policy, as stated within it, is to protect academic freedom of the individual in teaching, research or creative activity and in public service activities.

The policy deals with such things as concept and purpose of tenure; types of appointments; qualifications for admission to tenure; grounds for termination of employment; procedures for notice of non-reappointment, termination or resignation; membership of a tenure advisory committee; provisions for appointment of a hearing panel in case of dispute; and requirements for performance evaluation of faculty.

Once a faculty member is granted tenure by action of the Board of Regents, the burden of proof of cause for any dismissal rests with the university. No faculty member may be dismissed for exercising freedom of expression within his or her area of academic expertise.

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One significant change in the revised policy calls for in-depth performance reviews every five years. Although faculty performance has been reviewed annually, the five-year review would assess professional performance on a sustained basis over a period of time. Unfavorable evaluations would lead to a faculty member being asked to improve performance over a period of time or face possible dismissal.

The revised policy adds flexibility to the time period during which a faculty member might qualify for tenure and also allows extended term contracts for instructors who do not meet tenure qualifications but who have shown exceptional quality as teachers.

For faculty working to qualify for tenure, requirements include demonstrations of excellence in teaching, research and public service. Under the policy, it would be customary for a faculty member of professorial rank to serve six years before tenure is granted, although it could be granted before that probationary period is completed.

Before tenure is granted, the faculty member must have the recommendation of faculty in the department in which he or she teaches and by the individual who chairs the department. These recommendations are reviewed at the college level and must have a dean's approval before being forwarded for consideration by the vice president for academic affairs and research. With that vice president's approval, the recommendations are forwarded to the president for review, and the president then makes recommendations to the Board of Regents which grants tenure.

If there is cause to dismiss a tenured faculty member, specific procedures must be followed and the case may be heard by a Hearing Committee chosen by lot, by the Tenure Advisory Committee, from a panel of 20 tenured faculty members to be elected annually.



TENURE/ADD TWO

The Tenure Advisory Committee reports to the president and can consider matters pertaining to tenure or academic freedom referred to it by members of the university community.

This committee will consist of five tenured faculty and two ex-officio members -- the vice president for academic affairs and research and a dean selected by the Academic Council of deans. The faculty members are to be elected at large by the voting faculty.

Faculty members who are now in a probationary status have the opportunity to choose the tenure policy under which they wish to be considered for tenure -- the policy in existence when they were appointed or the revised policy.

Story ideas for the week of  
October 1-5, 1984  
27-9-28-84

"THE AMERICAN SOUTHWEST: ITS URBAN HISTORY"--The Southwest Collection's 5th annual symposium will be held Friday, Oct. 5 from 8:30 a.m.-4 p.m. at The Museum of Texas Tech University. Symposium speakers will focus on the urban history of Lubbock, Midland, Odessa and Abilene. There will be a slide presentation as well as photographic displays from the Southwest Collection. Contact Rebecca Herring, 742-3749.

GROUNDBREAKING CEREMONIES--These will be held Oct. 2 for the Texas Tech University Regional Academic Health Center in Odessa, the fourth regional center to be developed in West Texas will be the base for TTUHSC programs in medical, nursing and allied health education in the Permian Basin. Ceremonies begin at 2 p.m., with a news briefing at 1:15 at Medical Center Hospital in Odessa. For more information, call Peggy Nodurft, 743-2838.

EDUCATION, NOW AND THEN, ELEMENTARY, HIGH SCHOOL AND COLLEGE--Dean Richard E. Ishler of the Texas Tech College of Education speaks of directions public education is moving with predictions for the Year 2000; can speak on the effects of stricter entrance requirements for students wanting teacher education; and can discuss teacher satisfaction with college preparation. Contact Dean Ishler, 742-2377.

TECH TRIVIA--(for audiences who collect it.)

Inscriptions on the Administration Building quote Mirabeau B. Lamar and Solomon.

Texas Tech is the only institution west of the Mississippi River offering instruction in textile engineering.

The first student to send in his registration to Texas Technological College in 1925 when the school opened came from Ralls. It was Winfield Watkins, later a member of the Tech Board of Directors (now regents).

The name of the Will Rogers statue is really Will Rogers (on his horse Soapsuds) Riding into the Sunset.

Who was it that called Texas Tech's "the most beautiful campus in the West till you get to Stanford." That was author James Michener after visiting the campus earlier this year (1984).

For assistance in developing these and other story ideas, contact Christy Bingham/Bill Wideman, UN&P, 742-2136.



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CONTACT: B. Zeeck

28-9-28-84

LUBBOCK--Texas Tech regents Friday (Sept. 28) approved a revised tenure policy which will take effect immediately, applying to about 60 percent of the 1,500 faculty.

The policy protects the academic freedom of any faculty member within his or her field of expertise and, once tenure is granted, allows the university to dismiss a faculty member only for "good cause," following due process, and with the burden of proof of reason for dismissal falling upon the university.

One new feature of the policy places greater emphasis upon review of faculty performance with in-depth reviews every five years.

Regents for the university also approved, for forwarding to the Coordinating Board, Texas College and University System, a proposed program leading to a bachelor's degree in public relations. Although public relations already is taught in journalism and advertising sequences in mass communications, the degree has not been available to students.

Regents accepted a gift of 663 acres of Castro County land willed to the university, for the benefit of the Department of Food and Nutrition, by the late Dr. Ruth Franklin of Fort Worth who was a graduate of Texas Tech.

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Regents awarded construction contracts to: Panhandle Construction Co., for a \$246,900 project to improve sewage and site drainage at the university's Lubbock County agricultural field laboratories; Knox, Gailey and Meador for a \$1,548,219 renovation of the Industrial Engineering Building; Jerry Gailey Construction Co. for a \$757,995 remodeling and completion of the sub-basement of the Art Building; and Hamilton Roofing Co., for the \$43,487 repair of the roof structure on the Health Sciences Center Building. Therm-Mech Co. was awarded a contract for the \$173,916 prepurchase of 10 air handler units for the Phase IIA project in the HSC Building which will provide space for the schools of Nursing and Allied Health.

Adling Associates was named project architect for the expansion of the Department of Internal Medicine on the fourth level of Pod C of the HSC. The project budget was established a \$1.5 million, with funds coming from tuition revenue bonds.

Regents reactivated the Department of Health Organization Management in the School of Medicine and approved an agreement with the Amarillo Hospital District which provides for increased resident service requested by the district by more than \$80,000 with the district paying \$499,466 for services in 1984-85 compared to \$414,419 in 1983-84.