The numbers tell the story. Statistics indicate the aging population in Texas alone will increase 127 percent in the next two decades, exceeding the percentage of increase in the rest of the United States.* As baby boomers continue aging, the number of centenarians is expected to jump from 77,000 this year to more than 4 million by 2050.** Globally, 25 percent of the world’s population soon will be considered “elder” — a description that is itself being redefined.***

This explosion of the “new elderly” is no surprise to Baylor University gerontologist Ben E. Dickerson. He and a growing number of his graduates from the Institute for Gerontological Studies are meeting the challenges of this “Age of Age” — a society whose population is rapidly changing from youth-oriented to age-oriented.

It was more than 20 years ago — in the mid-1970s — that a handful of Baylor leaders took the long view on the aging issue. At that time, the few gerontological programs in existence in Texas focused primarily on the long-term care of the frail elderly.

Baylor, however, began to look at aging in a different light, through the pioneering vision of then Baylor President Abner McCall, then executive vice president and provost Herbert H. Reynolds, and then Baptist General Convention of Texas executive director James H. Landes. In 1977, Baylor opened the Institute for Gerontological Studies.
President's Perspective
Scholarly pursuit, excellent teaching are complementary

By modernizing scholarly activity while maintaining a strong commitment to undergraduate teaching is one of the important challenges facing institutions of higher learning and is the largest Baptist university in the world. With more than 13,000 students and 60 full-time faculty, Baylor offers undergraduate, graduate and professional degrees through the College of Arts and Sciences, the Hankamer School of Business, the School of Education, the School of Music, the Louise Hogsett School of Nursing, the School of Engineering and Computer Science, the School of Law, the Graduate School and George W. Truett Theological Seminary. Baylor is consistently ranked among the top college values in the country by such publications as Flat Guide to Colleges, Princeton Review and Money magazines.

Dr. Robert B. Sloan Jr., President and Chief Executive Officer

Chartered in 1845 by the Republic of Texas, Baylor University is the state’s oldest continually operating institution of higher learning and is the largest Baptist university in the world. With more than 13,000 students and 60 full-time faculty, Baylor offers undergraduate, graduate and professional degrees through the College of Arts and Sciences, the Hankamer School of Business, the School of Education, the School of Music, the Louise Hogsett School of Nursing, the School of Engineering and Computer Science, the School of Law, the Graduate School and George W. Truett Theological Seminary. Baylor is consistently ranked among the top college values in the country by such publications as Flat Guide to Colleges, Princeton Review and Money magazines.

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Elderly Living Longer, More Productive Lives

Gerontological studies affect on-campus and off-campus agencies, programming

continued from page 1

"I can still remember Judge McCall saying he wanted us to develop a program that would in some way enable older citizens to remain in their community where they could be independent, where they could continue to have dignity and continue to be involved with both their church and their family," said Dr. Dickerson, a professor of sociology who became director of the institute in 1988.

Today, the institute has expanded into the centerpiece of Baylor's response to individual, societal, and global aging, preparing gerontology professionals to help each individual realize and maximize his or her full potential in the second 50 years of life. It was an innovative approach to aging that thrust Baylor into the vanguard of gerontological research and study nationwide.

**Variety of degrees**

Degrees offered through the program include a master of science in gerontology, a master's degree in clinical gerontology, undergraduate and graduate certificates in gerontology, and a graduate certificate in clinical gerontology. Gerontology is offered as an undergraduate minor at Baylor, as well. Some of the program's first graduates are directing other gerontology institutes, such as Steven Tam, director of the gerontology program at Hong Kong Baptist Theological Seminary, and Deborah Newell, coordinator of the Center for Elder Services at the University of Houston College of Dentistry. Because of the shifting population demographics, gerontologists find they are constantly redefining "old."

"We used to say if people could live to be 75 or 80, that's a good long life. Now we're defining that as the young-old period of one's life," Dr. Dickerson said. "Just like you prepare for the first 50 years of life, there's a greater need to prepare for the second 50 years of life, and in the past we didn't give that much consideration.

