If the great sin of maturity is losing one’s zest for life, as a philosopher once said, you won’t find many retired sinners at Baylor.

You might, however, find several “retired” professors having lunch with colleagues on campus, cheering and greeting friends at football, basketball and other sporting events or spending time in classrooms as either students or instructors.

Dr. Rufus B. Spain, professor emeritus of history and director of the Retired Professor/Administrator (RPA) Program, said keeping Baylor and its retirees in close contact with each other through activities both on and off campus is an important part of the University’s mission.

Baylor’s RPA program was created 29 years ago, and it is open to retirees who have been professors or administrators. Although it doesn’t handle insurance or monetary retirement benefits, the program provides plenty of opportunities for
A Pair of Fulbrights
Bayou professor, alum win prestigious scholarships to study and teach abroad

Dr. Joseph A. McKinney, professor of economics and The Ben H. Williams Professor of International Economics, and Dr. Kenyon Wilson, a Baylor School of Music graduate, have been named winners of the Fulbright Scholar award.

Dr. McKinney will spend the fall 2003 semester at the Centre for Trade Policy and Law in Ottawa, Canada, conducting in-depth research on various dispute resolution issues that have troubled the relationship between the U.S. and Canada during recent years. The Centre is jointly administered by Carleton University and the University of Ottawa.

“During the spring of 1999, I was able to spend a semester as a Fulbright Scholar at the Center for the Study of International Affairs at Middlesex University in London, England,” Dr. McKinney said. “This proved to be a beneficial experience in many ways. I still collaborate on projects with some of the scholars that I got to know there. I anticipate that my time in Canada will yield some of the same benefits.

For general disputes and those dealing with antidumping and countervailing duty issues, Dr. McKinney will consider the relative merits of pursuing resolution under terms of the North American Free Trade Agreement (NAFTA) as compared to the World Trade Organization. For labor, environmental and investment disputes that have resolution procedures provided only in NAFTA, he will assess the strengths and weaknesses of the procedures provided and offer suggestions for improving the procedures.

Dr. McKinney’s research has focused on international trade and regional economic agreements, including NAFTA and the European Common Market. A founding member of the Association of Christian Economists, he also has conducted research into ethical behavior among U.S. business professionals and computer engineers.

Dr. McKinney has been a member of the faculty at Baylor’s Hankamer School of Business since 1976, and he was designated an Outstanding University Professor in 1985 and a Top Professor by Notor Board.

Dr. Wilson, who specializes in international law and is currently a doctoral candidate at Carleton University and the University of Ottawa, will spend the fall 2003 semester as a Fulbright Scholar working on research at the Baku Music Academy in Azerbaijan.

“This Fulbright had all been from the economic, business, government or computer fields,” Dr. Wilson said. “I was excited to see that the country had decided to start seeking scholars in the arts and wanted to be a part of that.”

Dr. Wilson gained musical experience while working toward a master of music degree at Baylor, where he served as a graduate assistant in music theory and tuba instruction. He said the skills he learned at the University are helping him succeed in Azerbaijan.

“I could discuss Baylor’s academic and musical traditions, but I feel another facet of Baylor life contributed more, and that is the Christian atmosphere and support,” he said. “I am a Christian traveling alone in a Muslim country for three months.”

The Fulbright Scholarship program, sponsored by the U.S. government, was established in 1946 by Senator J. William Fulbright to “increase mutual understanding between the people of the United States and the people of other countries.”

— Cynthia J. Jackson and Amanda Lewis

Regents Approve Tuition Rate
Board also okaying funds for new “North Village” housing development

Baylor Regents at their October meeting set tuition and fees for the 2003-04 academic year, approved funding for construction of the first campus residential facilities in almost 40 years and endorsed modifications to degree programs in the School of Engineering and Computer Science and School of Music.

Tuition for undergraduate students entering Baylor in the fall of 2003 will be $10,750, a 6.9 percent increase over this year’s rate of $10,000. The University moved to a flat-rate tuition structure effective this fall. Continuing students who enrolled prior to fall 2002 will see a tuition increase of 5.6 percent to $452 per semester hour.

The overall increase for continuing students, including room, board and other fees, is 5.6 percent. Freshmen and transfers will pay $514 more per semester hour for tuition, fees, room and board next year.

Other increases will be 6.3 percent for grad students and 9.4 percent for George W. Truett Theological Seminary students. New law students entering in fall 2003 will see a 12.5 percent increase while continuing law students will experience a 9.1 percent increase in tuition.

Residential living

The proposed first phase of new campus housing — the “North Village” — will be located between the Rogers Engineering and Computer Science Building and the new Dutton

Dee Bright Center...
The Baylor Retired Professors Center was founded in August 1973 after Dr. Herbert H. Reynolds, Baylor retirees retain a number of privileges they enjoyed as full-time faculty and staff, including

