

President's Perspective

A 10-year plan:

Dr. Robert B. Sloan's address to the faculty issues a challenging call to envision Baylor's future direction.

Academic Agenda

From the provost:

As new semester begins, Dr. Donald Schmeltekopf sees University at a crossroads.

Campus News

Pruit Symposium:

Noted theologians, iconographers will examine impact, meaning of Christian art Oct. 26-28.

Last Glance

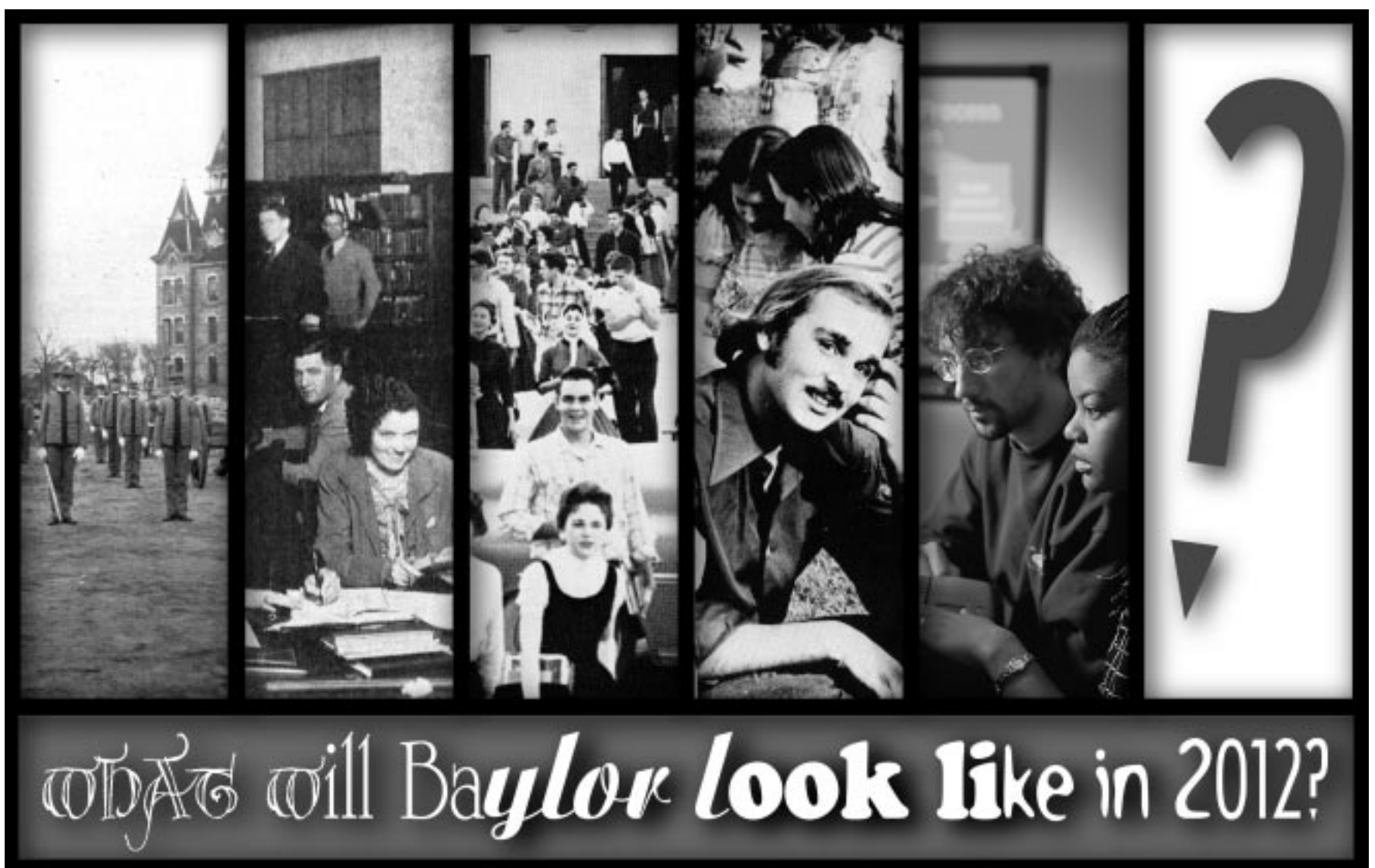
In memoriam:

Dr. Daniel Sternberg and former Regent Victor Newman are remembered.

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BaylorNews

Monthly News for the Baylor University Community



President calls for 10-year plan for University

Editor's note: President Robert B. Sloan Jr. delivered the following speech at the annual fall faculty meeting in Jones Concert Hall on Aug. 17. It has been edited for publication.

Today I want to issue a call for the creation of a 10-year plan, encompassing the years 2002-2012, and offer some initial theses regarding Baylor's identity as a Christian university — theses that I believe are important as a starting point for this process of creating a 10-year vision.

At these annual fall meetings, I usually do a PowerPoint presentation outlining University goals — what we accomplished last year, what we expect to do this coming year — and certainly we expect to pass a number of milestones this coming year. We anticipate a new record average SAT for our incoming class, a new record for development dollars raised, substantial progress on numerous facilities projects and improved rankings for various schools

and other academic units of the University.

Certainly we will continue to work on one- to three-year goals as part of our annual strategic planning process. But this year, I would like for us to begin a process of looking ahead 10 years. I am not talking about a self-study. That process will begin in 2004 and be finished in 2006. Neither am I referring to a 10-year plan with the same level of

See "President's Perspective" on page 2

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 600 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 Herrington 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 *Fisk Guide to Colleges*, *Princeton Review* and *Money* magazine.

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President's Perspective

continued from page 1

detail that our strategic plan has. I am referring to a 10-year vision that (1) rethinks and reaffirms who we are historically and philosophically, and (2) uses that self-understanding to fuel a new round of thinking and dreaming on the part of all of us — thinking and dreaming that would ask us to discuss and write down our aspirations for Baylor as a whole and for each of our academic units, large and small.

What will Baylor look like?

What do we want Baylor to look like in 2012? What will be the developing shape and character of our various units and our University as a whole in the 10 years from 2002-2012?

I do not want this to be an onerous task of bureaucracy. What I want to do today is offer some reflections on Baylor's identity as a Christian university and on the foundational and philosophical dimensions of this plan. Then, I would like us all, using these reflections and no doubt others regarding Baylor's identity, to spend the early stages of this academic year discussing and formulating the shape of our collective dreams.

Again, as a given school or department, and within the framework of Baylor's distinctive and historic identity as a Baptist and Christian institution of higher learning, ask yourself and your colleagues what you want Baylor, and Baylor through your academic unit in the year 2012, to look like.

After these discussions and conversations during the fall semester, I want to collect from each dean your thoughts and aspirations, which will become the material for this 10-year plan. Then, I will ask those on our University staff skilled in operations, support processes and the various features of detailing and formatting plans to translate these academic aspirations and dreams into people, programs, facilities, budgets and other support processes.

My goal is to present an initial draft of the 10-year plan to our Regents next summer (2001). This would be a plan that would then be massaged and put into a glossy format for public presentation by January 2002 — a plan that will certainly be susceptible to change, but one that will shape our annual planning internally and will also have public appeal as a vision that inspires confidence in and support of Baylor.