"When a person retires now, they have almost a third of their lives before them. And us, you not only teach people how to make a living, which is what Baylor does so well, but to help people learn how to love," he said.

The typical symbol of the aging — the rocking chair — is no longer the typical symbol of the aging, as more products and services are designed to enable older citizens to remain in their homes. "It gives me the opportunity as a gerontologist to bring to the state not only what I know but to share what we acquired those and how they acquired those and how they retained them, and that will strengthen us," he said.

"When you benefit older people and you empower them to continue to serve and continue to be respected, you also benefit all other age groups," Dr. Dickerson said. "Gerontology is one of the best investments that Baylor University has ever made."

References
- **U.S. Census Bureau.**
- "**1999 National Demographers.**
- "**Gray Dawn by Peter D. Petrosyn, 1996.**

SAS System to Facilitate Data Collection, Retrieval Campuscwide

Beginning with the 2000 academic year, SAS Institute of Cary, N.C., the largest privately held software company in the world, will provide Baylor with technology, consulting services and student training in the fields of data management and research. Baylor is the first academic institution to enter into such a partnership with SAS, which also has offices in other U.S. cities and countries worldwide. Baylor has been a customer of the institute since 1987.

"SAS is delivering a system that we believe will satisfy our needs," said Harold Cunningham, vice president for finance and administration, who has long envisioned the introduction of decision-support systems of this type at Baylor.

The technology rapidly generates and collects information that previously took weeks or months to obtain. The SAS software extracts data that can be used in key management assessments and decision-making.

The data analytics also can be used in several ways, including predicting trends in enrollment management, allowing students in the Hankamer School of Business to use the research vehicle to develop "real-life" business plans for course assignments, and enabling the Graduate School to better manage its multiple databases.

A vital aspect of the agreement calls for the joint development of a Data Mining and Knowledge Management Center at Baylor. — Alain Hunt, director of the Center at Baylor. — Alain Hunt

**Policy-making role**

Baylor's role in the care of elderly Texans also encompasses policy-making. Appointed by Gov. George W. Bush in July, Dr. Dickerson began a two-year term on the influential Texas Board on Aging, a group that administers the Older Americans Act, which provides funds for senior centers, Meals on Wheels and other programs benefiting senior citizens.

"It gives me the opportunity as a gerontologist to bring to the state not only what I know but to share what Baylor University knows about aging and the research we're accomplishing," said Dr. Dickerson, who will tour the state's 20 Area Agencies on Aging during the next two years. "We are a role

**A final aspect of the agreement calls for the joint development of a Data Mining and Knowledge Management Center at Baylor.**
Nursing School Gets $13 Mil Gift

Louise Herrington Ornelas, co-founder of TCA Cable Inc. of Tyler and a 1962 Baylor University Alumna, has made a $13 million endowed gift to the Baylor School of Nursing. This commitment represents the third-largest gift from an individual in Baylor’s 154-year history. President Robert B. Sloan Jr. said, “In recognition of Ornelas’ long and generous support of the nursing program, the School will be named the Louise Herrington School of Nursing.”

The theme for the evening will be “A Winter Wonderland.”

A newspaper’s 1,100 staff, faculty, retirees and spouses are expected, said Doris Kelley, assistant to the vice president for human resources. By popular request will be the Baylor version of “The 12 Days of Christmas,” plus a full program of musical numbers by faculty, staff and students.

The dinner, which has been a Baylor tradition since 1962, moved from the Barfield Drawing Room of the Bill Daniel Student Center to the Ferrell Center last year. Donations of non-perishable food items for Cottages will be collected at the dinner.

Please RSVP to Kelley at ext. 3985 by Dec. 1, or online at http://www.baylor.edu/events/commencement.

Many specialties

The American Academy of Forensic Science defines forensic science as the application of scientific principles and technological practices to the purposes of justice in the study and resolution of criminal, civil and regulatory issues. The field contains many specialties, from toxicology and ballistics to forensic pathology and entomology. It also has shown an enduring love and acumen in her business affairs, she has demonstrated great interest in the biosciences and medicine. From my experience sitting on the pre-med committee, my students tend to be the ones in the back, not the ones in the front. Our students are very enthusiastic about the program,” Dr. Wallace said.