The Retired Professors/Administrators Program has 425 members for the 2002-2003 academic year. On June 1, 2002, Baylor made it easier for retirees with less service to take advantage of benefits retirees who want to meet socially with interest but teach them as well. One history to literature and the arts. Lindsey said. The topics range from courses and maintains a list of subjects October and attracted healthy numbers. "What's in Your Future?" began in "An Irreverent Look at Texas History," and a course titled "French Life and Culture" or "Succession in American History." Dr. Spain, who retired in 1988 after 31 years of teaching at Baylor, became the program's director four years ago. His responsibilities include getting out a monthly newsletter planning regular member luncheons, scheduling trips to such places as the LBJ Library, the Bush Library, Salado during the Christmas season and the local mammatus site, keeping up with almost 200 members and their spouses by telephone or e-mail, and attending the informal get-togethers that colleagues plan on their own. He also visits people in the hospital, mails out birthday and Christmas remembrances and sends flowers to retirees whose health keeps them at home or in nursing homes. Baylor also is interested in helping retirees stay alert and active mentally. The University's Institute for Learning in Retirement, part of the Continuing Education program, offers classes each semester on a variety of subjects. Annette Lindsey, director of Continuing Education since 1999, said BILR classes are open to anyone who is retired, not just Baylor exes, and the program has no minimum age. Membership fees are $100 for a couple and $60 for one person. Students then pay $15 per class, and they can take as many as they want, choosing from such topics as "Vice Presidents and Succession in American History," "French Life and Culture" or "An introduction to Texas History." Lindsey said the Institute is part of a national program at colleges and universities and attracted 174 members at Baylor last year. "The total includes "Quite a few Baylor people, but also quite a few in town" who aren't retired from Baylor. Students come mostly from Waco, but members also have commuted from Temple, Hillsboro and Hubbard to attend classes. The Institute draws a number of students without Baylor connections from the Waco area, which Lindsey said "pleases us immensely." She said intellectual curiosity is the common characteristic of members, who range from retired professional people or business owners to former college professors. The Institute's most popular courses are those dealing with current events, history and medicine, and Lindsey said "A lot of retirees do like to teach. I should have been a teacher!" and said he is gladly continuing it. For the Institute, Dr. Armitstead teaches "A Heartbeat Away from the Presidency: Vice Presidents and Succession in American History." "My philosophy of teaching is, "Don't let too many trivialities and irrelevancies pass by,"" he said. "And the vice president's office is loaded with perversity." When he's not teaching, Dr. Armitstead has time to continue an ongoing project that involves a raising he owns behind his home on Old Gools Time Drive. He began clearing the property more than eight years after students visiting his home explored the overgrown area with him. "It's been kind of fun" to continue the work, he said, and he plans to do similar work on land a family member owns near Hunt, Texas. Dr. Harold W. Osborne, professor emeritus of sociology and Master Teacher, retired in August 2002 after 41 years at Baylor. He's not teaching now but hasn't ruled out doing that in the future. "A lot of retirees do like to teach. I just decided I would rather not commit myself," he said. Dr. Osborne takes advantage of benefits made available to Baylor retirees such as using University libraries and attending retiree luncheons. He bought 2002 season football tickets using his retired faculty discount and plans to attend some basketball games in 2003. "The retired professors' program is very nice," he said. Suzanne Mcmurr, a former manager of accounts payable who retired in April 2002 after 25 years at Baylor, also takes advantages of retiree benefits. She said she appreciates the ability to keep the health insurance Baylor offers to faculty and staff and is considering attending some basketball games with her grandchildren. Many also find it great to know there's an easy way to keep up with colleagues they don't see daily at work. Dr. Spain might be one of the University's best examples of the ties that bind school and retiree. Although he retired 14 years ago, he maintains an office on campus to conduct his business. "It's a way of keeping in contact with colleagues and learning something about some I didn't meet when we were active."
**As We Onward Go**

**November 2002**

- 96: What’s Bruin? Lecture
- 97: Dec. 1: Thanksgiving Holidays

**December 2002**

- 3: What’s Bruin? Lecture
- 5: Christmas on 5th Street
- 9: Santa’s Workshop
- 10: Last Day of Classes
- 10: Faculty and Staff Christmas Dinner
- 12-18: Final Exams
- 19-21: Fall Commencement

**January 2003**

- 10: President’s Community Prayer Breakfast
- 13: Spring Classes Begin
- 14: University Faculty Meeting
- 14: What’s Bruin? Lecture
- 28: What’s Bruin? Lecture
- 29: Martin Luther King Jr. Day
- 94-95: Winter Premiere
- 30: University Staff Forum
- 31: Distinguished Alumni Banquet

**Executive MBA Program Rates High**

Baylor’s Executive MBA program in Dallas rose again this year in the prestigious Financial Times rankings of the world’s best EMBA programs. Designed to meet the needs of managers, executives and other experienced individuals who choose to pursue an advanced degree while maintaining full-time career responsibilities, Baylor’s EMBA program was ranked 38th when measured against all other programs in the world. It achieved a ranking of 14th overall in the United States and the top spot in the Dallas/Fort Worth metropolitan area.

In addition, the program ranked second in the world in the “Aims Achieved Index” and third in the world in the “Career Progress Index.” It came in eighth in the world for international course experience and second in the world for number of female students. — Cynthia J. Jackson

**Fall commencement Dec. 21**

Fall commencement will be at 10 a.m. Dec. 21 in the Ferrell Center, with doors opening at 8:30 a.m. to facilitate seating. As many as 975 students are scheduled to graduate, including 91 doctoral graduates. The graduates will be from all Baylor academic units except the School of Law.

President Robert B. Sloan Jr. will bring remarks to the graduates and award the diplomas. Bearers of the Mace will be Dr. Howard L. Rolf, professor emeritus and former chair of mathematics. For more information, contact Lois Ferguson, assistant provost for academic services, at ext. 3663. — JN

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**Law Students Repeat Bar Exam Success**

Baylor Law School students have again posted the highest passing percentage in the Texas Bar Exam. Results show that Baylor students achieved a 94 percent pass rate for the bar exam taken in July 2002, topping the pass rates of students from the other eight law schools in the state.

Of the 100 Baylor law students who took the two-day examination, 94 passed, including the exam’s No. 1 scorer, Beth Klusman, and the No. 3 scorer, Bradford Brown. The overall Texas pass rate was 80.94 percent, with a total of 1,291 successful candidates among the 1,595 students who took the exam.