Process has begun

In many ways we have already begun this process. The 1994-96 self-study has been incorporated into our annual strategic plan. We have entered our third year of creating annual strategic plans. We have begun to build five-year budgets. We are in the quiet phase of a five-year, \$500 million endowment campaign that will run until 2005 (and I can tell you that it is going extremely well).

Already we can anticipate much that will happen during the next five years, so I know that, while looking forward 10 years is challenging, it is certainly not impossible, and it will be enormously valuable to us as a way to focus our energies, resources and decision-making.

Already we can see forward five years. For example, just five years from now, so much will be different:

- the new Sheila and Walter Umphrey Law Center will long be finished;
- the seminary will be three years into its new campus;

- the Sue and Frank Mayborn Museum Complex will be done;
- our new tennis complex and our golf facility will be old news;
- our new science building will be done and additional space for the School of Engineering and Computer Science will likewise be finished;
- our endowment will be well in excess of \$1 billion, and we will join the ranks of some 20 private schools in America that currently have endowments that large;
- we know already of at least three new Ph.D. programs that will be started by then; and
- countless other academic initiatives will be in the works.

But I want to make sure that your aspirations regarding the academic life of Baylor have been given a sufficient opportunity to be a part of our collective dreams for the University. Now is certainly not too soon to think not only about the next five years, but also about the years after that.

Two available paths

Our provost has stated it well (*see Academic Agenda, page 4*). We are at a crossroads; not a crossroads where the two available paths are of apocalyptic proportions (i.e., life or death), but something more akin to a crossroads that will bring us to one of two positive, though very different, outcomes:

- either toward modest gains as we continue in an additive way to ride out, and perhaps occasionally boost, the historical trajectory we have inherited, or
- toward new levels of achievement and excellence that emerge as a result of both intentional and visionary planning and a renewed commitment to our distinctive heritage as a Christian institution.

I hereby call us to this process of planning and to a renewal of our commitment to Baylor's Christian distinctiveness.

I hereby call us to this process of planning and to a renewal of our commitment to Baylor's Christian distinctiveness. To this latter point, I would like to offer some introductory theses that I believe are foundationally critical to the process of envisioning, planning and, under God's grace, being the stewards, if not co-creators, of our future. I put these in the form of theses because there is much to be discussed and debated under each point. So, in the spirit of affirmations which ask for response, I propose the following theses as relevant to the idea of a Christian university.

The unity of truth

Certainly to speak of the unity of truth is not to say that we either do or even can know everything, nor, obviously, does it mean that our claims to truth are always right. It is to say, however, that the complex systems of reality which we work to discover, interpret and synthesize are not just constructs of the human imagination. There is a real-



President Robert B. Sloan Jr.

ity which we can at least partly and commonly perceive and about which we may make hypotheses which, either to a greater or lesser extent, actually correspond to and describe the realities about which we hypothesize. Put another way, reality coheres. And although we may approach reality for the purposes of study and discovery by different methods and under the artificially constructed labels of different disciplines, the reality we seek, though mysterious and complex, is the same reality and can be to some extent known. Thus, the truths discovered by one method would, if we could understand all, cohere with the truths discovered by another method. All of our methods of discovery assume that what we don't know will cohere with what we do know. Indeed, when we find inconsistency from one supposed sphere of knowledge to another, we rightly assume a mistake has occurred — i.e., we believe that one of our claims, and perhaps both, must be wrong. Again, this does not mean we know everything, or that we are always right, but it means that bodies of truth can and must undergo and withstand scrutiny, examination and analysis from other points of view and other apparent spheres of truth.

Artificial disciplines

Corollary to this assumption is the necessary reminder that our disciplines are artificial. Life is not really packaged according to biology, history, art, chemistry, physics and sociology. Rather, these are simply useful descriptions given to control the limits of our studies. They are usually applied according to certain subject areas and often associated with certain methods.

Again, we must remember that our disciplines are created by the artificial imposition of methodological brackets. It is a technique used to limit and thus control our study so that we can isolate various phenomena for the purpose of closer study. But all of us work from the assumption that our fields of knowledge, if we knew all that could be known, would cohere, would "link up" with one another. Or, if you think of knowledge as drops of ink on absorbent paper, one drop would eventually flow into another.

That possibility suggests why interdisciplinary study is so important — it is where many of the most interesting questions reside. One of our great mistakes as academics is our failure to remove our artificially imposed brackets. We start to assume that life comes to us in neatly defined disciplines. We become insecure about questions outside our fields. We want to be in control. Our egos often demand that we know the answer. In the extreme, we sometimes almost imply to colleagues and to students that their questions are not really to the point, instead of simply saying, "I don't know." Virtually every discipline in the modern university was at one point in its history a "new" discipline, usually an "interdisciplinary" study, that had to justify itself to the existing (and politically invested) bodies of knowledge.

I believe a Christian university takes seriously the unity of truth and is not afraid to ask about the interface between, say, entrepreneurship and the

President's Perspective

environment, or between the human genome project and moral theology, between chemistry and psychology, physics and philosophy, biology and religion, to mention but a few.

The mystery of reality

I believe a Christian university should hold to the mystery of reality. In other words, not only is reality not fully known, it is not fully knowable. I derive this thesis from the remarkable history of discovery led largely by advances during the last 150 years or so by the sciences and technology, and also from the fact of God's interaction with reality through the fact of creation and through the fact of the incarnation.

First, the creation bears his imprint. Reality is, of course, not God, but surely it bears his imprint. If God is mysterious and not fully knowable, it may well be the case that his creation somehow also bears the marks of mystery.

Second, and here I think the argument is stronger, the incarnation more clearly argues for the mystery of reality inasmuch as we confess that God became a man. The mysteriously infinite became embodied in and subject to the realities that we normally (and artificially) call biology, chemistry, astronomy, sociology, politics, etc. The incarnation thus says something about the capacity of reality to relate to, embody, constrain and be constrained by the mysterious, living God. Now I must try simultaneously to state my next thesis, for it must be stated in connection with this one.

The discoverability of truth, the importance of inquiry

While reality is mysterious and not fully knowable (and thus the study of it always calls for humility), it can nonetheless in some measure be known. While the incarnation, and no doubt also the creation generally, embodies mystery, it is also a revelation.

These theological forces, to say nothing of the insights of depth psychology, argue that we can know, we can learn, we can discover; indeed, we are created with the attributes of curiosity and wonder. These yearnings to know cry out as an act of freedom which seeks answers, asks questions, longs to understand — to come into a deeper relationship with the physical and human realities which surround us. A Christian university cultivates these human longings of freedom — these longings to know, to ponder, to question.

A Christian university affirms the importance of community

As human beings, we are made for relationship, not only with our environment but with others. Indeed, the living God, we are told, is triune and thus essentially relational. We need others to become truly ourselves. Community means, among other things: loyalty — not blind loyalty, but

certainly a predisposition to trust; sympathy — the willingness to enter into another's experience; and accountability — the realization that there are consequences for others and myself when I act or speak.

The importance of community ought to inform our methods of study and how we relate to colleagues and students as fellow learners on the road to discovery.

The intellectual and moral traditions of the Christian faith

Finally, I believe a Christian university holds to and affirms the core traditions of the Christian faith. These traditions, especially in their earliest and most primitive forms, are an important source of reflection for Christians who seek to understand themselves, their world and their faith in light of the foundational Christian truths.

