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# Texas Tech News

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

## AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897  
Preston Lewis, Manager, News Bureau, (806) 745-1718  
Dave Clark, Asst. Mgr., Electronics, (806) 793-9711

CONTACT: Cheryl Duke

1-11-21-83

LUBBOCK--The Texas Tech University College of Home Economics has received its first accreditation from the American Home Economics Association (AHEA).

The accreditation is the first college-wide accreditation sought by the college in its 60-year existence. Obtaining this stamp of approval was a priority goal when Dr. Elizabeth G. Haley became dean of the college in 1981. The AHEA has offered the voluntary accreditation program for about 15 years.

Dean Haley said accreditation of undergraduate programs is important in maintaining standards in the preparation of professionals and assuring that universities continue to strive for new levels of excellence in teaching, research and service.

She said each accredited program is judged for its congruence with university goals and with the changing needs of the profession and society.

"Home economics study and research make significant contributions to the lives of people, and our college is well on its way to assuming a major leadership role in home economics and the related specializations."

The college entered the accreditation process in 1981, spending one year in self-study and filing with the AHEA a five-volume report on programs, curriculum, faculty, administration and students.

AHEA representatives visited the college for an April inspection. The college then developed a response to the strengths and weaknesses reported by the site visit team. Full accreditation covers home economics programs in each department.

Dr. B. Gail House, director of external relations for the college, said the college will have to file an interim report with the accrediting body in five years and go through the reaccreditation process in 10 years.

Texas Tech is one of five colleges in Texas and 88 in the nation to have AHEA accreditation.

In size of undergraduate enrollment, the Texas Tech College of Home Economics is the largest in Texas and approximately sixth largest in the nation. Enrollment in the college this fall grew 16.2 percent.

House said accreditation means that students are not only attending one of the largest home economics colleges, but also one of the highest quality. The accrediting body of home economics, requires programs to meet certain standards and expectations in order to obtain accreditation.

The site visit report commended Texas Tech University administrators for their support of home economics. The team praised faculty for successful efforts in procuring a wide variety of outside grants, the Dean's Advisory Council for its development activities, and the college's recruitment plan. They were also impressed by students and alumni of the college.

The visitation team commended the Department of Home and Family Life for diverse research activities and for becoming one of the top departments of its type nationally; the ability of the Food and Nutrition Department's faculty to obtain external funding for significant research activities; and the teacher training program of the Home Economics Education Department.

The team noted internship program strengths in the Clothing and Textiles Department and the employment of a professional from Dallas to provide a contemporary component for its fashion design major.

Strengths of the Department of Family Management, Housing and Consumer Science included an increase in faculty research productivity, strong academic preparation of faculty and strong preparation for students going into internships.

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CONTACT: Preston Lewis

2-11-21-83

ATTENTION: Textile, Farm Editors

LUBBOCK--Small strips of skin from cotton plants are costing some farmers big money.

That is the assessment of researchers at Texas Tech University's Textile Research Center (TRC) where studies into what is called "barky" cotton are exploring the difficult problem and seeking answers that do not penalize the farmer at the marketplace.

Farmers receive reduced prices for cotton with bark in it under the long-held assumption that any bark will lower the fiber's spinning efficiency and the quality of the finished yarn and fabric. That assumption may be misleading, reports TRC Director James S. Parker.

The research has concentrated on cotton grown in the 25 counties surrounding Lubbock, one of the nation's major cotton-producing areas, but findings are applicable throughout Texas, New Mexico and Arkansas because of cropping and harvesting similarities, Parker said.

"For the 25 Texas South Plains counties we've studied, barky cotton cost producers close to \$40 million for 1981," Parker said. "If you project that for the rest of the state, we're talking up to \$100 million."

Producers are penalized at the U.S. Department of Agriculture classing offices where barky cotton is downgraded at least one grade and possibly two. Parker said a single grade reduction, by conservative estimate, will lower the value of a cotton bale by \$12.