The exam is given twice each year and Baylor Law School has an unbroken record of success on the exam. Baylor also came first in the past year’s percentage of the other bar exam taken in February 2002.

Bradley J. Toben, dean of the School of Law and the Governor Bill and Vara Faye Daniel Professor of Law, said the first place result underscores the effectiveness of the School’s distinctive program.

“This demonstrates what can be achieved by a combination of truly dedicated faculty and staff who put our students’ professional preparation as a top priority, along with the vigorous support of our University leadership,” he said. — Alan Hunt

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**Christmas on 5th Street**

Holiday extravaganza to feature tree lighting, music and children’s fair

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he 36th annual lighting of the University Christmas tree at 5 p.m. Dec. 5 will highlight Baylor’s 2002 Christmas on 5th Street celebration. The tree lighting — a Kappa Omega Tau tradition since 1986 — started when a group of members, including current faculty sponsor Dr. C. Ulric Hassell, senior lecturer in chemistry, decided that Baylor needed some Christmas cheer on campus.

“We went out and found a tree,” Dr. Hassell said. “We told the Christmas story and sang some hymns, and that was the lighting ceremony that has become Christmas on 5th Street.”

Event organizers say this year’s Christmas tree may be the largest ever.

“We’re trying to get a 50-foot tree,” said Dan Sullivan, KCF Christmas tree co-chair.

Over the years, the tree lighting and Christmas on 5th Street have grown to bring together several sororities, other student organizations and local church groups to spread the holiday spirit across campus. “The main thing is to focus on the real meaning of Christmas,” said Becky Majors, coordinator of Student Union programs and The Plaza 201. This is the second year that Kappa Omega Tau has joined with The Plaza 201 to sponsor the event.

This year, KCF will work with other Baylor groups to make the event better than ever.

“Hopefully we’ll make it bigger this year,” said Jared Chamberlain, KCF Christmas tree co-chair. Chamberlain said the Baylor physical plant will bring a bigger array of lights around the Quadrangle in early November and many Christmas on 5th Street events led by campus groups have been arranged.

“This is a great event to bring the faculty, staff, students and everyone together,” Majors said. Christmas on 5th Street will begin at 7 p.m. with a number of events, including a children’s fair in the SUB Ballroom where Santa will host carnival booths, games and activities such as cookie and ornament decorating. There will also be a live nativity scene, performances from choirs and carolers and multicultural holiday displays.

After the tree lighting on Braden’s Quadrangle there will be live musical performances beginning at 8:15 p.m. from the Christmas music group Forty Days and singer-songwriter Chris Rice.

— Brandon Kirk

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**A Village Christmas**

Historic holiday tradition welcomes visitors to campus

You’re invited to celebrate the Christmas holidays as your great-grandparents might have by visiting the Gov. Bill and Vara Daniel Historic Village from 5 to 8:30 p.m. Dec. 10. The Village will be decorated for the season and the paths will shine with lantern light.

Visitors may sample eggnog in the saloon and stroll to the hotel to see a beautifully decorated Christmas tree. Children will enjoy trimming the tree in the Village church while they listen to stories of the first Christmas. They also can meet St. Nicholas, attired in his traditional robe, and tell him what they want for Christmas.

Rides in a horse-drawn carriage will be offered, and strolling carolers will bring the sounds of the holiday to the Village.

Admission is $5 for adults, $2 for senior citizens and $1 for children ages 5 to 15. Baylor students, faculty and staff and children 5 and under are admitted at no charge.

For more information, call ext. 1160. — Julie Carlson

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**New Tower, More Power**

KWBU TV & FM

New Tower, More Power

(Left to right) KWBU general manager Kniff Kuehn, Bernard and Audre Rapoport of the Rapoport Foundation, Michael Oppenheimer of Clear Channel Communications and Baylor President Robert B. Sloan Jr. cut a ribbon representing the completion of KWBU-TV’s enhanced broadcast facility and transmission tower. The taller tower and stronger transmission signal have allowed the station to almost quadruple the geographical area where broadcasts can be received.

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**Campus News**

Holiday extravaganza to feature tree lighting, music and children’s fair
"Christmas at Baylor" HDTV holiday special will showcase the University to a national audience

By Marla Pierson Lester

The Baylor School of Music’s gift of holiday performances to the local community, “Christmas at Baylor,” will be extended nationwide. A Christmas special, produced in High Definition Television (HDTV), is being taped this December with creative direction from an Emmy award-winning television producer who has worked on Christmas programs with St. Olaf College and the Mormon Tabernacle Choir. The program will be available on PBS stations throughout the country next holiday season.

“We really look upon it as an opportunity for us to give in the spirit of Christmas what we do best and that’s music,” Dr. William V. May Jr., dean of the School of Music, said.

The program showcases a high point of the holidays at Baylor — the annual choral concert in Jones Hall — and includes special performances in the Armstrong Browning Library and the George W. Truett Theological Seminary. The program will be taped Dec. 1-7.

“The Library is an international showcase event. Familiar with the Library, for which the School is securing visibility through a Christmas special, would spotlight Baylor and its music,” Brumley said. “It’s a fine basket,” Brumley said. “It’s a fine music school. I felt like its talents needed to be showcased on a national level.”

Dr. Stephen M. Heyde, professor and director of orchestral activities, The Mary Franks Thompson Professor of Orchestral Studies and Conductor-in-Residence, sees the program as an ideal showcase event. Familiar with the PBS special featuring St. Olaf College, Dr. Heyde said he had wanted Baylor to have its own.

“It’s fabulous. I think so many people know about St. Olaf’s, and they know it partly because of its Christmas show,” he said. “It’s an opportunity for people all over the country to know what fabulous students we have.”

