

ACCENT

TENNESSEE STATE UNIVERSITY

Volume 8, No. 90

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MANAGEMENT & TECHNOLOGY CENTER ESTABLISHED

A center for the evaluation and dissemination of college and university management practices has been established at TSU under a \$269,000 grant from the United States Office of Education.

"The grant will allow TSU to provide a leadership role as the coordinating institution in a consortium of 21 colleges and universities," said Dr. Willard A. Smith, TSU vice-president for management and director of the project.

"Our task will be to enhance the management and technical management systems at developing institutions," Smith continued. "We will provide specific services, based on a needs list developed by the cooperating institutions, which address the management information needs on individual campuses and groups of campuses."

The center, which is funded under the USOE's Strengthening Developing Institutions Program's Title III, is known as the Management and Technology Center Consortium for Developing Institutions.

Smith said TSU will transport its on-line computer registration system to other campuses and provide the technological leadership necessary for installing and operating the system.

"We also anticipate demonstrating our financial accounting system to the other institutions in the consortium," he said.

Smith said the consortium is an interesting enterprise because it involves institutions from 13 states and includes both historically black and white institutions in both the private and public sectors. He gave credit for the center's inception to TSU President Frederick S. Humphries.

"Dr. Humphries provided the leadership for this project in working with the Institute for Services to Education and in

his role as a leader in American higher education," Smith said.

The grant is renewable for four more years. The amount of funding for future years will depend upon the level of programs carried on by the center. Participating institutions will pay only for travel and lodging for workshops to be sponsored by the center during the first funding cycle.

"Eventually the center will become self-supporting by institutions paying for direct services," Smith said. "We hope to add other institutions to the center's membership as we develop and provide services which they will want to have."

Institutions, in addition to TSU participating in the center include:

Alabama A&M University, Huntsville, Ala.; Annapolis College, Woodstock, Conn.; Edward Waters College, Jacksonville, Fla.; Florida A&M University, Tallahassee, Fla.; Clarke College, Atlanta; Paine College, Augusta, Ga.; Southern University, Baton Rouge, La.; the University of Maryland-Eastern Shore, Princess Anne, Md.

The 21st Farm, Home and Ministers' Institute To Be Held

This year's version of the annual TSU Farm, Home and Ministers' Institute scheduled for Friday, November 2, on the Main Campus will feature something new, thanks to the efforts of "Big Mac" Burton.

The institute program will include an array of the latest farming equipment displayed along Centennial Blvd. in front of Lawson Hall (agriculture building). Burton, superintendent of research properties for the Cooperative Agricultural Research Program (CARP) and

Shaw College, Detroit, Mich.; Mississippi Valley State University, Itta Bena, Miss.; Rust College, Holly Springs, Miss.; Fayetteville State University, Fayetteville, N.C.; Livingstone College, Salisbury, N.C.; Morris College, Sumter, S.C.; Knoxville College, Knoxville, Tenn.

Houston-Tillotson College, Austin, Tex.; Wiley College, Marshall, Tex.; Hampton Institute, Hampton Roads, Va.; and Norfolk State College, Norfolk, Va.

acting farm manager, said the exhibit will include many tractors, trucks, display booths, and a possible visit by a helicopter from an aerial crop dusting service.

Last year's institute attracted over 500 Tennessee farmers, ministers, and home economists. This year's affair, with its theme of "Stabilizing Family Living in a Changing Economy," is expected to attract an even larger crowd, according to Dr. Ozie L. Adams, chairman of the planning committee for this year's event.

Adams, a nutritionist with the TSU Agricultural Extension Service and a researcher for CARP, said the event is designed to acquaint people throughout the state with the latest information on

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ACCENT'S SCHEDULE

ACCENT, the University publication for faculty and staff, is published each Monday by the Bureau of Public Relations through the fall and spring semesters. Deadline for inclusion is 10:00 a.m. Monday for publication the following Monday.

Personal Public Relations

Each employee of Tennessee State University is involved in public relations daily. The manner in which you conduct yourself in answering the telephone, handling in-person inquiries and the general atmosphere on both campuses make powerful statements to the University's publics. Courtesy, promptness and helpfulness are the watchwords of TSU's public relations efforts. Each employee should strive to represent the University as well as he or she can in order to serve all of the people of Tennessee in the best possible manner.

Help TSU while helping yourself. See how you score on "A Rate Yourself Performance Review," reprinted courtesy of **Bank Teller's Report**.