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"Some of that cotton has heavy bark in it and really should be discounted," Parker said, "but the truth of the matter is a lot of that discount is not justified at all, based on the performance of the cotton when it is spun."

TRC research focuses on what can be done with barky cotton and what levels of bark content tend to foul spinning machines. Bark is viewed as more troublesome to textile manufacturers than other trash because it is more likely to reduce spinning efficiencies.

"It turns out," Parker said, "that you can do just about anything you want to with barky cotton, provided it is not a heavy bark. In fact, some of our barky samples have actually spun better than those without bark."

To make those determinations, the TRC acquired 16 bales of cotton from Plains Cotton Cooperative. The bales were divided into four groups of four with matching fiber and maturity characteristics, except half had been classified with bark and half without bark by a USDA classing office.

The four groups have been meticulously tested and data recorded for each step leading from the raw fiber to finished cloth. These steps include measuring, opening, cleaning, carding, drawing and spinning the fiber. Yarns are taken and woven into fabric, which is examined on the loom, then scoured with hot water and detergent, bleached and dyed. At each step barky and non-barky cotton samples are compared.

Comparisons have shown that cotton with light bark can be spun, bleached and dyed as well as non-barky cotton, Parker said.

When the study is completed, Parker said, it will provide an improved guide on the effect of varying levels of bark all the way from fiber to fabric.

Barky cotton is a problem in areas where cotton is stripper harvested. In stripping the cotton from the plant, harvesters also gather cotton bolls, a certain amount of leaves and twigs and sometimes the skin or bark from the plant itself. On the average, Parker said, it takes 2,200 pounds of stripper harvested cotton from the field to produce a 500-pound bale. Included in that field weight will be some 800 pounds of seed and 900 pounds of trash.

What makes the bark problem particularly frustrating to producers is that its cause is unknown and the extent of the problem fluctuates widely from year to year.

"Often a farmer doesn't know he has a problem until his cotton is at the classing office," Parker said, "and by then it's too late."

In 1981 Parker said 64 percent of the 3.52 million bales produced on the South Plains was downgraded because of the bark. The year before, only 18 percent had a class reduction. An even more dramatic fluctuation was recorded in 1976-1978. In 1976 40 percent of the bales in the area was reduced in grade due to bark. The next year only 1 percent was downgraded, but in 1978 the figure had climbed to 21 percent.

"The best thing would be to not harvest the bark," Parker said, "but that's not practical until we know what causes it. I think our best shot is to get equipment that will remove the bark at the gin before it gets to the classing office."

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CONTACT: Terri Lloyd

3-11-21-83

LUBBOCK--Free holiday concerts will be presented the first two weeks of December by the Texas Tech University Choir and Singers, the University Symphonic Band and the University Symphony Orchestra.

The choir will perform Dec. 1, the symphonic band on Dec. 8 and the orchestra on Dec. 9. Each concert will begin at 8:15 p.m. in Hemmle Recital Hall on campus.

The University Choir and Singers will present a traditional carol concert conducted by Professor Donald Bailey, director of choral activities at Texas Tech.

The concert will feature Daniel Pinkham's "Christmas Cantata" in Latin. The Texas Tech Brass Ensemble will accompany the choir. Rodney Mason and Charles Platten, both of Lubbock, will be student conductors.

The University Symphonic Band will perform under the direction of Professor James Sudduth, director of bands in the Texas Tech Department of Music. In addition to Sudduth, the band will have two graduate conductors: Ben Hawkins of Falls Church, Va., and Roger Bemis of Beaumont.

Concert selections include "A Christmas Intrada" and "Russian Christmas Music," both by Alfred Reed.

The University Symphony Orchestra will give their holiday offering under the direction of music Professor Phillip Lehrman. The concert will feature piano professor Lora Deahl, as soloist in Manuel de Falla's "Nights in the Gardens of Spain." Other pieces include Stravinsky's "Symphony in C" and Prokofiev's "Symphony No. 5."