Be reminded: As a Christian university, we do not study only our Christian traditions. Other orders or bodies of discovery, thought and experience, though apparently (by the artificial constraints of our disciplinary "bracketing") disconnected from the Christian faith, are also vital areas upon which Christians should reflect. The unity of truth means that other truths will cohere with the Christian faith, even if we do not readily see the connection.

The heart of early, or primitive, Christianity is certainly the person of Jesus Christ. He is the interpretive center and indeed the living Lord of the Christian scriptures and the Church.

Further, to understand the history, theology and life of Jesus is to come to grips first and foremost with those decisive historical events which Christians summarize by reference to the word "Gospel" — specifically, his death and his miraculous resurrection.

I have been criticized by some for referring to Jesus as the crucified and risen Lord in my letter to prospective faculty. I have heard the reference described as everything from "preacher talk" to "Sloan's metaphor."

Though no doubt all language is in some sense metaphorical, I want to be clear that I am indeed referring to specific historical, albeit miraculous, events which took place sometime around 30-33 A.D., when Pontius Pilate was the Roman governor in Judea. I believe, as the overwhelming majority of Christians have believed for some 2,000 years, that the everlasting God of the universe was somehow uniquely present in the person Jesus and that in his horrific death and supernatural resurrection God has accomplished the beginning of a re-creation of the entire order of reality visible and invisible and has made participation in that new

order available to all who believe.

Baylor's character

Since I've come this far, let me continue with a few other remarks of a partially personal nature. My five years as president have been marked by various controversies and questions surrounding religious issues. I believe that though I may well at times have been wrong in any specific effort to relate and/or implement the implications of the centrality of the Christian faith for Baylor University with respect to our curricular programs and faculty choices, I am nonetheless right to insist upon the character of Baylor as having a foundational Christian core. I believe the founders of our University, our chartering documents, our history and our governing Board of Regents are in agreement as to this point. Baylor is irreducibly religious and Christian at its core. I further believe that the overwhelming majority of our faculty, staff, students, student parents and alumni not only fully accept but also embrace this distinctive character of Baylor. This is who we are, and Baylor should not give in to contrary pressures.

As for me, I think my problems alluded to above have lain in some measure with the perception on the part of some — for which I am gladly willing to accept my share of responsibility as a failure in communication — that making Baylor more "Christian" will weaken us academically. Some fear that talking about a Christian university, asking theological questions of faculty candidates,



faith, we can and should attempt to understand the implications of the Christian faith for all that can be known and for how we should live our lives. These efforts are the legitimate work of a university like Baylor.

Foundational character

As Christians, and especially Christians whose distinctive calling relates to the sphere of ideas and the work of education, we take this sense of the foundational character of the faith, and its richness as a pervasive way of thinking and living, as a "world-view." It is our thinking, our living, our sacred and secular frame of reference and the very ground of our being.

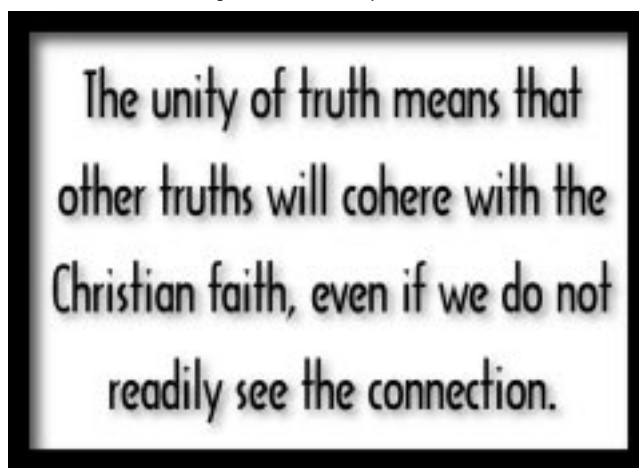
It has a privileged and preferential status in our thinking. However it is that we historically, traditionally, emotionally, socially, communally and/or intellectually "get there" — i.e., reach the point where we, by conviction, call ourselves Christians — it becomes our point of departure, our intellectual, emotional, communal, physical and social way of thinking, living and relating to the world.

The Christian faith not only allows, but requires, a stewardship of reality that mandates, among other things, the common academic pursuits of discovery, reflection, synthesis and communication. Moreover, the Christian worldview itself is, though privileged, also part of a never-ending process of revision by virtue of its necessary engagement with all other truth claims and points of reality, where reality is sometimes jagged and smooth,

comprehensible and incomprehensible, blessed and cruel. Discovery, reflection, synthesis and revision are mutually interacting moments and processes within one another that also lead to further cycles of discovery, reflection, synthesis, and revision. Indeed, given both the affirmed and partial state of our knowledge, the Christian worldview is itself subject to these very processes of questioning and reconstruction, while also being the framework and guiding force for these projects. It is the ship that is rebuilt while it sails.

In conclusion

To conclude, I believe Baylor can become the greatest Christian university in the world. Further, I believe the process and result of creating a 10-year plan can facilitate the fulfillment of that aspiration. But, more than that, I believe faithfulness to our calling will give us an exceedingly significant voice in the various intellectual, social and political discussions that weigh so heavily upon local, national and international life. As we pursue our work and our vision from a perspective and frame of reference that is decidedly Christian, we will better enable our students to be agents of transformation in the world. As we fulfill our responsibilities as a Christian university, we will not only become an even worthier dialogue partner with other world citizens — adding to, learning from and fully engaging the rich diversity of their voices — but we will also thereby be faithful to the one whom we call Lord.



looking for involvement in a community of Christian faith and referring to the Lordship of Jesus Christ are tantamount to a refusal to allow non-conformity, an imposition of eccentric doctrinal beliefs, a demand for a certain kind of piety, a return to revivalism or a demand for prayer in the classroom or more zealous witnessing to our students.

Legitimate work

That is not my intent. My understanding of the Christian character of Baylor is not any of these things. Rather, it is first and foremost a belief that, given the unity of truth, the human capacity (though halting and often mistaken) for knowing, discovering and teaching truth, and the foundational traditions of the Christian

Fall enrollment above 13,700; sets record

Baylor has broken the 13,000 mark in student enrollment for the second consecutive fall semester and set a record head count.

Official 12th-day enrollment statistics compiled by the Office of the Registrar show total University enrollment at 13,719 students, an increase of 385 from last fall's record enrollment.

This year's freshman class includes 2,832 students, an increase of 60 students from last fall. The average SAT score of the Baylor Class of 2004 is up at least four points from last year's average of 1169, said Jana Marak, assistant director of institutional research and testing.

Overall Baylor has enrolled 11,806 undergraduates, 1,189 graduate students, 379 in the School of Law and a record 247 students in George W. Truett Theological Seminary, including 26 students seeking a doctor of ministry degree and approximately two dozen seeking joint master of divinity and music or social work degrees.

At the U.S. Army Academy of Health Sciences in San Antonio, where Baylor has an affiliated degree program, 98 students are enrolled. — BN

Miller Lecture expands to two-day conference

The Department of Political Science is sponsoring "Election 2000: Decisions and Consequences" in recognition of the upcoming November presidential elections.

The Oct. 17-18 conference is built around The Robert T. Miller Professorship Distinguished Lecture, this year featuring Dr. Thomas Mann, The W. Averell Harriman Senior Fellow in American Governance at the Brookings Institution in Washington, D.C. Dr. Mann's lecture will be a preview of the upcoming presidential election and what the new president can expect in his term.