About half of the show will be assembled from two performances of the annual Baylor Christmas concert in Jones Concert Hall, Byrd said. The audience serves as part of the production for that portion of the taping, which allows participants to enjoy the performance and a glimpse of television production.

Unlike the audio-only recording of a live concert, this is a made-for-television special — a shift that requires accommodating a number of cameras and working extensively with lighting. But that doesn’t mean less. Byrd said the amount of light on stage likely is less than usual for the musicians.

“We don’t need a lot of light,” he said. “What matters is its direction and quality. Usually lights used for performances in a hall shine straight down, creating a pattern where musicians’ eyes disappear. “We like to light from different angles,” Byrd said, adding that light patterns and effects are manipulated in concert with the music.

“What we’re trying to do is create something that will be competitive with any other prime time music special on network television,” Byrd said.

Other scheduled recordings include the Faculty Brass Quintet in Truett Seminary’s Piper Great Hall and the Chamber Singers in Armstrong Browning Library’s Foyer of Meditation.

“The Foyer is a beautiful room,” Byrd said. “We’ll be seeing a lot of the architecture.”

Carriers on campus will be taped to serve as a transitional element in the program and to give viewers a feel for Baylor’s campus.

KWBU serves as the presenting station for the special, which will be available for the 2003 holiday season.

See Christmas on page 4.
Campaign for Greatness

Baylor has raised $402 million dollars toward its goal of increasing endowment by $500 million through the Campaign for Greatness. Baylor President Robert B. Schromm made the announcement at the October 2002 Baylor Philanthropy Banquet. The amount raised represents a $182 million increase over the $219 million total announced at the October 2001 banquet.

"Endowment is the enduring resource that enables us to excel and remain affordable," Dr. Schromm said. "Endowment is the powerful engine that drives our University toward ever higher levels of excellence by touching everything on our campus — every building, every program, every faculty member and every student."

The Campaign for Greatness seeks to raise $500 million in a combination of current and planned gifts. When the campaign is complete, Baylor’s endowment will exceed $1 billion by the year 2005 and include $300 million in scholarships.

During the past year, a number of meetings have been held to solicit faculty and staff donations to the campaign. The University’s goal is to have 100 percent participation from faculty and staff.

Dr. C. William Thomas, professor of accounting and The J. E. Bush Professor of Accounting, said he contributed to the campaign because he believes it will help the University improve.

"I believe in Baylor and in what Baylor is trying to do," he said. "I think it’s important for all of us to assume ownership in the process of getting there.” — Randy Fiedler

Johns Hopkins recipients

A 2003 Johns Hopkins University Haimo National Distinguished Teaching Award has been awarded to Dr. Colin C. Adams, The Francis C. Oakley Professor of Mathematics at Williams College, who will receive a prize of $15,000 and deliver a series of campus lectures in September 2003. He was selected on the basis of his extraordinary teaching ability, record of positive, inspiring and long-lasting effects on students and national and international achievements.

An expert in low-dimensional topology, specifically knot theory, Dr. Adams is the author or co-author of several books, including The Knot Book, How to Ace Calculus: The Streetwise Guide and the forthcoming Why Knot? He also regularly lectures on knot theory at professional meetings and as a guest speaker at universities. He has received research grants from the National Science Foundation and has won the Mathematical Association of America Deborah and Franklin Tippett Hanno-National Distinguished Teaching Award.

Baylor’s Robert Foster Cherry Award program will undergo significant changes with the 2004 award, including the elimination of the Robert Foster Cherry Award for Great Teachers. In 2004, the program will award a single prize of $15,000 and deliver a series of campus lectures in September 2003. The award will be announced in spring 2005.

Christmas at Baylor

When a program is distributed nationally, it is available to 374 stations nationwide and each station decides about whether or not to run the program.

"It doesn’t mean they would all air it, but it would be available to them," KBRO program manager Clare Paul said.

The fact that the show is produced in HDTV may provide additional benefits. First, Brumley said, in the fast-paced technology-driven field taping the special in HDTV could well extend its shelf life. Second, it fulfilled stations’ current needs.

"Public broadcasters are starved for programs in high definition television," he said.

Third, the numerous of the campus and Christmas performances will come through in sparkling detail.

"It’s going to be spectacular. It’s going to be the sharpest images, the clearest sound," Brumley said. The cutting edge technology "really allows us to capture all the music and sights in all its glory.”

Mathematician Wins Cherry Award

A mathematician and expert on “knot theory” is the final recipient of the Robert Foster Cherry Award for Great Teachers.

Changes in the Baylor program will substitute a new award beginning in 2004.

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Baylor’s Robert Foster Cherry Award program will undergo significant changes with the 2004 award, including the elimination of the Robert Foster Cherry Award for Great Teachers. In 2004, the program will award a single prize, The Robert Foster Cherry Award for Great Teaching. It will be awarded every other year and feature a prize of $30,000 for the winner and $12,500 for the winner’s home department. During alternate years, three finalists for the award will speak at Baylor and will receive $12,500 each, plus $10,000 given to their home departments. The three finalists for the first award will be selected in spring 2005.

Representatives from the Baylor School of Music and KWBU worked together closely to plan and oversee the production of “Christmas at Baylor.” Shown are (left to right) co-directors Dr. Stephen M. Hende and Dr. Donald L. Bailey of the School of Music and production supervisor Joani Livingston of KWBU-TV.

Baylor Philanthropy Banquet

Baylor faculty and staff contributed $53,467 to the 2002 United Way campaign, the largest amount pledged at Baylor since 1998. The amount pledged exceeded the 2001 donation total of $51,716.

Campaign co-chairs Phyllis Gamble, academic adviser for advising and teacher certification, and Dr. Tillman Rodabough, professor of sociology, said they contributed to the campaign because they believe it will help the University improve.