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CONTACT: Cheryl Duke

4-11-21-83

LUBBOCK--Children, ages 6-9, can be Santa's helpers in special Christmas workshops at The Museum of Texas Tech University 9 a.m. to noon Dec. 10 and 17.

Participants will learn the origins of many Christmas traditions from all over the world. During the first workshop, they will make spice balls, soft sculptures and ornamental cards. During session two, they will make fruit pomanders and clothespin ornaments and cards.

The workshops are limited to 30 students and cost \$15 for the general public and \$10 for members of the West Texas Museum Association (WTMA). To pre-register, contact the WTMA office at 742-2443.

The Santa's Helpers workshops will be taught by museum volunteers Kathleen Kirchoff and Denise Garcia, and are sponsored by the WTMA.

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Dave Clark, Asst. Mgr., Electronics, (806) 793-9711

CONTACT: Debbie Butts

5-11-22-83

LUBBOCK--Differences in research practices and more formal manners were encountered by Texas Tech University industrial engineering graduate Robert R. Fox during a three-month study program in Poland.

Fox studied at the Institute of Organization and Management (Rotzway) of the Technical University of Wraclaw while he was working on his master's degree in industrial engineering. Texas Tech and the institute maintain an informal faculty exchange program.

In a report to Richard A. Dudek, Industrial Engineering Department chairman, Fox reported his observations on the Polish approach to ergonomics and on the nation's way of life.

Ergonomics, the study of man and machine in the work place, is Fox's major interest. In Poland, the emphasis in ergonomics is placed on basic research instead of applied research.

"The American ergonomists are more concerned with productivity efficiency and the economic benefits than the eastern Europeans who are concerned more with the avoidance of fatigue, occupational stress and disease," he said.

Polish researchers, Fox said, seem to have less pressure to complete projects within a specified time, unlike U.S. researchers.

Culturally, Fox noted several differences, including living quarters, dietary customs and manners.

Residents of Poland are accustomed to waiting a decade for an apartment, Fox said.

"Young people, even when married, live with parents until they can have an apartment of their own," he said.

As an American student, though, Fox had no trouble with accommodations. The hotel used by the university for foreign students and guests had rooms similar to U.S. hotels and certainly better than the average Polish accommodation for regular students.

As a visitor to Poland, Fox had to adjust to different dietary customs. Unlike the U.S., the main meal is served between 2 and 3 p.m. with a light supper served around 8 p.m. The most common vegetable is cabbage which is usually pickled and often served as sauerkraut, Fox said.

"It is no secret that Poland is having food problems," he said. Rationed items include meat, butter, margarine, sugar, flour, many candies, coffee, cooking oil and cigarettes. Fox found meats were poorer quality cuts than common in the U.S.

Eating in hotel restaurants grew expensive, so Fox often purchased meals in small shops selling sandwiches or other fast food items. He developed a taste for one shop's grilled cheese and mushroom sandwich.

In addition to food changes, Fox had to adjust to Polish manners, which he said were more formal than those in the U.S.

"Handshakes are numerous and it is common for a man to grasp and kiss the offered hand of a woman when being greeted although a handshake is acceptable," Fox said. Polish men often tip their hats to greet a friend, he said.

Fox summarized his view of Poland as a "very interesting country and its people wonderful."

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CONTACT: Cheryl Duke

6-11-22-83

LUBBOCK--The annual "Candlelight At The Museum," opening windows to Christmas celebrations of yesteryear, will be 6-8 p.m. Dec. 7 and 8 at The Museum of Texas Tech University.

Fires in the fireplaces, campfires and luminarias and lanterns on the paths will provide light and Christmas warmth as visitors tour the historic Ranching Heritage Center outdoor exhibit site. A cowboy Santa will mingle in the crowd.

Musicians ranging from harmonica players, guitarists and fiddlers to harpists, pianists and organists will provide music in several of the buildings. Activities will include tree-trimming, holiday baking and square-dancing.

