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COLUMNS

Volume 23

Collegedale, Tennessee, January 1973

Number 1

Change Demands Change

'Status Quo' Is Dangerous

By Dr. Frank Knittel, President

The most dangerous position in which any school can find itself is that of status quo. A growing, viable college must always demand excellence of the present and explore aggressively the future. A college must understand its role in a changing society and must anticipate the present and future needs of the students it serves.

At Southern Missionary College serious study is continuously given to current educational and professional issues, particularly as they relate to the vocational interests of students. Within the recent past the college degree has lost a great deal of significance unless it represents a path to economic stability. Therefore, the college today must increasingly demand of itself that it provide for each student every year a specific educational commodity that will be of spiritual, personal and vocational enhancement.

To recognize these attitudes and needs, Southern Missionary College has developed professional and vocational areas which are attractive to many students. Nursing continues to be the largest area of study on the campus. The baccalaureate and two-year nursing curricula currently enroll about 400 students evenly divided between the two departments. At the beginning of the current school year more than 50 students seeking admission to Southern Missionary College nursing studies were denied admission to the curricula because of lack of space. They subsequently made plans to go elsewhere. Current planning indicates a larger number of students can be accommodated in nursing next year.

Within the last year special thrusts have been developed in the areas of graphic arts and building construction. In the latter area a student emerges from a two-year building program as a licensed contractor in the State of Tennessee and is eligible to sit for licensing examinations in other states.

Of increasing interest for both men and women is interior design, which is available as a four-year degree curriculum or for shorter periods of time.

In all of these areas, and unlike strictly vocational schools, Southern Missionary College grants regular academic credit for all its vocational offerings.

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By Charles Fleming, Jr., General Manager

As Seventh-day Adventists, we have accepted without resentment the fact that we are a "peculiar people," rather enjoying being classified with the members of the early Christian Church. Our peculiarity is thought of largely in doctrine and life style, but there is one additional area of peculiarity wherein we differ quite drastically from other college-trained, church-attending Americans, and that is our tendency as a people to give very liberally to our church, but so little to our Alma Mater or the college of our area. This situation puts SMC at a disadvantage compared with non-Adventist colleges.

This peculiarity has created rather severe financial problems in many of our colleges in the recent past. SMC for many years has carried on its program without crisis due to the fact that its commercial auxiliaries have been productive and institutional overhead has been light because of less than adequate facilities. During the past seven years the college has added a new gymnasium, library, women's residence hall, home economics building, and administrative complex including administration, infirmary, food service, and student center. All these additional facilities with their accompanying overhead (while the enrollment has leveled off) have increased greatly the cost per student of educational services — an increase that cannot be completely compensated through student charges.

Concurrently with this increase in educational costs, there arises another adverse factor. The 1969 revisions of the Internal Revenue Law phase out over a five-year period the tax exemption of churches (and their colleges) in their non-related commercial activities. This means that shortly our income-producing auxiliaries will be providing less funds to subsidize the college as a greater share of the profits are directed to Uncle Sam.

It is now apparent that the increased plant costs and reduced income from commercial auxiliaries make it imperative that new sources of revenue be found in order for SMC to continue its program of academic excellence in a spiritual atmosphere.

Because of this need we approach our alumni, our former students, and friends of the college—

(Continued on page 4)

A Decade of Progress



The decade of the 60's was one of unprecedented growth in enrollment, construction of facilities, and net worth of Southern Mission College.

The construction during the decade is typified by the pictures that appear on these two pages. In the center is Wright Hall, the administrative building, named for former President Kenneth A. Wright, who served in the presidency of the college from 1944 to 1955. Its dedication to Christian education. It houses administrative offices, plus the missions area and business center. Immediately behind it and presently under construction is the new student center and cafeteria, scheduled to be completed this year.

On the upper right is Talge Hall, formerly the women's residence hall, which now houses approximately 400 young men. It was named after John H. Talge, a furniture manufacturer from Indianapolis.

Right center, the new Village Market is an addition to the Cole Plaza Shopping Center, which was built in 1963. The market is the latest in design and customer convenience with a wide variety of health, natural, and organic products.