"I believe in Baylor and in what Baylor is trying to do," she said. "I think it’s important for all of us to assume ownership in the process of getting there.” — Randy Fiedler

Stars at Night

Baylor television communication students used state-of-the-art High Definition Television (HDTV) cameras to film the pilot episode of “Stars at Night,” a music program featuring live performances by entertainers who are considered to be on the rise in the music world.

The program features performances from pop-artist Angie Parin, the sister of Christian recording artist Pasha Parin, the Haskett-Burleson Big Band, a Waco big band orchestra, and Destination Known, a Christian college rock band. In addition to the performances, the program contains interviews and behind-the-scenes footage of the musicians.

Joani Livingston, production supervisor at KWBU-TV, directed the program, which was recorded Nov. 1-2 at Jones Theater in the Hooper Schaefer Fine Arts Center. The production used state-of-the-art High Definition Television technology “really allows us to capture all the music and sights in all its glory.”

Videographer Michael Bettersworth uses a High Definition Television camera to capture the Haskett-Burleson Big Band during its “Stars at Night” performance.

United Way Gifts

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Campaign co-chairs Phyllis Gamble, academic adviser for advising and teacher certification, and Dr. Tillman Rodabough, professor of sociology, said 388 individuals made contributions to the Baylor United Way campaign in 2002, the largest number to donate since 1998. — BN

continued from page 5

Winning a prize of $15,000 and deliver a series of campus lectures in September 2003, the final Cherry Award for Great Teachers will be announced in spring 2005.

Mathematician and expert on “knot theory” is the final recipient of the Robert Foster Cherry Award for Great Teachers.

Stars At Night

Baylor HDTV program will air nationally

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Joani Livingston, production supervisor at KWBU-TV, directed the program, which was recorded Nov. 1-2 at Jones Theater in the Hooper Schaefer Fine Arts Center. The production used Sony 900 HDTV cameras, the same type cameras that George Lucas used to film “Star Wars.”

The cutting edge technology “really allows us to capture all the music and sights in all its glory.”

Stars At Night

Baylor HDTV program will air nationally
Graduate goals

Only at the graduate level with its corresponding scholarly requirements of faculty are we especially aiming toward something truly unprecedented for Baylor. Baylor 2012 requires a depth of scholarly excellence and a volume of scholarly output that is found only in schools with first-rate graduate programs. Such scholarly excellence and output demands faculty recognized as leaders in their respective disciplines and in productive, cutting-edge research.

While I enthusiastically endorse these goals, I confess that I did not craft them. During the writing of 2012, I had been at Baylor too much too long to dream such dreams. Baylor has never aspired to greatness in research-driven, graduate-level scholarship. Our focus has been on undergraduate education and the professions. Thus, we are further behind in graduate education and research than we are in other 2012 areas. In fact, the gaps between us and “research” universities are so large that one might ask why we should even try to close them. After all, we have a long and successful tradition in undergraduate and professional education, and graduate education is expensive and dominated by elite universities.

Two rationales

How do we justify such ambitious graduate goals? Baylor 2012 offers two rationales. The first is ironic, but straightforward. No national university has achieved “tier 1” status in undergraduate education without large and strong graduate programs. For 2002, the top 14 undergraduate universities in U.S. News & World Report are all private schools, like Baylor. The tiering of Baylor, however, at these 14 top undergraduate schools, graduate students comprise, on average, a little over 40 percent of the total enrollment. Baylor’s graduate percentage is a little under 10 percent. These 14 schools average, by my count, about 25 percent, perhaps 25 percent, of their budgets for graduate programs. Baylor has four or five. This close relationship between the quality of graduate programs and undergraduate excellence is test to faculty. The faculty found in large, strong graduate programs generate the research that builds the academic reputations that attract the best undergraduate students. Baylor is not close enough to achieve the academic reputation necessary to attract the strong undergraduate students associated with “tier 1” status without significantly expanding and enhancing our graduate programs.

The second reason is more nuanced and more important. Ideas matter. Christianity matters and ideas formed from a Christian vantage point especially matter. Too many evangelicals have abandoned the life of the mind and too many religious colleges have left the graduate playing field with an emphasis on research in secular universities (with a few notable Catholic exceptions). In national conversations regarding closing, stem cell research, the environment, welfare, women’s rights, affirmative action, abortion, joy, war, poverty or almost any important issue of the day, voices informed by both rigorous scholarship and the Christian faith need to be heard. Baylor is uniquely suited for nurturing scholarly Christian voices. I know of no other serious Protestant university willing and able to take on this task. This means we must be more than teachers of knowledge; we must be creators of knowledge as well. If Baylor does not meet the challenge of producing Christian scholars, then little opportunity exists for the development of scholarly religious voices informing important national conversations.

All of the above implies that we have a very long way to go in graduate education, and that we have a compelling need to get there. Will we get there? In all honesty, my answer to that question a couple of years ago would have been “probably not.” By this time last year, I had moved to a “maybe” and now respond with a “probably so.” This shift toward an increasingly affirmative response reflects a number of new and positive developments in faculty hiring, budget allocation and strategic planning.

Top new faculty

For the last three years, I have been privileged to participate in the interviews for faculty positions in doctoral-granting departments. Each year I have grown ever more impressed with the quality of our new hires. They have both the depth of faith and the quality of research to move us to the levels envisioned by 2012. Further, I see little evidence that the faith-based criteria in our hiring process are obstacles. On the contrary, I see us winning competitions for top faculty because of our faith-based mission. These new faculty are expensive, and so are laboratories, professional travel and graduate students. The increased budgetary support for these areas is unimaginable by the fiscal standards of just a few years ago. In the Graduate School, the stipend budget increased 14 percent during the first budget year of 2012. This year we will spend approximately $12 million supporting graduate students at Baylor.