Dr. Mann is a frequent guest on public broadcasting programs such as the *NewsHour with Jim Lehrer*.

Cost of the conference is \$75 per person and includes all materials, lunch, dinner, admission to the lecture and all discussion panels.

For more information, contact the Department of Political Science at ext. 3161 or e-mail John_Blakeman@baylor.edu.

— Erika Williams

Kiev Symphony
Orchestra and Chorus
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Jones Concert Hall
Call ext. 3991 for ticket information.

For the full story, visit our web site:
pr.baylor.edu

Baylor at a Crossroads in Its History

Choices before University are to stay the course or aspire to much higher levels

**Dr. Donald D. Schmeltekopf,
Provost and Vice President of
Academic Affairs**

Editor's note: Provost Donald D. Schmeltekopf delivered the following speech at the annual fall faculty meeting in Jones Concert Hall on Aug. 17. It has been edited for publication.

I believe Baylor is at a crossroads in its history. A crossroads is a critical point in a journey, one requiring a choice among different courses; a parting of the ways, it might be said. I realize this may be strong language to describe the progress of an institution, but I use this metaphor because I want to emphasize the crucial nature of the choice we face. The direction we take at this crossroads will determine what kind of university we are going to become, what kind of influence we will have on our wider culture and on the world and what role we will play in the realm of ideas and the application of ideas, including those arising out of the thought and practice of the Christian faith.

The alternatives open to us can be put simply: We can either maintain our present course, with appropriate fine-tuning along the way, or we can aspire to much higher levels of accomplishment and thereby become an academically and intellectually powerful university — indeed, one of the top two or three Christian universities in the world. The path we take will determine whether Baylor's academic influence will continue in old ways and at previous levels, or whether we will chart a new course that will raise our level of influence exponentially.

Traditional role

Baylor's traditional role in higher education has been as a provider of undergraduate and professional education. Through the years we have done very good to excellent work in these areas. Indeed, several of our undergraduate and professional programs are ranked nationally or have national reputations for excellence: pre-med, other areas of the sciences, certain fields in the humanities and social sciences, law, engineering and computer science, nursing, entrepreneurship, accounting, music and the arts and international education. Moreover, as judged by the *U.S. News* annual survey of national undergraduate universities, we have been ranked for years on a regular basis in the second tier — around 75th — putting us behind only the University of Texas among the Big XII.

Our role as primarily an undergraduate institution has meant that our positive reputation in the world of higher education and in our region has been based largely on the achievements of our graduates: governors, jurists, physicians, lawyers, public servants, ministers, educators, artists, other professionals, business people, community leaders and so forth. Because of our commitment to undergraduate education and to teaching, very little of our reputation as a university has been based on Baylor's greatness as a center of intellectual leadership, whether in doctoral work, research and publications, grantsmanship or our active participation in national conversations within the academy and in the wider culture. There are, of course, important exceptions to this claim in certain areas of the University. Overall, however, we remain essentially an undergraduate university together with a first-rate law school. This is confirmed in the new, just-released

Carnegie classification of comprehensive universities in which Baylor is grouped — from within Texas — with Texas A&M Commerce, Texas A&M Kingsville, TCU, Texas Southern, Texas Woman's University, UT Dallas and UT El Paso; not with Rice, SMU, A&M, Texas Tech, University of Houston, North Texas and UT Austin — those institutions we normally would consider our peers. While it is true that the Carnegie classification is not about rankings, let alone quality, it is certainly an important perspective on our position in the academic world, independent of the achievements of our graduates that I just noted.

Build on foundation

I believe that the path we must now take at Baylor calls for us to continue the tradition of great teaching that has helped us produce superb



Dr. Donald D. Schmeltekopf

graduates through the years — may I repeat, to continue the tradition of great teaching — but also to build on that strong foundation a university, a Christian university, committed to being a center of intellectual influence. In order for this to happen, at least three things must be done. First, we must invest in our faculty in an unprecedented way, including the recruitment of renowned scholars, especially Christian scholars, and top junior faculty, as well as an unparalleled commitment to faculty development opportunities.

Second, and again building on our current strengths, we must develop a select number — about 20 to 25 — of extraordinary academic programs. These would include not only undergraduate and professional programs, but also doctoral programs, research centers and institutes and other programs, such as an Honors College and international education, all of which in 15 years will be ranked in the top 25 percent of their kind in the nation and No. 1 among Christian colleges and universities.

Better recruitment

And, third, we need to recruit better students at both the undergraduate and graduate levels, but especially at the graduate level, including a focused program to recruit postdoctoral scholars within our Ph.D. programs. These postdoctoral positions would combine teaching and research, but a major purpose of the postdoctoral program would be to provide an additional stimulation to the intellectual climate of our campus. Moreover, I believe a postdoctoral experience at Baylor could serve as a natural link for postdocs to find permanent positions in church-related colleges and universities across the United States and in other parts

of the world.

If we were to accomplish the three things I have just proposed, I assure you that our traditional strengths in undergraduate and professional programs will all be enhanced, as well. The reason is not a mystery: With excellent faculty, top graduate students, postdoctoral scholars and other superior students all around, the undergraduate and professional programs collectively will benefit from the infusion of intellectual energy. At the same time, our faculty-student ratio will improve, sabbatical research opportunities will increase and more of the best and brightest high school graduates in our region and elsewhere will want a Baylor undergraduate degree. Furthermore, as we continue to recruit and develop first-rate faculty who are faithful Christian scholars, more of our undergraduate and professional students, as well as graduate students, will be empowered to live faithfully as Christian servants in the world. For although we should expect a variety of interests and abilities among Baylor students, all Baylor students should graduate as both highly competent and highly ethical human beings, befitting God's call in their lives.

If Baylor is going to be a powerful university academically and intellectually, our strategy should include at least four things: a comprehensive vision, the necessary will, a specific plan and adequate resources. The main outline of the vision would include those elements I have noted, suggested in various ways by President Sloan in the past and in nascent form in our 1996 self-study report to the Southern Association of Colleges and Schools. The challenge of generating the necessary will is another matter. Some members of the larger Baylor community do not want their alma mater to change; they want Baylor to remain essentially a first-rate undergraduate school with focused strength in some professional areas. Others may say that while Baylor should have aspirations for academic greatness, they believe that we would try to achieve it "on the cheap," not fully comprehending the magnitude of the financial and human commitment involved. While these are genuine concerns, they all can be overcome by demonstrations of significant movement forward and by a deepened sense of our own self-confidence as a university.

Eye to the future

Our plan needs further development, but certainly in the past two years or so there have been admonitions and encouragements from the academic leadership of Baylor for us to think and act strategically, with an eye to the future, and this has led to our identifying as funding priorities a number of focused areas of excellence. But, whatever principles give definition to our plan, and whatever specific details give substance to the plan, it is certain that our efforts here, as elsewhere, must be collaborative. Obviously, we must look, as we have in the past, to those academic units, departments and programs that will step forward with innovative ideas and commit themselves to move forward aggressively to realize those ideas. As we plan together, the administration commits itself to work with you in an open fashion, eager to hear your suggestions as we jointly press forward to achieve our higher goals.