Students who graduate with a bachelor of science degree in forensic science will have no trouble entering medical school or finding employment. This is a very holistic degree that covers many areas from hard science to the social sciences. From my experience sitting on the pre-med committee, this is the kind of educational background medical schools are looking for,” she said.

And, of course, the field of forensic science covers many areas, she added. “We often forget that there are forensic engineers, accountants, dentists and photographers. The field covers almost all aspects of our society.” — Julie Carlson

Students Dig Forensic Science Major

Baylor only Texas university to offer specialized degree

Students were overjoyed when Baylor officials recently announced the University will offer a major in forensic science, becoming the only university in Texas to offer an undergraduate degree in the field.

“The response we have received has been overwhelming,” said Dr. Susan Wallace, assistant professor of anthropology, who will supervise students in the new major. “I have had about 20 calls per day since the major was announced.”

Dr. Wallace attributes the massive interest in the field to people’s love of a good mystery. “I believe there is an innate inquisitiveness concerning homicide cases or questionable deaths,” she said. “Mysteries are intriguing, and our brains are wired for such inquisitiveness.”

Dr. Donald D. Schmeltekopf, provost and vice president for academic affairs, said the new interest in a forensic science program, coupled with Dr. Wallace’s academic reputation, prompted the University to offer the major, which will be administered through the Department of Sociology and Anthropology.

“The major will provide a broad overview of many specialties from forensic engineering, forensic photography and fingerprinting to forensic pathology and entomology. It will also provide a broad overview of the seven or eight subfields of forensic science,” Dr. Wallace said. “This is a very holistic degree that covers almost all aspects of our society. — Julie Carlson
When media messages inundate us, we do have choices

Dr. William E. Loges, Assistant Professor of Communication Studies

People in my profession argue a lot about the definition of mass communication. The best definition I've ever come across was offered in the late 1980s by Raymond Williams, a British literary critic (Williams, 1983). Rather than defining mass communication in terms of technology, Williams insisted that communication involves people using “mass” when things are true.

• When the sender of a message has no particular concern for the well-being of the receiver of that message.
• When the receiver of a message cannot not easily evaluate the credibility of the sender.
• When the message is written by one person (a man or a woman) and then given to another person to believe in order to maximize the message's effect.

No matter what hardware or software, as long as these three conditions are present, you have mass communication.

How we use TV

For 50 years, television has been the quintessential mass medium. Williams, writing at the very beginning of the television age, characterized this activity not as TV's technological form, but as the way we're chosen to use television. Researchers at the University of California at Santa Barbara report that in the 1997-98 television season, more than 50 percent of the shows in prime-time contained sexual references or sexual behavior. Ten percent of the shows with sex involved are boys' television shows (Kunkel, Cope, Farinola, Biely, Rollin, and Donnerstein, 1999). More than 50 percent of television programs in the same period contained violence, and more than 70 percent of the violent episodes were illustrated in one way or another (Federman, 1999). These patterns of sex and violence aren't new.

Contemporary analyses of television since the late 1960s have shown that prime-time television is a consistent message about sex, violence and insecurity. Decades of research, both observational and survey research on adults and children show that people exposed to such material tend to become more aggressive and less tolerant toward women as a result (Piark & Comstock, 1994). Wouldn't it be odd if that wasn't true? Wouldn't it be odd if people couldn't send a simple personal message for 50 years and not have any effect on the audience?

Advertising content

And that only describes what is arguably the most important content on TV — the programs. The most important content is advertising. The true character of mass communication is revealed in the nature of the advertisements.

Dr. William E. Loges, Assistant Professor of Communication Studies

When I say be close to the source of your entertainment, I mean you should prefer live entertainment to recorded or broadcast entertainment. You should prefer human Gardner by a gathering of friends to human generated by an episode of Friends. There will be many more programs available on cable; however, you choose the more convenient, mass-communicated version, but consider all mass media messages raw material, not finished products. People believe others choose mass-communicated music and comedy because they feel incapable of making choices.