Strategic planning

Of course, all this extra money must be spent strategically if we are to actually close the gaps between us and tier 1 universities. It has been my experience that strategic planning is often called for, sometimes developed and rarely implemented. Yet, we are creating and implementing strategic plans for graduate education on an unprecedented scale. Some universities are trying to significantly improve some of their doctoral programs, but I know of no university other than Baylor trying to significantly improve all of its doctoral programs simultaneously. Each doctoral program at Baylor is undergoing a “needs assessment” in which our faculty design a strategic plan for significant improvement. That plan is evaluated by outside consultants and eventually adopted by both the department and the administration. This plan then guides hiring decisions, workload allocations, and other decisions crucial to building strong doctoral programs. These plans have been completed thus far (see schedule below) and the results have exceeded expectations. Similarly, the increased stipend funds were strategically allocated to enhance the measurable quality of our graduate students. The mean GRE scores are up 45 points this year; the GMAT increased 19 points. The fall 2002 class of new graduate students possesses the highest test scores in our history. Measures of graduate enrollment, doctoral production, as well as the publications, citations and grant awards for our faculty all show a similar upward climb.

I’m an empiricist. When I can experience or measure something, it is easier for me to understand. I have experienced our hiring process and measured our progress in the first year of 2012. I understand that even with gaps as large as we experience in the Graduate School, we are closing these gaps and taking important steps toward fulfilling the audacious, unprecedented goals of Baylor 2012.
Family Circle

Congratulations to Dr. James A. Curry, political science, and wife, Kathryn C., on the birth of their granddaughter, Samantha A. Partlow, and husband, Tom, on the birth of their grandson, Cameron Douglas Curry.

Pat Holland, printer, passing of, on the birth of his granddaughter, Branden Marie.

Danny L. Rene, controller’s office, and wife, Terri, on the birth of their granddaughter, Samantha A. Partlow.

Randy Morrison, public relations, and wife, Kim, on the birth of their son, Grant William Morrison.

Best wishes to Dr. Russell Lester, professor emeritus of religion, who is recovering from a heart attack.

Leta Myre, wife of E.B. Myre, former Baylor staff member, on her recent surgery.

Teresa Shaw, admissions, and wife, Jessica, who are recovering from a traffic accident.

Tom Stanton, director of athletics, on his recent surgery.

With sympathy to Dr. Gary K. Rani, management, on the death of his wife, Jennifer.

Tom Hadad, Gov. Bill and Vara Daniel Historic Village, on the death of his wife, Phyllis Merritt.

Kathleen A. Miller, Armstrong Browning Library, on the death of her father, Joseph Patrick McGinty Jr.

The family of Jose Ortiz, Baylor former employee, on his death.

Dr. Keith P. Sanford, psychology and neuroscience, on the death of his wife, Kristen Sanford.

The family of Jean Schwebert, widow of Dr. Herbert D. Schwebert, former physics professor, on her death.

This Month in Baylor History

Nov. 10, 1934 - In town for a football game yesterday against the University of Texas, the Baylor Band marches with mascot Joe College down Avenue A.

The group enters the State Capitol to play music in the rotunda and soon accepts an invitation to play for the Texas Senate. It is believed to be the first time a bear has ever entered the Capitol.

Nov. 19, 1854 - After hearing a sermon by Baylor President Rufus Burleson in Independence Baptist Church, Gen. Sam Houston gives his heart to Christ.

Later in the day, Gen. Houston is baptized by Burleson in nearby Rocky Creek.

Dec. 4, 1903 - Members of the Senior Class gather on Burleson Quadrangle for the annual Christmas tree planting ceremony.

Seniors in caps and gowns are joined by juniors in a circle, a special poem written for the occasion is read and the Senior Class ring is read with humorous responses. Each senior contributes a spadeful of dirt to plant the tree, and then the spade is handed to the Junior Class president for use the following year. Any attempt to remove the tree will be discontinued after 1919.

Dec. 21, 1939 - Baylor freshman W.H. Jenkins^3 takes a control button in the basement of Pat Neff Hall to make the 25-chime Cullen F. Thomas Carillon play its first song, “Pomp and Circumstance March No. 1” from “A Wreath of Blessings Flow.” The Thomas Carillon will be replaced by the 48-bell McLane Carillon in 1998.

Spotlight

Presentations & Participations

Dr. A.J. Conyers III, professor of theology at Truett Seminary, presented “Summit’s Heading of History as ‘Prophetic Against American Religious Fundamentalism’” April 30 at a William Gilmore Sumners Society meeting at the University of South Carolina in Columbia.

Dr. Millard J. Erickson, distinguished Professor of Theology at the Graduate Theological Union, presented a panel on the topic of “Teaching Culture in the Digital Age” Oct. 5 at the Graduate Theological Union in Berkeley, Calif.


Dr. Ute S. Lahaye, assistant professor of German and director of the German Aquisition Center, participated in a McGuire-Bill satellite teleconference panel on the topic of “Teaching Culture in the Digital Millennium” Oct. 25.

Paul A. McCoy, professor of art and German-in-residence at the University of Texas at Dallas, presented a scholarly lecture Oct. 26-27 on the U.S. Southern Mission in Germany. He was invited to participate in an exhibit titled “Texas Made” Nov. 1-Dec. 21 at the Dallas Center for Contemporary Art.