A RATE-YOURSELF PERFORMANCE REVIEW

From time to time, it's both interesting and worthwhile to rate your own performance when it comes to personal public relations. Score yourself on the following checklist and see how you stack up. Be completely honest . . . no one will know your final score but you! Choose one rating for each category.

• **FRIENDLINESS.** When it comes to sociability and warmth toward your customers, fellow employees, and your boss, are you:

- 0 points—very distant and aloof?
- 1 point—approachable and friendly once you are known by others?
- 2 points—warm, friendly, and sociable?
- 3 points—very sociable and outgoing?
- 4 points—extremely sociable and very good at establishing goodwill?

• **PERSONALITY.** When it comes to your behavior characteristics or personal suitability for your job, do you feel you are:

- 0 points—unsatisfactory for the job?
- 1 point—questionable for the job?
- 2 points—satisfactory for the job?
- 3 points—very desirable for the job?
- 4 points—outstanding for the job?

• **PERSONAL APPEARANCE.** The personal impression you make on others when it comes to good grooming, cleanliness, neatness, and appropriate-

ness of dress is very important. Do you think you are:

- 0 points—very untidy and dressed in poor taste?
- 1 point—sometimes untidy and careless about your personal appearance?
- 2 points—generally neat and clean with a satisfactory personal appearance?
- 3 points—careful about the way you look and appropriately dressed?
- 4 points—unusually well groomed, very neat, and dressed in excellent taste?

• **HOUSEKEEPING.** The orderliness and cleanliness of your work area can also make either a good or bad impression on others. Is yours:

- 0 points—disorderly or untidy?
- 1 point—somewhat untidy?
- 2 points—ordinarily fairly neat?
- 3 points—very neat and clean?
- 4 points—unusually spotless and neat?

• **COURTESY.** When it comes to the polite attention that you give to other people, are you:

- 0 points—blunt, discourteous, and antagonistic?
- 1 point—sometimes tactless?
- 2 points—agreeable and pleasant?
- 3 points—always very polite, tactful, and pleasant?
- 4 points—absolutely inspiring to others in being courteous and very agreeable?

• **COOPERATIVENESS.** Your willingness to help customers and co-workers is also quite important. In this area of your public relations, are you:

- 0 points—always unwilling to lend a hand and grouchy when asked?
- 1 point—somewhat reluctant to help others?
- 2 points—ordinarily willing to help out when needed?
- 3 points—cheerfully helpful whenever you see the need?
- 4 points—extremely helpful, volunteering to lend a hand even before you're asked?

YOUR TOTAL SCORE

How did you rate? If you scored between 18 and 24 points, your personal public relations are outstanding! If your score is between 12 and 17, you're doing a satisfactory job. A score between 7 and 11 indicates room for improvement. Go back and check the areas in which you rated the lowest and try to consciously make an effort to do better.

Two Workshops Scheduled on Downtown Campus

Employee Relations Workshop

A two-day workshop on employee relations will be held October 30 and 31 on the Downtown Campus.

The seminar will cover four major areas: handling the problem employee, the problem-solving process, channels of employee appeal and administration of discipline.

Prevention of problems and legal requirements will also be discussed.

The seminar format will include lectures, problem examples, films and a situation simulation.

Ronald G. Wells will be the instructor. Wells is the director of management programs at the University of Kansas. He has previously spent 12 years in various capacities with Stokley-Van Camp, Inc. Wells received his MBA from the University of Kansas.

There is a registration fee which includes instructional materials, lunches, refreshments and parking. Pre-registration is requested.

For registration information call 251-1354.

Pre-Business Workshop

A workshop for prospective business people will be held November 1, 1979 from 8 a.m. until 4:30 p.m. at the Downtown Campus.

The pre-business workshop is designed to give beginning business people specific guidelines for success.

The intensive one-day workshop will cover management, finances, taxation, and human relations. Merchandising will also be discussed.

Instructors will include members of the Service Core of Retired Executives (SCORE), the TSU School of Business, the Chamber of Commerce, the Third National Bank and the Small Business Administration (SBA).

A film will be included in the workshop. A panel discussion with Les Hart (SCORE), Dr. Martin King (TSU), and Chester Mason (SBA) will close the program.

The \$15 fee includes parking, refreshments, and instructional materials.

For more information on registration call 251-1354.