When I say you should try every message sent to you — including mass-communicated messages — as if they were told to you directly, I mean that you should not use separate criteria to evaluate the messages you get on TV and the messages you get from the people in your life. If I were to advise you to tell others that you wouldn't use Michelin tires or Proctor and Gamble toothpaste you were being a bad parent by placing your children at risk, I would think you should be reasonable for you to feel insulated. Why allow mass communicators to insult you? I believe that communication should be evaluated by the same standard in all cases, and among those criteria is the appropriateness of the message and the contribution that makes to the dignity and enlightenment.

Learning is crucial

Learning is one crucial tool in the culture war: learning about yourself and about the values, prerogatives and motivations of those who are busily sending your television, magazines and radio messages into television, magazines and radio. The other tool that I have used in my courses is God never intended for you to live a life of alienation. All of these day-to-day alienations, I believe, are merely symptoms of a larger alienation from God. If you feel alienated from human love, are you likely to have faith in God's love for you? It is difficult to resist the cheap seduction of mass communication if you don't believe you deserve better; if you don't believe, in fact, that you already possess what is being offered to you. But faith that God has blessed you with the capacity to achieve salvation, fulfillment, maturity and joy renders the blandishments of Madison Avenue incomprehensible. That faith in Christ has offered you a path toward love, security and independence, and many other treasures, makes the offerings of Hollywood seem evil, but banal.

The tools I have used to win the culture war are faith and learning. The tools are the correspondents of Baylor, as I've come to understand. Faith and learning are the antidotes to alienation. If you integrate faith and learning into your daily life, you will find mass communication resistible, as it should be for an enlightened citizen of God. If you find the prospect of lifelong learning and active faith too daunting, do the next best thing Tell your children.

References:

How I Won the Culture War

December 1999

Remarks interrupted the show.

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References:

Human Relations Director Named

Ramon A. Curtis became the director of the new Office of Human Relations Oct. 11.

Creation of a full-time human relations director position was a recommendation from the University's task force on diversity.

"Ramonia Curtis brings the experience, professionalism, character and interpersonal skills necessary to serve Baylor in this role," said Marilyn A. Grove, vice president for human resources.

The responsibility of this position, which previously had been handled through personnel sections, include developing, implementing and coordinating programs to fulfill Baylor's diversity initiatives.

“I’m pleased to be here at Baylor and to be able to work on diversity issues,” Curtis said. “My goal is to increase the awareness of the need for diversity in education and act as a support system for Baylor students, faculty and staff.”

Curtis received her associate's degree in liberal arts from McLennan Community College. In 1983, she earned a bache- lor's degree in communications from the University of Texas at Arlington and her master's degree in sociology in 1990 from Prairie View A&M University. Curtis is a member of the United Methodist Church, and her cer- tificate, Munroe Nicolls IV — Kate Langston
Now you know.

Q: How can we keep the holiday season sacred for the families in a secular world?

A: The holiday season can be the best time of the year for families to connect and rejuvenate. This can be done by spending quality time together, participating in family-friendly activities, and creating traditions that bring joy and peacefulness to your household.
D ean W. Jones will tell you that above all else, he is a professor with a heart for his students at Baylor University. Never mind that he lives in Dallas and makes a daily commute to Waco or that he serves as an elected Representative in the Texas Legislature. For him, teaching comes first. “I consider myself a full-time college professor who just happens to participate in the political arena,” said Dr. Jones, professor of chemistry. “I’ve never had my priorities mixed up.”

Serving his fourth two-year term in the Texas House, Dr. Jones decided early on his classes would not suffer because of other commitments. “During the first election, which was on a Tuesday, we were up until midnight but I still made a 9 o’clock class the next morning,” he said with a chuckle. “I’m sure there are a few students who anticipate that I might miss a class or give a walk, but that doesn’t happen often.”

While this lifestyle of teaching, traveling and public office may seem normal to Dr. Jones, others have found his labors noteworthy.

Inaugural award

On Dec. 9, the American Chemical Society (ACS) will honor Dr. Jones with the inaugural American Chemical Society Texas Public Service Award for Contributions to Science and Education. The award recognizes the outstanding contributions made by Dr. Jones to the development of public policy that benefits science and education. This award is being given jointly by the Dallas/Fort Worth and Heart O’ Texas sections of the ACS because Dr. Jones in a member of the Heart O’ Texas section and he represents a Dallas district in the House.