May I say in this context that the aspiration to move forward aggressively as a university assumes the presence of academic freedom. The spirit of academic freedom requires vigorous dia-

See "Baylor" on page 5

Christian Art Topic at Event

Pruit conference brings noted theologians, iconographers to campus

Scholars will examine the iconography, historical context and hermeneutical implications of Christian art during Baylor's 2000 Pruitt Memorial Symposium, "Interpreting Christian Art," Oct. 26-28 in Roxy Grove Hall.

Dr. Heidi J. Hornik, associate professor of art history, and Dr. Michael D. Beaty, director of the Baylor Institute of Faith and Learning and associate professor of philosophy, are symposium co-directors. Dr. Hornik said this year's symposium will examine topics that increasingly have been the subjects of discussion and contention among scholars, clergy and those in the art world.

"Through the participation of scholars, both theologians and art historians, we're trying to present different methods of understanding how Christian art was received at the time it

was created and also what we can gain from it today," she said.

Dr. Margaret R. Miles, who holds The John Dillenberger Chair in Historical Theology at Graduate Theological Union, will present the symposium's keynote address, "Achieving the Christian Body: Visual Incentives to Imitation of Christ in the Christian West," at 7:30 p.m. Oct. 26.

"Margaret Miles is probably one of the most gracious scholars I've ever dealt with. She's an excellent scholar and an incredible woman," Dr. Hornik said. "I think she's going to be very appealing to both the undergraduate and graduate students, as well as to the Baylor and Waco communities. She's the kind of person who can speak to everyone, and her topic is broad enough to open up a good discussion."

Addreses to be delivered on Oct. 27 include "Agape, Eucharist and Sacrifice in Early Christian Art" by Dr. Graydon Snyder of Chicago Theological Seminary; "Disgrace or Desire? The Problem of Adam and Eve in Early Christian Art" by Dr. Robin M. Jensen of Andover Newton Theological School; "The Image of the Word in Byzantium and Islam" by Dr. Anthony Cutler of The Pennsylvania State University; "On Being Useful: Body and Art in Ninth-Century Byzantium" by Dr. Charles Barber of the University of Notre Dame; and "Visual Exegesis in Renaissance Art" by Dr. Paolo Berdini



Dr. Margaret Miles

Draught of Fishes" by Drs. Mikeal C. Parsons and Hornik of Baylor, and "What is Christian About Christian Art?" by Dr. John Wesley Cook of the Henry Luce Foundation.

"I recommend Dr. Cook's plenary address especially for a lay audience," Dr. Hornik said. "His topic promises to be a wonderful summation and conclusion to the program, and I think it will be attractive to anyone having an interest in interpreting and understanding Christian art."

The Pruitt Memorial Symposium is presented under the auspices of the Institute of Faith and Learning and was created with support from Mr. and Mrs. Lev. H. Prichard of Corpus Christi and his mother, the late Mrs. Helen Pruitt Matthews, in memory of Mrs. Matthews and her brothers, Dr. Lee Tinkle Pruitt and Mr. William Wall Pruitt. All symposium sessions are free and open to the public.

For more information, call the Institute of Faith and Learning at ext. 4805 or visit www.baylor.edu/~IFL/events.htm. — *Randy Fiedler*

of Stanford University.

On Oct. 28, the symposium concludes with two addresses, "Luke and Raphael: The Miraculous

PBK Lecturer to Discuss Science, Religion Nov. 7

Dr. Stephen Jay Gould, one of the nation's best-known contemporary scientists, will be the featured speaker for the annual Roy B. Albaugh Phi Beta Kappa lecture. Dr. Gould will speak on "Questioning the Millennium: Why We Cannot Predict the Future" at 11:30 a.m. Nov. 7 in Jones Concert Hall.

Dr. Kenneth Wilkins, professor of biology and associate dean of the graduate school, said the annual lecture series had not featured a scientist in several years.

"He is an appropriate speaker because he hits head-on the topic of religion and science, an issue that is of interest at Baylor," said Dr. Wilkins, who is part of the Phi Beta Kappa committee that has scheduled the lecture. "He'll speak from the perspective of his newest book, *Rocks of Ages: Science and Religion in the Fullness of Life*."

Dr. Gould earned his undergraduate degree in geology from Antioch College in 1963 and earned a Ph.D. in paleontology from Columbia University in 1967. He is The Alexander Agassiz Professor of Zoology and professor of geology at Harvard University, curator of invertebrate paleontology in the Harvard Museum of Comparative Zoology, and adjunct member of the



Dr. Stephen Gould

Department of the History of Science. His courses include paleontology, biology, geology and the history of science.

Since 1996, he also has been The Vincent Astor Visiting Research Professor of Biology at New York University and now divides his time between New York and Cambridge, Mass.

Dr. Gould's visit was made possible by The Roy B. Albaugh Phi Beta Kappa Lectureship as well as by support from the provost's office, the Graduate School and the College of Arts and Sciences.

Each year, the Baylor Phi Beta Kappa chapter presents a public lecture by a distinguished scholar. The Roy B. Albaugh Phi Beta Kappa Lectureship was endowed in the late 1970s by Mrs. Oma Buchanan Albaugh in memory of her deceased husband, a Waco business and civic leader from his move to Waco in 1920 until his death in 1964.

For more information, visit the web site at www.baylor.edu/~phibetakappa/. — *LoAna Lopez*

Inaugural Event Looks at World Religions' Future

Baylor's Center for American and Jewish Studies will present its inaugural conference, "The Next Fifty Years: Beginning a Millennium of Hope and Possibility," Nov. 1-3 to explore the future of Judaism, Christianity and Islam and of religion and public policy in America and the world.



Dr. Richard Rubenstein

"The conference will expose Baylor students and faculty to a broad range of views on religion," said Dr. Marc H. Ellis, director of the Center and University Professor of American and Jewish Studies. "The work life of our students will be over the next 50 years and so the conference asks what is in store for our students. What can they see and what can they make happen in the future?"

Dr. Richard Rubenstein, a Holocaust theologian and former professor of religion at Florida State University, will give the conference's plenary address, "Auschwitz and the Future of Jewish Life."

Other conference speakers include Dr. Rosemary Radford Ruether, a Catholic theologian and professor at Garrett Evangelical Theological Seminary; the Rev. Dr. Lawrence Carter Sr., dean of the Martin Luther King Jr. International Chapel and professor of religion at Morehouse College; and Dr. Mahmoud Ayoub, an Islamic scholar from Lebanon and professor of Islamic studies at Temple University.

For more information, contact Janice Losack at ext. 1510. — *Laura A. Cadena*

Baylor at the Crossroads

continued from page 4

logue about our future, but it also, and especially, enables the work we do as scholars, in our teaching, our research and the dissemination of the results of our research. Indeed, Baylor cannot be a great university — a great Christian university — without academic freedom. In the exercise of this freedom, it is imperative that we always uphold our obligations to others: to respect students, colleagues and members of the larger community of scholars; to exercise proper restraint; and to uphold the ethical standards of intellectual inquiry.

Sufficient resources

And, finally, we need sufficient resources. For the next five years, perhaps the greatest priority of the University is to raise the money needed to support our academic mission at an unprecedented level. We hope that, for the first time in Baylor's history, the next major money-raising effort will be devoted entirely to the support of our academic programs alone. This would include, but not be limited to, significantly increasing our endowment for faculty chairs and professorships, program excellence, faculty development and student scholarships. Indeed, during the past four months, 45 case statements already have been formulated by

program heads, deans and others to target areas of fund-raising possibility.

