Administrative Notes, January 8th, 1979

University of Texas at Tyler

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To: Board of Regents, Texas Eastern University

From: James H. Stewart, Jr.

Subject: Administrative Notes

I. Board of Regents Meeting, January 10, 1979

You are reminded of the regular quarterly meeting of the Board of Regents Wednesday, January 10, 1979 at 2:00 p.m. with committees meeting, as necessary, at 1:00 p.m. Lunch will be served in the Board of Regents Room at 12:00 noon for those who plan to arrive early.

II. Regional Awareness of Texas Eastern University

As a part of our institutional awareness program, a four-page, two-color supplement was distributed with the Tuesday, January 2, 1979 Tyler Morning Telegraph, Tyler Courier-Times and Longview Daily News and the Wednesday, January 3, 1979 Longview Morning Journal. Copies of the Tuesday issue of each newspaper are enclosed for your information. The material presented in the two newspapers is the same except for the bottom portion of the last page.

The timing for this effort, of course, was planned with Spring Registration 1979 in mind and therefore focuses on registration with—as you will note—the full spring schedule carried on the two center pages. I also mention, however, that although this material is directly related to spring registration, it likewise is directly related to increasing the general awareness of TEU's existence because of the large number of people who viewed the material through routine newspaper reading. You would be interested in knowing that the circulation of the Longview and Tyler newspapers is 83,448; 37,000 for Longview and 46,448 for Tyler. Therefore, we reached this large number of people in what is felt to be an effective manner. Almost immediately—even with the very bad weather conditions that existed last week and with spring registration still almost two weeks away—we began to have responses from new prospective
students interested in the TEU program. Of course, it is expected that this will become more pronounced as we move toward registration. We do have a procedure established for measuring the short- and long-range results of the January 2 and 3, 1979 publicity which we are confident will be helpful in giving us guidance pursuant to future decision making in this area of concern. For the time being, it is my sentiment that this is one of the best and most productive projects relative to institutional awareness which we have pursued. This project, combined with our television and radio publicity this year and our continuing general efforts in recruiting which have been established and growing for the past seven years, has allowed us to reach over 500,000 people during the current academic year with information about Texas Eastern University.

III. Article Concerning Upper Level Institutions

An article entitled "Articulating the Community College with the University: The Upper-Division Concept" is attached for your information. I point out that material contained in this article, primarily about Texas efforts in upper level education, was obtained by Bob Cloud and Lou Rodriguez through the questionnaire method which included information from Texas Eastern University. Of course, we were pleased to participate in the project, and we are equally pleased that these two Texas colleagues have been successful in having their article published in the January 1979 issue of the Phi Delta Kappan which is the monthly publication of an international professional society in education. In fact, Phi Delta Kappa is the world's largest professional society. Therefore, besides being interested in reading Bob and Lou's work, I am sure each of you will be interested in knowing that this publication is sent worldwide to membership of this organization.

IV. Report from Resident Engineer

Attached is a report from the director of physical plant and resident engineer for the week ending January 5, 1979.

V. Expenditures for Period Beginning December 1, 1978

Attached is a copy of the expenditures for Texas Eastern University for the period beginning December 1, 1978 for your information and files.

JHS:rc

Enclosure and Attachments
CONSTRUCTION PROGRESS REPORT
PHASE II
Week Ending: January 5, 1979

SCIENCE/MATH: The installation of casework continues satisfactorily. The mechanical subcontractor is making good progress installing laboratory gas, air, and water lines. Electricians continue to concentrate on installing overhead electrical light fixtures and electrical receptacles and switches. Second floor door locksets are currently being installed. Second floor fire extinguishers are in place. Bumpers have been installed on the west side loading dock. The connecting opening into the HPR Building has been made at the first floor level.

BUSINESS: Due to inclement weather very little activity was noted at the Business Building during the week. The first floor level elevator shaft enclosure is under construction. Carpentry work on classroom elevated platforms is essentially complete. Final duct work is progressing well in the mechanical rooms. Tape and bedding work continues.

SITEWORK: No sitework was noted during the week.

L. J. Grubbs, P.E.
Director of Physical Plant
and Resident Engineer

LJG/dlw

cc: Dr. James H. Stewart, Jr.
Mr. John R. Sawyer