Hurry! Hurry! The Early Bird Gets The Worm

The Faculty Development Committee's last call for Mini-Grant Applications is Monday, November 12, 1979 before 5:00 p.m. The maximum amount of a Mini-Grant is \$300.00 PLEASE ADJUST YOUR REQUEST ACCORDINGLY. Forms may be obtained from any of the following offices and/or persons:

Office of Academic Affairs, 3410 School of Agriculture
Dean Roland Norman, 3339

*Dr. Mary Greer, Home Ec., 3378
School of Allied Health Professions
Dean Andrew Bond, 3486

School of Arts and Sciences
Dean Robert Hudson, 3497

*Dr. Rubye P. Torrey, Chemistry, 3237
School of Business
Dean John Masten, 3284
*Dr. D. R. Desai, Bus. Adm. 3155

School of Education
Dean Kenneth Frazier, 3388
**Dr. Michele Thomas, Psy., 3258
*Mr. Howard Green, Phys. Ed., 3603

School of Engineering and Technology
Dean Edward I. Isibor, 3550
*Mr. Mohan Malkani, Elec. Engr., 3268

School of Nursing
Dean Marion Gooding, 3366
*Mrs. Donzella Welcome

Division of Continuing Education
Dr. James Farrell, 3650
*Mr. Robert Boone, 3398

The Library
Dr. Evelyn Fanher, 3682
*Mrs. Jessie Hughes, 3316

*School Representative on the Committee
**Committee Chairperson

DOWNTOWN CAMPUS PERSONNEL
PLEASE CONTACT
JOSEPH COZY

Faculty Development Grants Available

University faculty members without terminal degrees are strongly urged to pursue them. State financial assistance for this purpose is available through the Faculty-Grants-in-Aid Program. This program is coordinated on campus by

the Faculty Development Committee. The deadline for submitting applications on Monday, November 26, 1979. The FORMS may be obtained from the following offices: Academic Affairs, School Deans, and Committee Members. In order for the application to be complete, the following documents must accompany it:

1. A letter (or equivalent) confirming acceptance into the graduate school and into the appropriate department from the proper officials at the university where the work is to be done.

2. A Progress Report (or its equivalent) from the major advisor if already enrolled in graduate school.

3. A transcript(s) of all previous graduate work.

4. A letter of recommendation from the school dean.

5. A letter of recommendation from the departmental chairperson.

The completed application should be returned to the committee member in your school, or to the person designated below:

Applicants from the School/Division of, Return Forms to: Agriculture and Home Economics, Dr. Mary Greer, Home Economics; Allied Health Professions, Dr. Michele Thomas, Psychology; Arts and Sciences, Dr. Rubye P. Torrey, Chemistry; Business, Dr. D. R. Desai, Accounting; Education, Mr. Howard Green, Physical Ed.; Engineering, Mr. Mohan Malkani, Elec. Engr.; Nursing, Mrs. Donzella Welcome; Continuing Education, Mr. Robert Boone; Library, Mrs. Jessie Hughes.

Management and Technology

(Continued from page 1)

ways of improving the quality of rural life, both on the farm and in the home.

Events on this year's program include the keynote address by Dr. C. A. Williams, executive vice-president, Alabama A&M University, Normal, Ala., formerly with the Cooperative Extension Service, USDA, Washington, D.C., and the demonstrations and exhibits by local agencies and organizations.

Topping off the day's activities will be the awarding of one prize boar or two gilts to the county with the largest number of farmers and homemakers in attendance and one gilt to the county placing second in attendance.

Writing Clinic Available

FACULTY MEMBERS! If any of your students are having difficulty with English and need special help, you can refer them to the University writing clinic. If they pronounce words incorrectly, if they are unsure of themselves in conversation and if they have trouble putting their thoughts on paper, then they should take advantage of the services offered by Dr. Monetha Reaves, Tim Quain or Eva Haddix at the writing clinic. They may call 3312 or stop by the Old Library Building, room 300 for an appointment.

CORRECTION!!

On page 4 of the October 22nd issue of ACCENT, we had a printing omission in the legend of one of TSU's Social Science Lab Opening photographs. The legend under the photo at the top of the last column should have read:

TSU senior, Mrs. Bess Harper demonstrates the operation of a computer terminal in the University's new Social Science Laboratory. Watching are, from left, Dr. Everette Witherspoon, executive assistant to the president; Dr. Berbard Crowell, vice president foa academic affairs; Dr. Ernest Rhodes, coordinator of the lab; Dr. Calvin O. Atchison, vice president for development and research; and Willis McCallister, TSU alumnus and 21st district Metro councilman.

REMINDER!

The second National Basic Skills conference of the University is coming up November 4-7, at the Maxwell House Hotel. This year's conference is in honor of the International Year of the Child and will stress the rights of children to a fundamental basic skills education. Further information regarding the conference is available from Dr. Martin, ext., 3393 or Robert Boone, 3398.