Dr. Patricia M. Norman, professor of management, presented a co-authored paper titled “Reputation Show: Multiple Stakeholders’ Impact on Firms’ Aggregate Reputation Perception” Sept. 22-25 at a Strategic Management Society conference in Paris, France. Co-authors are Dr. Richard J. Martinez, assistant professor of communication, and Dr. Roger E. Olson, professor of theology at Truett Seminary, president of the Evangelicalbio Church and the Church Ordination: A Facilital Fit? Oct. 5 at a theology conference at Regent University in Vancouver, Canada.

Dr. Terry M. Roller, professor of art, had a mixed media sculpture titled “Fountain” accepted in an international juried exhibition titled “The Best of Contemporary Art II” Nov. 18 at www.potterybag.com.

Saucy Salesman

Dr. Richard Easley has a delicious recipe for teaching marketing

If you’ve visited Big Daddy’s near the Baylor campus recently, you might have noticed that the label on the restaurant’s barbeque sauce has changed. “Dr. Easley’s Mighty Fine BBQ Dipping Sauce.” And in case you were wondering, Dr. Easley is the barbeque sauce man and Dr. Richard W. Easley, associate professor of marketing, are one and the same.

A Tennessee native, Dr. Easley joined the Baylor faculty in 1989, and his smile and engaging personality make it easy to see why he’s a favorite among students ever since. This year, he has been named one of four finalists in the Society for Marketing Advance national distinguished teaching competition.

Dr. Easley loves teaching because of the opportunities it gives him to impact students’ lives, but beyond the classroom he maintains several passionate interests. One of these is owning and maintaining Mercedes-Benz automobiles. About five years ago he created an online discussion group dealing with anything and everything concerning the popular automobiles, and he’s begun to develop products for Mercedes repairs. This past summer he produced a video training on rebuilding an automatic transmission and began to develop a product to test automatic engines during the rebuilding process.

Dr. Easley attributes his passion for working with his hands to the “Protestant work ethic” he was taught growing up in the southeastern United States.

“When I grew up, if you weren’t working with your hands, you weren’t working,” he said. “As a professor, I use my mind all day and there is an emptiness when I leave here that needs to be filled with physical activity like auto repairs or cooking.”

For many years, Dr. Easley has kept a passion for cooking simmering. He might find something from his婧яя (what he calls ‘real barbeque’) on his grill. “I like to cook because it’s relaxing,” he said.

“Like most people who like cooking, I enjoy trying out new things and sharing them with friends, from food to automobiles to relationships and matchmaking.”

As a result of his urge to tinker, Dr. Easley formulated a special barbeque sauce that he has turned into an unusual marketing venture.


Dr. Mary Margaret Shoo, associate professor of mathematics, presented “Report on the In-depth Interviewing of the Mathematics Teachers” Aug. 1–4 at a Conference for the Advancement of Mathematics Teaching in Dallas.

Dr. Richard W. Easley (right) and Joe Blanek, president of entrepreneurship and innovation, at the “Mighty Fine BBQ Dipping Sauce,” which is a hit with customers of the popular Baylor-area restaurant.

Starting with a recipe from an old cookbook, he modified the sauce until he got it “just right.” He then began selling his “mighty fine barbeque dipping sauce” to friends and family. These first tasters liked Dr. Easley’s sauce so much they urged him to market it. Since that’s the subject he lectures about in class, he seized the opportunity to practice what he preaches.

Dr. Easley approached Joe Blanek, the owner of Big Daddy’s, and asked him to consider trying the barbeque sauce in the restaurant during summer 2002. When Blanek agreed, Dr. Easley delivered 30 bottlefuls filled with sauce and provided additional barbeque supplies for an extended test run.

“I went by (Big Daddy’s) about a month and a half later and the barbeque sauce was completely out,” Dr. Easley said. “Joe said he had people stealing it off the tables.”

The barbeque sauce has been selling so well, in fact, that Dr. Easley is now making it in 10-gallon batches. Big Daddy’s reaps the only restaurant where the sauce is dispensed, but customers can buy it at the restaurant by e-mail at BBQ@hot.rr.com.

While Dr. Easley has yet to discuss his barbeque ventures with his classes, he thinks it will provide him with a unique perspective as a message, and he may share the secrets of marketing success with his students, his secret recipe will remain just that — a secret.

“If I told you, I’d have to kill you,” he said with a grin. — Nicole Anderson

Dr. Elisabeth J. Teal, assistant professor of management, presented a co-authored paper titled “Do Family Firms Have to Share the Pie to Achieve Rapid Growth?” Jan. 15-17 at a Babson College-Kaufman Foundation sponsored conference at the University of Colorado at Boulder. Co-authors are Dr. Nancy B. Upton, professor of management and the Ben H. Williams Professor of Entrepreneurship, and Dr. Samuel L. Seaman, professor of statistics and quantitative business analysis. Dr. Teal served as a session chair at the conference.

Dr. Richard E. Watts, associate professor of educational psychology and human development, presented “Theory/Psychotherapy as a Pervasive Exemplar of Behavioral Categorization” July 9-14 at a North American Personal Construct Network conference in Vancouver, Canada.

Honors & Appointments

Dr. F. Mossinsky, associate professor of information systems and The Acupuncturist Professor of Human Performance Improvement, was designated a Certified Professional Technician by the International Society of Performance Improvement. He received a 2011 excellence in practice citation from the American Society of Training and Development.

Jimmie Sauer, Baylor Libraries, was selected the librarianship “Staff Member of the Month” for September.

Melvin Schuetz, nightclub supervisor of WACO, was presented the 2003 Hugo Award from the World Science Fiction Society for the book The Art of Chelsea Ironside.

Dr. Elisabeth J. Yeal, assistant professor of management, was selected one of 10 outstanding junior faculty members in the United States for participation in the Cologne Foundation (junior faculty mentoring program).