Beyond these case statements, it is vitally important that those of us in this room, but especially department chairs, program directors, associate deans, deans and the provost all be partners with the development staff in donor identification and cultivation. This includes major funding organizations — such as Lilly, Pew and Luce — and research-granting agencies with which many of you already have active relations. This effort with private donors and with funding bodies will lead us not only to sources of philanthropy, but also to an enlarged base of support for our vision of being a truly great Christian university. Indeed, it is already the case that foundations such as Lilly are looking to Baylor, among others, to be an intellectual and academic center of Christian-related learning.

One other word about resources. What I have just said about increasing our endowment implies that in order for us to achieve the kind of goals herein outlined, a major infusion of new funds will be required. I am confident that with a significant increase in our endowment, together with growth in traditional sources of revenue, we will garner the resources needed to reach our goals. What is required from us in

the academic area are the vision, concrete ideas and commitment that will persuade others not only that we merit their support, but also that we are a higher education project they want to see flourish.

Other models

One might assume that there would be models in the higher education community, particularly among faith-based universities, for us to follow as we chart our new course. Paradoxically, however, there are none. There are certainly such universities from which we have learned and will continue to learn. Notre Dame and Boston College come to mind; and as we have learned from them, so I suspect they have learned something from us. But as Baylor is not a model for them, neither are they an appropriate model for us. Their tradition and dominant constituency, though highly laudable, are different from ours.

To say much more than the obvious, Baylor's history and character are unique. We were born in 1845 out of the desire to promote learning "in all of its branches" and to locate this learning within the context of the Gospel. Judge R.E.B. Baylor was an embodiment of this ideal, as was our first faculty member, who happened to be an Episcopalian. We were raised in

controversy, as evidenced in the late 19th century when an influential leader at the University of Texas tried to shut down Baylor because he believed we confused Christianity and higher education. In his view, schools such as Baylor should go out of existence.

No one else

But the men and women of Baylor have persisted in the conviction that no one else can do the work that we are called to do: to become a major intellectual center for academic study and research within the Christian tradition. Our intrinsic character and commitments are as strong as ever, and our national and international recognition is as strong as ever, in large part because of our very character and commitments. That is to say, Baylor has held firm to the conviction that there is no truth larger than God's truth, and thus that our own identity as a Christian university requires us to be academically fearless, rigorous and bold.

May I repeat what I said at the outset. I believe Baylor is at a crossroads in its history. Are we prepared to be a powerful university, or, will we choose an easier, familiar course, but surely a less ambitious one? Let us take the course of greatness, to the glory of God and to the service of humankind.

Family Circle

With sympathy to

Dr. Marianna Busch, chemistry, on the death of her mother, Anna White Anderson.

Penny Butler, ITC, on the death of her brother, Johnny Beard Jr.

Linda Capps, modern foreign languages, on the death of her brother, Morris Johnson Jr.

Ann Douglas, School of Engineering and Computer Science, on the death of her father, Joseph Francis Adkins.

Yvette Garcia and her mother, **Ramona Book**, both in residence life, on the death of Ramona's sister, Mary Tovar Orta.

Sue Herring, ITC, on the death of her father, Ferrell Stanley.

Dr. Joyce Jones, School of Music, on the death of her son, Jeffrey Carr Jones.

Joyce Lamb, public relations, on the death of her father, Otto Turner.

Belinda Miller, University development, on the death of her husband, Don.

The family of **Victor Newman**, former Baylor regent, on his death.

The family of **Dr. Daniel A. Sternberg**, professor emeritus and former dean of the School of Music, on his death.

Roberta Stripling, printing procurement, on the death of her mother, Mary Ann Donnell.

Lana Waden, admission services, on the death of her mother, Linnie Wilkins.

Howard H. Williams Jr., church relations, on the death of his father, H.H. Williams.

Congratulations to

Elmer Fisher, associate professor emeritus of classics, and his wife, Jo, on their 50th wedding anniversary.

Eddie Roessler, ITC, and wife, Shari, on the birth of their daughter, Caroline Grayce.

Mary Sendon, widow of **Andres Sendon**, former professor and chair of Spanish, on the birth of her great-great-granddaughter, Mason Owen.

Jack Thornton, director emeritus of Wiethorn Visitors Center, and his wife, **Irene**, former Law School registrar, on their 50th wedding anniversary.

Best wishes to

Dr. Jean Berres, associate professor emeritus of journalism, who was hospitalized recently.

Dorcas Rogers Bright, wife of **Robert Bright**, manager emeritus of Baylor Book Store, on her surgery.

Virginia Crump, dean emeritus of student life, who is recuperating after a fall.

Lorene Davidson, widow of **Dr. Floyd Davidson**, former professor and chair of biology, on her surgery.

Dr. Eddie Dwyer, professor emeritus and former chair of religion, on his recent hospitalization.

Marvin Goebel, director emeritus of Baylor Press, who is recuperating from retina occlusion surgery.

Helen Lake, associate professor emeritus and former chair of business communication/education, who is recuperating after a recent fall.

Dr. L.V. McNamee, professor emeritus and former dean of the School of Education, on his recent hospitalization.

Lela Myre, wife of **E.B. Myre**, former dean of student residence halls, who is recuperating from a series of strokes.

Dr. Lois Sutton, professor emeritus of French, on her cataract surgery.

Presentations & Participations

Dr. Kendall W. Artz, assistant professor of management, **Dr. R. Duane Ireland**, professor of management, director of the entrepreneurship studies program and The Curtis Hankamer Chair of Entrepreneurship, and **Dr. Patricia M. Norman**, assistant professor of management, presented a co-authored paper titled "Acquiring and Using Competitive Intelligence in Entrepreneurial Firms" at the Academy of Management's annual conference Aug. 4-9 in Toronto, Canada. Co-author was Dr. Mike Hitt, Arizona State University. Dr. Artz also presented "Buyer Supplier Contracting: Contact Choice and Ex Post Negotiation Cost" at the conference.

Dr. Marjorie J. Cooper, professor of marketing, presented "Securing the Future" at Theory of Constraints (TOC) World July 16-21 in St. Paul, Minn.

Dr. Charles E. Davis, associate professor of accounting, was a discussant of a paper titled "Explanation and Presentation Effects on Performance Improvements: Lessons for Professional Training" at the American Accounting Association's annual meeting Aug. 14-16 in Philadelphia, Pa.

Dr. William V. Davis, professor of English and Writer-in-Residence, presented "Making the World with Words: A Reading of Charles Wright's *Appalachian Book of the Dead*" at the eighth annual International Literature of Region and Nation conference Aug. 2-6 at Mid-Sweden University in Ostersund, Sweden. He also gave a reading of his poetry at the conference.

Susan L. Dunkerly, assistant professor of photography, had a solo exhibition of 18 of her photographs Aug. 13-Sept. 9 at the Southern Light Gallery of Amarillo College in Amarillo, and had 30 of her photographs featured Sept. 22-Oct. 20 at the Anne Dean Turk Fine Art Gallery of Kilgore College in Kilgore.