The evening is free and outside doors will be locked at 8 p.m. Participants are urged to dress warmly and wear comfortable shoes for the walking tour.

In the elegant Barton House, each room will be filled with the preparations of various friends and family members on the make-believe "Night Before a Wedding."

In the train section of the center, visitors will gather in the Ropes Depot to purchase tickets from conductor-volunteer Phil Nickel and wait for a train. Taped sounds will simulate trains arriving and departing.

Refreshments will be served in the 6666 Barn. Visitors may rest a few minutes at The Museum to view a planetarium show on the star of Bethlehem.

In The Museum brightly colored Guatemalan and Mexican Indian costumes will be on display along with about 100 watercolors and oils by California artist Millard Sheets.

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CONTACT: Cheryl Duke

7-11-22-83

LUBBOCK--Millard Sheets, a successful artist for the past 60 years, will give his insights on painting during a free, public lecture at 3 p.m. Dec. 4 at The Museum of Texas Tech University.

The "Contemporary Painting" lecture will be part of the public opening of a retrospective exhibit of Sheets' works. Featuring almost 100 paintings in both oil and watercolor, the show will be at The Museum through Jan. 8.

While many artists become more conservative with age, Sheets is said to radiate the same enthusiasm, optimism and openness to innovative ideas with which he started his career.

Residing much of the time at his Gualala, Calif., estate, Sheets continues to paint with fervor in his 70s.

Sheets won his first art awards at California county fairs as an adolescent. At age 22, he received a major art award, the Edgar B. Davis Prize (\$1,750) in a 1929 San Antonio competition.

Part of his early reputation and popularity centered on his youth and his fresh look at the western landscape, regarded as a revolutionary way of painting with watercolor.

He has occupied a special place in the history of art in southern California with his many public commissions, successful exhibits and inspirational teaching. He is credited with starting the "California Watercolor School" and introducing the East Coast art community to the excellence being achieved in California art.

Watercolor brought Sheets his initial international acclaim. Although he has gained distinction in many art media, he regards watercolor his first love and uses it most exclusively in preparing any of his works.

Sheets says the reason to paint should not be an ego trip, but a desire to clarify the infinite qualities of life around us.

"Gratitude for life itself is basic in developing insight beyond the average," he said.

He also believes the artist must be a professional.

"Talent isn't enough. It's the quality of the mind -- not the facility," he said. "Like a doctor or a lawyer, the artist must bring his work respect and involvement."

Sheets has taught painting workshops from New Zealand to Japan and throughout the United States.

Institutions permanently housing his works include the Los Angeles County Museum of Art, Chicago Art Institute, Museum of Modern Art, DeYoung Museum, the White House, Carnegie Institute and Cleveland Museum of Art.

His mosaics and murals adorn churches, hospitals, banks, universities and other public buildings nationwide, including Methodist Hospital in Lubbock.

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Dave Clark, Asst. Mgr., Electronics, (806) 793-9711

CONTACT: Clifford Cain

8-11-22-83

ATTENTION: Business Editors

LUBBOCK--Microcomputer systems have entered business and academic fields and are no stranger to Texas Tech University's Area of Accounting.

With the acquisition of five microcomputers and accompanying software and peripheral equipment, the College of Business Administration established in September the Accounting Computer Resource Center, said accounting Professor Tom McCaslin, who is in charge of the center.

The center is on the second floor of the Business Administration building. The computers being used include four Apple IIe microcomputers and an IBM PC (Personal Computer).

"This is primarily a student learning center for accounting students," McCaslin said. "It is designed to provide the students with an avenue for experience with microcomputers and accounting software and to expose them to accounting systems."

He said the students learn to do some programming, but the intent of the center is not to teach programming but to provide hands-on experience.

The computers are being used this semester by about 75 graduate and undergraduate students in a monitored laboratory setting. Accounting faculty members also are using the center.