A sense of the value of time—that is, of the best way to divide one's time into one's various activities—is an essential preliminary to efficient work; it is the only method of avoiding a hurry.

—Arnold Bennett

News Briefs

Black Expo '79 will present the M. G. Ferguson Distinguished Community Service Award to Senator/Attorney Avon N. Williams, Jr., at its second annual banquet on Friday, November 2. The banquet will be held in the Mary Wilson Cafeteria at 7:30 p.m.

Senator Williams will be honored for his outstanding contributions to the Nashville area and his continued fight for TSU over the years.

Dr. Frederick Humphries, president of the University, will speak.

Tickets for the banquet are \$15.00. Further information may be obtained by phoning, 320-0884.

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President Frederick Humphries and Dr. John Matlock, director of institutional research and PME, presented two papers at the Southern Association of Institutional Research Conference in Orlando, Florida, on October 24-25. Their papers are entitled 'Management by Objectives in Academics.'

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Gus Baker, professor of art, provided a one-man show spanning all media in the Parthenon Gallery in the Centennial Park. The show ran all of October.

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Gerry Pletcher, art coordinator, had two prints on display during the national invitational print exhibition held in the Centennial Arts Center throughout the month of October.

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Margaret Dahlhauser, nursing faculty, has had her master's thesis accepted for publication in "Perceptual and Motor Skills," 1979, issue 49, 254. The title of the paper is "Visual Disembedding and Locus of Control as variables Associated with High School Football Injuries."

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Dr. Harry Fuchs, associate professor of government and public affairs, served as a panel member discussing "Fiscal Control in State and Local Budget

Execution" during the October 10-12 annual conference of the Southeast Region of the American Society for Public Administration. While in Montgomery, he also represented the ASPA—Tennessee (Nashville) at the annual meeting of the board of directors.

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Mrs. Magaret H. Wade, personnel assistant in the personnel department, has been selected by the advisory board of Outstanding Young Women of America as an Outstanding Young Woman for 1979.

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The annual meeting of the Tennessee Aerospace Education Association will be held at the Henry Horton State Park, November 3rd at 8 a.m. Aerospace students and Alpha Eto Rho fraternity members have been invited by the Aerospace department of MTSU to attend this day long function. Speakers on aviation, lectures and small workshops will be presented throughout the day.

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The Department of Curriculum and Instruction, under the leadership of Dr. Gretchen B. Payne, had its first "Advisee Advisor Mixer" on Thursday, November 1, 1979 from 3-5 p.m. in the Iris Room, Student Union.

GIFTS

Two gifts of \$1,000 and \$500 were given to the School of Engineering and Technology by the Atlantic Richfield Company of Los Angeles, Ca., and Proctor and Gamble of Cincinnati, Ohio, respectively.

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The Department of Electrical Engineering received \$500 from the Monsanto Company of St. Louis, Missouri.

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The Endowment Fund received \$250 from the U. S. Tobacco Company of Nashville.

Position Announcement

Director of Planning, Management, Evaluation and Institutional Research—Ph.D. in higher education or related field; strong background in statistics, research methodology, planning concepts and report writing, knowledge of SPSS (Statistical Package for Social Sciences), knowledge of and experience with higher educational institutions. If you meet the above requirements and are interested in this position, submit an application/resume, transcript and (3) letters of reference to the Personnel Office. The salary is negotiable, depending on qualifications and experience. Deadline for submitting application is December 1.

Prospects '80 Slated

The Nashville Business community will have an opportunity Nov. 13th to take a preview of the 1980 business climate.

"Prospects 80" will be held from 7 a.m. until noon on the Downtown Campus.

National state and local economics trends will be covered. Sessions on the small business, the state's taxpayer, and petroleum will also be included.

Don W. Belcher, director of research, Nashville Area Chamber of Commerce; Bruce R. Boals, professor, School of Business; and the Department of Conferences and Institutes are program coordinators.

Registration is \$20 and includes breakfast, lectures, and coffee breaks. Parking is available on a limited basis. For more information or registration call 251-1354.

The School of Engineering and Technology received \$11,000 from the Xerox Corporation of Stamford, Conn., and \$10,000 from the Alcoa Foundation, of Pittsburgh, Pa.

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The International Paper Company gave \$2,000 to the Department of Mechanical Engineering.

Our progress as a nation can be no swifter than our progress in education.

— John Fitzgerald Kennedy