Dr. Marc H. Ellis, University Professor of American and Jewish Studies, delivered a plenary address titled "On Martyrs and Mission: Jewish Reflections on the Missionary Life" at the Center for the Study of Non-Western Christianity conference July 6-8 at Edinburgh University in Edinburgh, Scotland. He also presented "The Next Fifty Years: Remembering the Holocaust and the Future of Jewish Life at the Dawn of the 21st Century" at an Oxford University conference July 16-20; gave a televised briefing to the U.S. Congress titled "Sharing Jerusalem: A Progressive Jewish Perspective" Aug. 3 in Washington, D.C.; and lectured, taught a master class and participated in panel discussions as a faculty member at Writing from the Soul, a writing conference held Sept. 7-12 in Santa Fe, N.M.

Dr. James B. Farison, professor and chair of engineering, presented "Feature Extraction in AVIRIS Images Using the Orthogonal Projection Filter" at the international Conference on Imaging Science, Systems and Technology June 26-29 in Las Vegas, Nev. He also chaired a session on information retrieval and feature extraction at the conference.

Dr. Lianne Fridriksson, associate professor of journalism, presented "North Atlantic Storms: Media Coverage of Crises in Scandinavia" April 28 at the Western Social Science Association annual conference in San Diego, Calif. She presented "Civic Knowledge and Cultural Form" June 5 at the International Communication Association's annual conference in Acapulco, Mexico.

Dr. Greg Garrett, associate professor of English, was a featured reader and panelist at the Santa Fe Writers Conference July 25-29 and at Writing from the



Dr. Thomas L. Charlton, right, receives his lifetime award from **George R. Gause Jr.**, left, president of the Texas Oral History Association, and **Lois E. Myers**, associate director of Baylor's Institute for Oral History and secretary-treasurer of the TOHA.

Lifetime Award

State Oral History Association Honors Thomas Charlton

Among his peers, Baylor vice provost and history professor Thomas Charlton has long been considered a trailblazer of Texas oral history.

In August, the founder of Baylor's renowned Institute for Oral History was honored for a lifetime of contributions to Texas oral history with the first Lifetime Achievement Award from the Texas Oral History Association (TOHA).

In addition, the award, presented at a TOHA luncheon on the Baylor campus, was named the Thomas L. Charlton Lifetime Achievement Award.

"I'm greatly honored by this award from my peers in Texas and in the field of oral history research, which has brought me a great deal of personal and professional satisfaction," Dr. Charlton said. "And I've been so proud that Baylor and the state of Texas have been leaders in this field."

During Dr. Charlton's 23-year tenure as director of the Institute for Oral History, the

program earned a nationwide reputation for excellence in interviewing and the processing of volumes of oral history transcripts. He also established a summer research faculty program that provides stipends for Baylor faculty to conduct oral history research in topics related to their fields.

As co-founder of the Texas Oral History Association in 1982, Dr. Charlton guided TOHA through the formative years to become one of the largest regional oral history associations in the country. On the national level, Dr. Charlton served as president of the Oral History Association from 1990-1991.

A writer as well as frequent presenter at conferences and meetings, Dr. Charlton's book, *Oral History for Texans*, published in two editions by the Texas Historical Commission, is a respected handbook among professional and amateur historians in the Southwest. — *Lori Scott Fogleman*

Soul, a writing conference held Sept. 7-12, both in Santa Fe, N.M.

Dr. Carole A. Hanks, associate professor of nursing and director of pre-nursing program, Waco campus, presented "Involving Undergraduates in Immunization Action Research" July 5 at the National Immunization Conference in Washington, D.C. She presented a self-produced video titled "My child, get up" and spoke about the needs of pregnant women and young children at a meeting of Waco community leaders Aug. 17.

Dr. D. Thomas Hanks Jr., professor of English, gave a public lecture titled "Chaucer and the Nature of Pilgrimage" July 10 at The Church of St. Martin-in-the-Fields, London. The lecture grew out of his participation in May in St. Martin's annual pilgrimage to Canterbury.

Joyce King, visual resources curator in the Department of Art, had two fiber works, "Harmony Leaves" and "Pixilating Madonna," exhibited in May at the Art Center of Estes Park in Estes Park, Colo.

Dr. Ute S. Lahaie, assistant professor of German and language laboratory director, presented "Integrating Technology into the French, German and Spanish High School Curriculum" Aug. 10 to an in-service meeting of teachers in the Arlington Independent School District.

Dr. Linda P. Livingstone, associate professor of management and associate dean for graduate business programs, participated in two panel discussions,

"Having an Impact as a Scholar and Teacher" and "Discovering the Elusive Work-Family Balance," at the Academy of Management's annual meeting Aug. 4-9 in Toronto, Canada.

Dr. B. Michael Long, assistant professor of Russian and director of the Slavic studies program, presented "Making History: Czech Voices of Dissent and the Revolution of 1989" June 18 at an International Oral History Association conference in Istanbul, Turkey.

Dr. Roger C. Mayer, associate professor of management, presented a co-authored paper titled "Trustworthiness in Technology Adoption: The Relationship between Adopters and Technology Champions" at the Academy of Management's annual meeting Aug. 4-9 in Toronto, Canada. Co-author was Dr. Mark Fuller of Washington State University.

Paul A. McCoy, associate professor of art and Ceramist-in-Residence, had a solo exhibition of ceramic sculptures and vessels Aug. 28-Sept. 22 at the Sarofim Fine Arts Gallery at Southwestern University in Georgetown.

Dr. James F. Moshinskic, associate professor of information systems, presented a workshop on instructional design techniques for corporate-based Web training to the Corporate University Xchange Conference July 30-31 in San Francisco, Calif. Dr. Moshinskic will serve as chair of the 49th annual Texas Association for Education Technology conference Nov. 1-4 in San Antonio. He also serves as the association's president-elect and journal editor.

Spotlight

Dr. Patricia M. Norman, assistant professor of management, presented “Knowledge Acquisition, Knowledge Loss and Satisfaction in High Technology Alliances” at the Academy of Management’s annual conference Aug. 4-9 in Toronto, Canada.

Dr. M. David Rudd, professor of psychology and neuroscience, participated in a Texas Department of Mental Health and Mental Retardation presentation on suicide Aug. 16. The discussion was joined via two-way audio by participants at 10 state-affiliated mental health facilities across Texas.

Dr. Robert B. Straughan, assistant professor of marketing, presented a co-authored paper titled “Business Student Perceptions of Non-Business Curriculum Alternatives: An Analysis for Managing Student Satisfaction” to the Academy of Business Education conference Sept. 22-23 in Bermuda. Co-authors are Dr. Nancy Albers-Miller, University of North Texas, and Dr. Penelope J. Prenshaw, Millsaps College.

Dr. Elisabeth J. Teal, assistant professor of management, presented a co-authored paper titled “The Determinants of New Venture Success: Strategy, Industry Structure and the Founding Entrepreneurial Team” at the Babson College-Kauffman Foundation Entrepreneurship Research Conference June 8-10 in Babson Park, Mass. Co-author is Dr. Charles W. Hofer, University of Georgia. Dr. Teal, **Dr. Nancy B. Upton**, professor of management and The Ben H. Williams Professor of Entrepreneurship, and **Dr. Joe T. Felan III**, assistant professor of management, presented a co-authored paper titled “A Comparative Analysis of Rapid Growth Family and Non-Family Firms” at the same conference.