Several software packages are available for faculty and student use.

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The center meets a need professionally and academically," McCaslin said. "The growing use of computers in the accounting profession makes it imperative that accounting students gain experience with various software packages and microcomputers."

Contributions to establish the center were received from Coopers and Lybrand Foundation, Exxon Co., USA, Fox and Co., Southwest Center for Accounting Education and Texas Instruments Inc.

Also, CYMA Corp. of Mesa, Ariz., and the Baker Co. of Lubbock jointly presented \$3,500 worth of business accounting software to the college in July. The CYMA programs are being used by accounting Professor Roben Hatami in his classes.

The Lubbock office of Peat, Marwick, Mitchell and Co. donated tax planning software to the Area of Accounting. The software application will be integrated into the graduate tax research course in the spring.

Tax planning, cash flow and computation of tax in given alternative actions are issues which will be explored using the software application.

McCaslin said the center is seeking additional contributions to acquire at least 10 more microcomputers.

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CONTACT: Preston Lewis

9-11-22-83

Suggested for release Sunday, Nov. 27

LUBBOCK--Texas broadcaster Clint Formby, recognized nationally for his leadership in the radio industry, has been named to the Mass Communications Hall of Fame at Texas Tech University, his alma mater.

Formby will be installed Feb. 23 as the 13th member of the hall of fame. He will be honored that day at a luncheon during Mass Communications Week at Texas Tech.

Dr. Billy I. Ross, chairman of the Texas Tech Mass Communications Department, announced Formby's selection. A distinguished Texas Tech mass communications alumnus or friend of mass communications education at the university is selected annually for inclusion in the hall of fame.

Formby, a former Texas Tech regent, is president and partner of radio stations KTEM/KPLE in Temple, KPAN AM/FM in Hereford, KLVT in Levelland, KSAM/KHUN in Huntsville and KMHT AM/FM in Marshall. He also is partner in Hereford Cablevision Co. and member of the boards of directors for Citizens National Bank of Crosbyton and First State Bank of Petersburg.

On the national level, Formby is president-elect of the Associated Press Broadcasters Board, representing 5,700 radio and television stations nationally. He serves as a member of the AP corporate board of directors. Formby also is on the board of directors for Broadcast Music Inc. (BMI), the largest music license company in the world.

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Previously, Formby was on the radio board of directors for the National Association of Broadcasters. He is a past president of the Texas Association of Broadcasters and of the Broadcast Education Association in America.

Formby has maintained a close relationship with Texas Tech since his graduation in 1949 with a bachelor's degree in government with minors in speech and journalism. He is the only Texas Tech graduate to have served as president of the Texas Tech Student Association, president of the Texas Tech Ex-Students Association and chairman of the Texas Tech Boards of Regents. He was a regent 12 years beginning in 1971.

He has been active in Texas Tech's Mass Communications Advisory Committee, helping to organize it in 1970 and serving as its first chairman.

His numerous honors include being named 1978 Texas Communicator of the Year by the Baptist General Convention of Texas, 1979 Texas Broadcaster of the Year by the Texas Association of Broadcasters, Panhandle Citizen of the Year by the Amarillo Chamber of Commerce, 1977 Hereford Citizen of the Year by the Hereford Lions Club and 1979 Man of the Year by Texas Tech's yearbook La Ventana which made him the first non-faculty member ever given the award by students.

The Hereford, Texas, resident has been active in his community. He is a past president of the Hereford Kiwanis Club. He also has supported the local junior chamber of commerce, United Way and chamber of commerce.

Nominations for the hall of fame are made by Texas Tech faculty, students, alumni and friends prior to the annual fall meeting of the Mass Communications Advisory Committee. Judges for the award include faculty, members of the advisory committee and students.