Dr. Jones works on various higher education issues while serving as a representative. “We’ve pleased with how sensitive the House has become to private colleges as well as public schools,” he said. “During the last session, we passed $100 million in scholarships. Those are new funds and that includes funds for students who attend private schools. That is a major accomplishment.”

Colleague support

His colleagues also have supported his efforts as a professor and an elected official. “The department is delighted to learn that Professor Jones will receive recognition for his many contributions to science and education in the political arena,” said Dr. Marisana Branch, chair of the Department of Chemistry and Biochemistry. “At the first recipient of the American Chemical Society Texas Public Service Award, Professor Jones brings recognition to Texas, Baylor University and our department.”

The award ceremony, which begins at 6 p.m. Dec. 9, will be held at the University of Texas at Dallas in the Student Union Building. Anyone interested in video arrangements to the event may contact Dr. Kevin Francis, assistant professor of chemistry, at ext. 4117. — Lupea Lopez

Texas Wears Many Hats

Dr. W. Jones is a planner and librarian, won a Juror’s Award for a stitched panel in “Fiber Celebration ’99,” The Art Center of Estes Park, Colorado. He has become to private students who anticipate that I might miss a class or give a walk, but that doesn’t happen often.”

Dr. Marcus M. Norden, professor of art history, has been named as the departments for the 2000-2001 academic year. She has been appointed to the board of directors of the Waco Chamber of Commerce. She also was selected as the Most Valuable Player for this year’s fund-raising drive by the Baylor Bear Foundation.}

Dr. Diana M. Vitlinska, vice president for academic affairs, has announced her proposal for a Lilly Fellowship. Mentoring Program was selected by the National Network for Mentoring Youth, Inc. for the 2000-2001 academic year.

Dr. James L. Williamson, professor of educational administration and The Fred and Edith Hale Professor of Education, was honored Oct. 22 as one of the inaugural Five Distinguished Hispanics of Harwood. He received the award for his 43 years of leadership and service in the field of education.

Honors & Appointments

Sherry Castle, assistant professor in English and journalism, delivered an invited address to the First annual convention of the Society of Professional Journalists Oct. 4 in Indianapolis. The paper also was published in the Society’s magazine.

Dr. Elizabeth J. Tesl, assistant professor of entrepreneurship, was invited to participate in the new Faculty Committee of the Association for the Advancement of Behavior Therapy. In April in Toronto, Canada.

Dr. Margaret Marymon Staph, associate professor of mathematics, presented a workshop titled "Applications of Mathematical Modeling" at the Conference for the Advancement of Mathematics Teaching July 12-14 in Dallas.

Dr. Mary Ruth Smith, associate professor of art, received Baylor’s Outstanding Service Award for 43 years of leadership and service in the field of education.

Dr. Ralph Wood, University Professor and Dr. James Soederholm, professor of English, gave principal addresses at the University’s biennial conference titled “The Good, The True, and The Beautiful: Aesthetics and Belief After the Age of Politics” at Austin College.

Dr. Viren. Dr. Maurice Hunt, assistant professor and librarian, presented "The Texas Collection, given a slide presentation titled "Thanksgiving in Texas" for the Emerson Club at the Federation Women’s Club Oct. 25 in Waco.


Dr. Michael L. Toon, assistant professor and librarian, presented "The Mexico Collection, given a slide presentation titled "Thanksgiving in Texas" for the Emerson Club at the Federation Women’s Club Oct. 25 in Waco.

Dr. Katheryn Van Treuren, associate professor of engineering, presented an invited paper titled "Upper Phase Lubrication for Impingement Gas Turbine Engines" at the American Society of Mechanical Engineers International Gas Turbine Institute Turbo Expo ‘99 June 7-11 in Indianapolis. The paper also was published in the ASME Journal. The same topic also was presented in Film Cooling II Session during the conference.