Dr. W. Yimpea, professor emeritus of religion, former University chaplain and former director of the Retired Professors/ Administrators Program, was inducted into the Kaufman Independent School District Hall of Fame.


Spotlight

Dr. Colbert C. Held, former professor of history and Diplomat-in-Residence, served as a consultant to National Geographic for the Middle East map included as a supplement to the October 2012 issue.

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Research Gazette

Grant Awards (September)

Tan Logan, Electronic Library, $558,435; TSB IDEA, Texas Institute Endowment Board.

Dr. Robert Boyle, biology, $24,000, Cryptocoryne beckettii Culture in the San Marcos River Phase I. U.S. Department of the Interior, Fish and Wildlife Service

Dr. Brad Kees, psychology and neuroscience, $139,297, Nervous Gait Control, National Institutes of Health

Dr. John Austin and Dr. Peter Allen, geology, $25,000, Reservoir Acoustic and Coring Project, Texas Water Development Board.

Dr. Max Shauk, Molecular Institute for Science, $267,280, Ethanol as an Aviation Fuel: Emissions Reduction Investigation and Miscellaneous Needs; Federal Aviation Administration

Dr. Max Shauk, Molecular Institute for Science, $280,749, International Master in Environmental Sciences (IMMS), U.S. Department of Education’s Fulbright Program in cooperation with Arizona State University and Embry-Riddle University

Dr. John Miller, University Libraries, $1,000, Frank W. and Anyse Melivin Schuetz, Frank W. and Anyse Melivin Foundation.

Dr. Dennis Myers, social work, $50,000, Hartford Geriatric Enrichment in Social Work Education Program; Council on Social Work Education

TOTAL AWARDS: $1,616,731

Grant Proposals (September)

Dr. Douglas Derosset, information systems, $108,500; Toward Cost Effective Data Acquisition Using Adaptive Sampling and Integra Design Sampling Plans for the Alaska Gulf Ecosystem Monitoring Program; Exxon Valdez Trustee Council

Dr. Ann Roodne and Sharon Conroy, geology, $228,750, BSI, Sun-Endo-Understanding the Organism, Undergraduate Summer Research Summer Research in Ecology and Organical Biology at Baylor University, National Science Foundation

Dr. Dwight Williams, physics, $146,275, Hadron Structure and Lattice QCD, National Science Foundation

Dr. Gerald B. Cleaver, professor of physics, was interviewed June 16 for an article on the web site of The Manchester Guardian. His book Silver is one of three finalists for the 2012 Viezen Zier's Award bestowing the best work of Texas fiction.

Dr. Robert B. Upton, director of the Slavic and East European Studies Program and associate professor of Slavic language and literature, was interviewed June 16 for an article on the web site of The Manchester Guardian. His book Silver is one of three finalists for the 2012 Viezen Zier's Award bestowing the best work of Texas fiction.

Dr. Gregory T. Garrett, professor of English, had his writing web site “Hints for Writers” included on the Walt Whitman Archive at www.author-network.com and www.talepurpose.com. His book Silver is one of three finalists for the 2012 Viezen Zier's Award bestowing the best work of Texas fiction.
Santa and Mrs. Claus will meet 800 to 900 preschool children on the Baylor campus during Santa’s Workshop from 9:30 a.m. to noon Dec. 6 at the McLane Student Life Center.

“Santa’s Workshop began 10 years ago as a collaboration among staff council, student activities and ARAMARK to provide a Christmas gift for children who may not have one without the help of people in the community,” said Jessica Truglio, director of student involvement. “Now we have a good cross-section of Baylor organizations helping us.”

The event has more than doubled in size since its first year attendance of 400, and much work goes into making it a success. After donated toys are collected from faculty and staff, they are sorted according to age and gender by Truglio with the help of Baylor students. Truglio then makes an assessment of what is still needed and goes shopping for those gifts.

The night before Santa’s Workshop, Truglio and students pitch in to wrap all gifts.

The children who attend Santa’s Workshop arrive on buses from schools throughout the Waco Independent School District. They are served a meal of a hot dog, chips, ice cream and a drink, compliments of ARAMARK. As they eat, Santa and Mrs. Claus arrive and begin visiting the children. Before the children leave, each receives a goodie bag and a wrapped gift handed to them by a uniformed Baylor athlete.

Liz Webb, administrative assistant in student involvement, who has played the part of Mrs. Claus the past five years, said every child receives at least one hug during the visit, and said she enjoys being a part of the event.

“It’s the most awesome, incredible experience in the world,” she said. “Some of the children who come aren’t able to experience Christmas as I did growing up and as my grandchildren do now. I feel like I’m helping to make childhood experiences for them.”

Webb said the time she spends as Mrs. Claus has proven invaluable.

“We lost a grandbaby to cancer in 1998. When Christmas came around that year, it was good therapy for me to be Mrs. Claus for other children,” she said. “It’s a blessing to be able to do it."

Webb remains inspired by the generosity of Baylor faculty and staff who see displayed at Santa’s Workshop each year.

“Seeing the donations from the faculty and staff is amazing,” she said. “Baylor people are so giving. Baylor did so much for me when I lost my grandchild — I feel like I’m going back when I play Mrs. Claus.”

Webb said Santa has been played the past several years by John Gillis, a former MBA graduate assistant in student activities who now works as a consultant for IBM in Austin.

“We needed a big guy, so we asked John and he was great,” she said. “He loved doing it, and the children loved him — he’s like a magnet for children.”

Faculty and staff may donate new, unwrapped toys that cost $10 or less and do not need batteries in campus drop boxes until Nov. 27. Monetary donations can be made at the Office of Student Involvement in the Bill Daniel Student Center.

For more information, call Jessica Truglio at ext. 7244. — Judy Long