The Executive Council of the Board of Trustees of the college have set a goal of \$100,000 for the year. The goal of the alumni fund of SMC.

The suggested goal for each year cannot give this amount, 11% on a yearly basis.

We hope that you will contribute to the Mater and take this opportunity to do so in this envelope.



**On the Other Side
of This Sheet Is
an Important Letter
From the Southern Union
Conference President**

Campaign Facts

- 1. The Annual Sustaining Fund for SMC is designed to assist with the operating expense of the College. \$100,000 as their goal on a yearly basis.**
- 2. The overall goal per year is \$200,000.**
- 3. The Alumni of the College are being asked to accept**
- 4. Constituents of the College and business friends of the College are being asked to contribute \$100,000.**
- 5. The gift drive will run continuously and the administration, faculty, students, and alumni invite you to participate.**

SOUTHERN UNION CONFERENCE

OF SEVENTH-DAY ADVENTISTS

January 10, 1973

To All Friends of Southern Missionary College

Dear Friend of SMC:

This letter is being written in a spirit of thankfulness for the contribution that Southern Missionary College has made over the years in providing a good Christian education to thousands of our young people.

It is also being written in a spirit of hopefulness because SMC is going through a process of maturation that has resulted in unprecedented growth in enrollment and in physical facilities. As a result, SMC is faced with mounting operating costs, but with an enrollment plateau. It is embarking upon an Annual Sustaining Fund campaign to provide monies for operating expenses.

Across the bottom of this letter you will see a symbol that suggests the cooperation of God with man and man with God. This symbol expresses the attitude and the cooperation that we hope will be aroused by this project.

The campaign is wholeheartedly endorsed by the Southern Union Conference and the local SDA conferences.

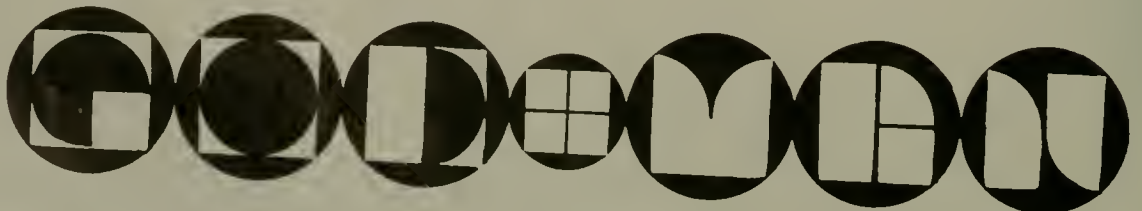
We hope that you will contribute to the Annual Sustaining Fund. The suggested goal for an alumni family and/or constituent family is \$100 per year. Many can do more, and some probably cannot do that much, but, whatever your gift may be, large or small, it will be sincerely appreciated by your college.

Please see the attached envelope to respond to the college as you wish for your yearly gift.

Most sincerely yours,



H. H. Schmidt
President



at SMC – 1962-1972



the lower right is the physical education center, built by SMC's committee of 100. It houses three football courts, a classroom, handball court, an Olympic size swimming pool, and offices.

atcher Hall, on the lower left, named after James and Grace Acher on whose plantation the college was built. It houses over 100 young women, and each room is individually heated and air-conditioned, with a bath between every two rooms.

at center is the beautiful new Library, costing approximately \$730,000, one of the most complete, modern, and practical libraries built in the United States. It is named for the O. D. McKee Building of the McKee Baking Company. It was built with economy by the college building staff under the direction of Francis Costerisan, plant engineer, whose crew built all the buildings on these pages.

the upper left is the latest building to be completed—the new Economics Center. This building features three areas—foods and nutrition, clothing construction, and interior design.

Association and the administrative goal of \$200,000, of which \$100 will go for the Annual Sustaining

is \$100 per year. Of course, more than this amount on a

this appeal from your Alma Mater wishes known in the attached

our Alumni Officers



Salable Skills

By Dr. C. F. W. Fitcher, Academic Dean

In recent years, much has been heard about employment for college graduates — that they have not been prepared with a salable skill and thus cannot fulfill the demands of present-day society. It must be remembered that while this is often at the doctoral level, it may also be true at the baccalaureate level. Southern Missionary College graduates seem to have no difficulty in entering a life work, because virtually all have salable skills on completion of their college studies.