Dr. Nancy B. Upson, professor of management and The Ben H. Williams Professor of Entrepreneurship, presented "Rebuilding the Rule of the University in Family Business Education and Programming" to the "Family Business Gathering" Oct. 16 in Celebration, Fla.

Dr. S. Kay Toor, associate professor of philosophy, presented "Empathy as the Basis for Understanding the Ethical Experience" at an international conference on Consciousness, Phenomenology and Cognitive Science sponsored by the Robert Institute Sept. 25-27 in Kalamba, Michigan.

Dr. Robert R. Fog, assistant professor of chemistry, presented "The Texas Collection, given a slide presentation titled "Thanksgiving in Texas" for the Emerson Club at the Federation Women’s Club Oct. 25 in Waco.

Dr. Dr. Michael D. Morgan, assistant dean, Truett Seminary, presented "End-of-Life Care: Catholic Perspectives" at the The Robert A. Welch Institute for Ethics and Public Policy Oct. 16 in Ft. Worth, Texas.

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Employee will not have to wait for their money when Barbara Wolff, director of payroll, explained at a meeting of Baylor’s monthly payroll office switches to paying on the last business day of the month, including December. Being consistent also makes it easier to explain to employees.

The change in policy may or may not affect monthly paid employees. Depending on factors like income, retirement contributions and insurance packages.

For more information, contact the Payroll Office at ext. 2217. — LoAna Lopez

Ring-a-ling, Hear Them Ring

The sounds of Christmas will permeate the Baylor campus in December to spread the holiday spirit.

“It’s a long-standing Christmas tradition here at Baylor,” said Richard Veit, concert and promotion manager for the School of Music. “For many folks, it simply would not seem like Christmas without the music events we offer.”

The Combined Choirs Christmas Program features the talents of the Concert Choir, the Men’s Glee Club, the A Cappella Choir and the Women’s Chorus, along with members of the Baylor String Orchestra. Conducting will be by Dr. Donald Bailey, acting dean of the School of Music, and John W. McLean Jr., assistant professor of choral activities. The performances will be at 8 p.m., Dec. 3 - 4 in Jones Concert Hall of the McCarthey Music Building.

The 20-voice Chamber Singers, conducted by Dr. Bailey, will present three concerts of Christmas hymns, carols and songs at 3 p.m. Dec. 5 and at 8 p.m. Dec. 6 - 7 in the Armstrong Browning Library’s McLean Foyer of Meditation.

“The Chamber Singers are truly some of Baylor’s most wonderful vocalists,” Veit said. “Each of them could perform splendidly as a soloist.”

Tickets for the Combined Choirs and the Chamber Singers performances are $5 and may be purchased in Room 200 of Roxy Grove Hall.

Dr. O. Herbert Calvin, the University carillonneur and emeritus professor of music, will play the McLean Carillon atop Pat Neff Hall at 5 p.m., Dec. 5. He will be joined in the rental by his former student, Lynnette Gentry, assistant to the dean of the College of Arts and Sciences. Concertgoers may bring lawn chairs and blankets — weather permitting — and enjoy the music of this free recital from the lawn of Frankford Mall.

Those preferring smaller bells may attend the free Baylor University Handbells Christmas Concert at 6 p.m., Dec. 7 in Meadows Recital Hall of the McCarthey Music Building. The Baylor University Handbells ring under the direction of Helen L. Jackson, music associate/organist of Waco’s Columbus Avenue Baptist Church.

For more information, contact Veit at ext. 3591. — Scott Karadin

Monthly Employees Get Lucky 13 this Month

Employees who are paid monthly will receive a 13th paycheck this year as the Payroll Office switched to paying on the last business day of December, rather than the first business day of January.

Funds will be available before the New Year for this year and in the future. This will keep all monthly payrolls consistent, explained Barbara Wolff, director of payroll.

“Our main concern is that our employees won’t have to wait for their money when (Jan. 1) falls on a weekend or on the holidays,” Wolff said. “Now (payday) will always be on the last working day of the month, including December. Being consistent also makes it easier to explain to employees.”

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For more information, contact the Payroll Office at ext. 2217. — LoAna Lopez