HALL OF FAME/ADD TWO

Previous inductees in the Texas Tech Mass Communications Hall of Fame are: the late Don Belding; the late Joe Bryant; Wallace E. Garets; the late C.W. Ratliff; the late L.U. Kaiser; J. Culver Hill; Wendell Mayes Jr.; Wayne Sellers; the late Harry Montgomery; Gordon B. McLendon; Gordon Hanna; and Jack L. Butler.

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CONTACT: Cheryl Duke

10-11-22-83

LUBBOCK--H. Ross Perot, chairman of the Texas State Select Committee on Public Education, will be one of the key speakers at the Fourth Annual Conference for Administrators of Smaller Schools Nov. 29-30 at Texas Tech University.

Perot, who has been conducting hearings on education throughout the state, will explain his views on educational issues at 1:15 p.m. Tuesday, following a luncheon in the University Center Coronado Room. He will also learn the views of the participants.

The conference is for administrators, educators and school board members in small districts throughout the state. Any registered participant may attend the Perot lecture.

New standards for the teaching profession, small school education in the year 2000, school finance, the University Interscholastic League, education and the law and computerization will be among topics discussed during the two-day conference.

Other keynote speakers include educational and governmental leaders Preston Kronkosky, Tom Doyal and U.S. Rep. Kent Hance. Participating school officials, education faculty and other educators will lead workshop sessions.

The conference is open to the public. Registration is \$45 and will be at 8:15 a.m. Tuesday in the University Center Coronado Room. Persons may attend Tuesday only for \$30 or Wednesday only for \$15.

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Kronkosky, executive director of the Southwest Educational Development Laboratory, will speak at 9 a.m. Tuesday on "Technology and Excellence: The Hazards -- and the Challenge -- of Change." He has been a professional educator for 23 years with experience at the local, regional and state levels, in the classroom and in supervisory, administrative, management and research and planning positions.

Austin attorney Tom Doyal will speak at 4:30 p.m. Tuesday on "Law and Education: Social Isometrics."

Hance will address the concluding session of the conference at 11:15 a.m. Wednesday on Congressional and legislative issues on education.

Workshop sessions will be 11 a.m. to 12:15 p.m. and 3-4:15 p.m. Tuesday and 8:30-9:45 a.m. and 10-11:15 a.m. Wednesday.

On Tuesday, Dr. Shamus Mehaffie, professor and associate dean of education at Texas Tech, will discuss current issues and problems concerning the committee on standards for the teaching profession.

Bailey Marshall of Austin, director of the University Interscholastic League, will talk about changes, proposals and problems in UIL.

Dr. Gordon Anderson of the Spring Independent School District will discuss developing effective leadership through the BI/POLAR System of personality analysis.

Other Tuesday sessions include "Education Hunt Style" by Jack Burns and Tracy Gilbreth of the Hunt Independent School District; developing conferencing skills by Jim Boyd of Tarleton State University; and cooperating among districts to produce better schools by John Champlin of Texas Tech, Don Apple of Ralls, Curt Parson and Judy Keeling of Spur and Pam Brown of Lubbock Cooper school district.

EDUCATION CONFERENCE/ADD TWO

On Wednesday, Dr. Robert Price, Texas Tech education professor, will talk about microcomputer labs for community schools.

Dr. Richard E. Ishler, new dean of the Texas Tech College of Education, will lead a session on "Education in the Community Schools in the Year 2000."

The conference is sponsored by the National Center for Smaller Schools, Texas Tech College of Education, and the Texas Association of Community Schools.

The program was arranged by Dr. Weldon Beckner, professor and chairman of educational administration and director of the National Center for Smaller Schools.

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11-11-22-83

MICROCOMPUTER EXPERIENCE--Texas Tech University accounting Professor Tom McCaslin, from left, helps sophomore accounting student Terry Henson, daughter of Mr. and Mrs. Larry Willard of Odessa, at one of the microcomputers at the new Accounting Computer Resource Center in the Business Administration Building. The center is designed to give accounting students hands-on experience with microcomputers that will be valuable in their careers. (TECH PHOTO)