As we compare the 1973 class with the one in 1963, we see many outstanding examples of this, probably the most noteworthy being in the field of nursing. This year's nursing group of about 110 is larger than the entire class of 1963, and there are openings for every such graduate in almost any place she chooses. These nurses pass their state board examinations with virtually 100 percent success, and the class average is always at or near the top for the state. The phenomenal growth of the A.D. nursing program has led the college to limit the size of the entering class, and all who are interested and qualified need to apply very early.

Our secretarial graduates also are sought after even before graduation and have no problem about employment. In this respect established secretaries will be happy to know that plans are afoot to provide workshops to prepare secretaries for the Certified Public Secretary examination, which is now available on days other than Sabbaths. This will give more experienced secretaries the same type of standing as the CPA gives to accountants.

Within the denomination there are still opportunities for teachers to enter service, and the 40 graduates from elementary and secondary education are well prepared to function either within our church system or in the public schools. Indeed, of late there has been particular interest from many public school systems for students who graduate from Southern Missionary College.

Much might be stated about graduates in religion, business, home economics, art, interior design, industrial education and communications, all of whom are ready and prepared for service upon graduation. The beginning of a building trades curriculum this year has opened new outlets for many, and in 1973-74 a curriculum to provide certification in social work will be started.

KNITTEL

(Continued from page 1)

All of the curricula are constantly evaluated and revised when necessary in order to keep pace with the times and demands of our modern complex society. Graduates from all the college departments have been highly successful in professional schools, in employment, and in graduate schools.

While Southern Missionary College constantly strives to meet the needs of the times, the fundamental Christian character of the distinctly Seventh-day Adventist attitude has never changed. The primary purpose of the college is identical with the great commission of Jesus, and it is the purpose of Southern Missionary College to further the work of God through the Seventh-day Adventist Church. No greater goals can challenge any college than these.

Loyalty and Support

By Floyd Greenleaf, Alumni President

One of the worth-while traditions that has characterized American higher education is the spirit of loyalty that alumni express toward their Alma Mater. While Seventh-day Adventist education has been free from Greek letter societies, varsity athletics, and certain other aspects of college life that inspire alumni identity, we might ask ourselves whether we have utilized our energies in other ways to promote the general business of learning.

We believe that the time has come for the SMC Alumni Association to think in larger terms respecting the total program of Southern Missionary College and its relationship to it. With respect to financial support this means that our alumni giving will be primarily accomplished on a continuous basis and organized support of the overall program. This issue of **Southern Columns** is devoted to an explanation of such a program relative to the needs of Southern Missionary College. This is more than an ordinary appeal for money — it is an invitation to join a movement.

There are many of us who came to SMC with the proverbial potato sack thrown over our shoulders and who left with a sheepskin, a future career, and many other things that could not be measured by money, although we paid money to be here and to acquire them. Similarly our sense of loyalty that stimulates a conviction to give money is not measurable in dollars, but it is a legitimate and dignified means of expression.

While it may be repeating the obvious to say that Southern Missionary College could not exist without students, there is less triteness in the remark that SMC's existence would be pointless without a successful alumni. Presently there are approximately 3,000 of us with our number increasing by more than 200 annually. We think the prospects are bright for a sustained giving program and urge as wide participation as possible in the proposed plan.

FLEMING

(Continued from page 1)

of whom have been liberal for years in their giving to the church and its elementary and secondary educational program. We would like for you to **rethink** your contribution budget for 1973 and onward to include a liberal gift for SMC on a regular, systematic basis. This we call the SMC Sustaining Fund.

We realize that including the college in your giving budget is something new for many. Please think it through. Since you expect your college to change with changing times and demands, should you not expect to alter your budget to meet these same changing demands? You have been taught that the operation of a church school requires the assistance of all church members. Is it not equally logical to expect church members to support their college if the local churches are to continue to have pastor and church school teachers?

We ask you to think through the need of your college—pray about it—and if you feel so impressed fill in the form provided to let us know what you plan to do.

