

Mr Brown

A Y E N I F A C U L T Y N O T E S

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A SMILE

Theodore Roosevelt had this legend on his White House desk: "The value of a smile-- costs nothing--but creates much. It is rest to the weary--daylight to the discouraged-- sunshine to the sad--and nature's best antidote for trouble! Yes--it cannot be bought, begged, borrowed or stolen--for it is something that is no earthly good to anybody until it is given away."

THE HUMAN TOUCH GETS RESULTS

A Dozen Ways to Make Letters Effective
in
Building College Public Relations

1. Write those "extra" letters to students, to their parents, to alumni, and to other friends and associates of your institution. The very fact that such letters are unexpected accounts for much of their effectiveness.
2. Write as naturally as you would speak if the reader had stopped at your office for a visit. Avoid the stereotyped, threadbare phrases that make letters sound mechanical.
3. Make the tone of your letters intensely personal. To get the best results, you must make the reader feel that you are writing to him as an individual.
4. Get your goodwill letters off promptly. Timeliness is essential to maximum effectiveness.
5. Say what you mean and mean what you say. Write with genuine sincerity that lends conviction to your letters.
6. Express your thoughts clearly and concisely. Avoid the use of unnecessary words which obscure meaning and waste time.
7. Make the spirit of your letters warm and friendly. It is not undignified for a college official to be human and cordial.
8. Have your letters individually typed, even if the same message goes to many persons. An obvious form letter, printed or mimeographed, kills the reader's interest and enthusiasm.
9. Select an appropriate salutation and complimentary close. These opening and closing lines must harmonize with the tone of your message.
10. Inject a spirit of enthusiasm into your letters. Make the reader feel that you enjoyed writing to him.
11. Place yourself in the background of the picture and emphasize the reader's interest. Avoid the natural human tendency toward an egocentric point of view.
12. Sign your letters yourself. The persons who receive them value the personal touch of your own handwriting, not that of your secretary.

Butterfield; How To Use Letters in College Public Relations. Harper & Brothers, pp 13

Meet the new Faculty member

The institution is happy to announce the addition of Doctor Virginia Simmons Nyabongo, A B Bennett, M A, Ph D, University of Wisconsin with special interest in romance languages and personnel work. She holds a diploma in French from the University of Grenoble, France.

Tenn. State Univ.

SPECIAL COLLECTIONS

SPECIAL NOTICE

In-service teachers whose schools begin prior to August 23 may apply to the Dean's Office for special adjustment of their attendance record providing they submit a statement from their superintendent specifying on what date they must report to their job.

CERTIFICATION REQUIREMENTS

EDUCATION: The professional requirements for high school teachers are:

(A) Educational Psychology	3 quarter hour credits
(B) Principles of Secondary Education	3 quarter hour credits
(C) (Materials and methods in high school subjects	6 quarter hour credits
(and	..
(Directed or practice teaching	3 quarter hour credits
or	
(D) Materials and methods	9 quarter hour credits
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Total	15 quarter hour credits

The remaining 12 quarter hours are elective and will be selected from courses in the field of secondary education.

The electives to be selected from the following list:

(A maximum of 3 quarter hours in each course).

1. History of Education or
History of Education in the United States
2. Adolescent Psychology
3. Educational Tests and Measurements
4. High School Administration, Organization, and Management
5. Educational Sociology
6. General Psychology
7. Curriculum of the High School
8. Philosophy of Education

Beginning with the fall term of 1939, all students who entered college preparing for a high school certificate will limit their professional training to the required and elective secondary courses.

Materials and methods courses or teaching courses will be limited to those fields of study in which the student will later become certificated.

Materials, methods, and teaching courses will not be counted as content courses in meeting the quarter hour requirements for content fields, but will be listed on the certificate application as professional courses.

The applicant shall have at least three-fourths of his college work classed as non-professional and not more than 9 quarter hours in all types of psychology with not more than $4\frac{1}{2}$ quarter hours of the 9 quarter hours in General Psychology.

QUARTERLY REVIEW

The latest copy of the Quarterly Review of Higher Education Among Negroes (April 1944) contains the proceedings of the Sixth Annual Conference of Alpha Kappa Mu Honor Society held at Atlanta University and an article entitled "An Evaluation of General Education in the Negro College" by George W Gore, Jr, pages 77 - 84.