Dr. Nancy B. Upton, professor of management and The Ben H. Williams Professor of Entrepreneurship, served as chair of the entrepreneurship division and presided over executive committee and business meetings at the Academy of Management’s annual meeting Aug. 4-9 in Toronto, Canada.

Dr. G. Peter van Walsum, assistant professor of environmental studies, presented two papers, “Use of Carbonic Acid for Hydrolysis of Xylan” and “Evaluation of Mature Biomass Ethanol Technology Using an Aspen Plus Process Model,” at the Symposium on Biotechnology for Fuels and Chemicals May 7-11 in Gatlinburg, Tenn.

Dr. James L. Williamson, professor, chair of educational administration and The Fred and Edith Hale Professor of Education, presented the keynote address, “Higher Education and the Transition to the Knowledge Economy,” Sept. 8 at the International Education Conference and Exposition in Changchun, People’s Republic of China. He also was a panelist at the conference and presented lectures on U.S. educator preparation programs at various universities in China.

Publications

Dr. Dwight D. Allman, assistant professor of political science, had an article titled “History as Psychology/Morality as Pathology: Nietzsche and the Ethical Tradition” published in *Instilling Ethics*, edited by Norma Thompson, Rowman & Littlefield, publishers.

Janet H. Bagby, lecturer in educational psychology, had a co-authored book titled *Early Childhood Activities for Creative Educators* published by Delmar Publishing Co. Co-authors are Pam Briggs, McLennan Community College, and Theo Pilot.

Dr. Anne-Marie Bowery, assistant professor of philosophy, had a review of *St. Augustine’s Dilemma: Grace and Eternal Law in the Major Works of Augustine of Hippo* by Dennis R. Creswell accepted for

publication in an upcoming issue of *Augustinian Studies*. She had an article titled “Drawing Shadows on the Wall: Teaching in the Allegory of the Cave” accepted for publication in an upcoming issue of *Teaching Philosophy*.

Dr. Lawrence B. Chonko, professor of marketing and The Frank M. and Floy Smith Holloway Professor of Marketing, and **Dr. Terry W. Loe**, assistant professor of marketing, had a co-authored article titled “The Impact of Ethics Code Familiarity on Manager Behavior” accepted for publication in an upcoming issue of *Journal of Business Ethics*. A third co-author is Tom Motruba, San Diego State University.

Dr. A.J. Conyers, professor of theology at Truett Seminary, had an article titled “History as Problem and Hope” published in *Asbury Theological Journal* (spring 2000).

Dr. Marjorie J. Cooper, professor of marketing, had two articles, “Creative Pricing for Competitive Advantage” and “Industry Sales Spring Higher Than Ever in 1999,” published in the August issue of *Promotional Products Business*. Dr. Cooper and **Dr. Terry W. Loe**, assistant professor of marketing, had a co-authored article titled “Using the Theory of Constraints’ Thinking Process to Improve Problem-Solving Skills in Marketing” published in *Journal of Marketing Education* (Vol. 22, No. 2, pp. 137-146, August 2000).

Dr. Guillermo Garcia-Corales, associate professor of Spanish, had an article titled “Identity and the Poetics of Carnival *En Chimà nace un santo* by the Colombian M.Z. Olivella” published in *Monographic Review: Afro-Hispanic Literature* (Vol. 15, pp. 231-247).

Dr. Kevin J. Gardner, assistant professor of English, had an essay titled “George Farquhar’s *The Recruiting Officer*: Warfare, Conscription and the Disarming of Anxiety” accepted for publication in the November 2000 issue of *Eighteenth Century Life*.

Dr. D. Thomas Hanks Jr., professor of English, had an essay titled “An American’s Tale” published in *Canterbury Tales 2000* by St. Martin-in-the-Fields, May 2000.

Dr. Tim R. Kayworth, assistant professor of information systems, had a co-authored article titled “Facilitating Localized Exploitation and Globalized Integration in the Use of Information Technology Infrastructures: The Role of Information Technology Infrastructure Standards” accepted for publication in an upcoming issue of *The Database for Advances in Information Systems*. Co-author is Dr. V. Sambamurthy, University of Maryland. Dr. Kayworth had a co-authored article titled “Theoretical Justification for Information Technology Infrastructure Investments” accepted for publication in an upcoming issue of *Information Resources Management Journal*. Co-authors are Dr. Dave Chatterjee, Washington State University, and Dr. Sambamurthy.

Dr. B. Michael Long, assistant professor of Russian and director of the Slavic studies program, had an article titled “Chekhov at Moscow’s Theater of the Southwest: The Twentieth Anniversary” published in *Slavic and East European Performance: Drama, Theatre, Film* (spring 2000).

Dr. Roger C. Mayer, associate professor of management, had a co-authored paper titled “Trust in Systems Development: A Model of Management and Developer Interaction” published in *Proceedings of Special Interest Group on Computer Personnel*

Research. Co-authors are Dr. Mark A. Fuller, Washington State University, and Dr. Mark A. Serva, University of Delaware.

Dr. Alice B. Pappas, associate professor and associate dean of nursing, and **Kathy L. Dunham Hakala**, senior lecturer in nursing, had a co-authored chapter titled “Violence in the Community” accepted for publication in the forthcoming book, *Community Health Nursing: Promoting the Health of Populations*, edited by Mary Nies and Melanie McEwen, published by Harcourt.

Dr. William R. Reichenstein, professor of finance and The Pat and Thomas R. Powers Chair of Investment Management, had two articles, “Frequently Asked Questions About Savings Vehicles” and “After-Tax Wealth and Returns Across Savings Vehicles,” published in the *Journal of Private Portfolio Management* (summer 2000). He also had an article titled “An Analysis of Non-Qualified Tax-Deferred Annuities” published in *Journal of Investing* (pp. 73-85, summer 2000).

Dr. James A. Roberts, associate professor of marketing and The Mrs. W.A. (Agnes) Mays

Honors & Appointments

Dr. Lawrence B. Chonko, professor of marketing and The Frank M. and Floy Smith Holloway Professor of Marketing, is a co-recipient of the first Impact in Marketing Scholarship Award from the *Journal of Business Research*.

Dr. Charles E. Davis, associate professor of accounting, has been named chair-elect of the accounting behavior and organizations section of the American Accounting Association.

J. Brian Elliott, senior lecturer in communication studies, has won national Aegis video awards in the low-budget video and promotional sales categories for his 30-minute video program titled “JSMI Tour of Israel.”

Janet Jasek, Baylor Libraries, was selected the Libraries’ “Staff Member of the Month” for August.

Dr. Larry Lehr, lecturer in environmental studies, has completed his doctorate in range science at Texas A&M University.

Dr. James F. Moshinskies, associate professor of information systems, has been appointed to the advisory committee of the continuing education task force of the Texas Department of Health.

Baylor In the News

Dr. Marjorie J. Cooper, professor of marketing, was quoted on marketing trends in Christian bookstores in “Trinkets or Truth?” by Lynn Vincent in the July 1 issue of the web-based *World Magazine*, and was quoted on the use of promotional items by dot-coms in the Aug. 22 issue of *Business 2.0*.

Dr. Rebecca Sharpless, director of the Institute for Oral History and lecturer, was quoted on the useful-

Professorship of Entrepreneurship, and **Dr. John F. Tanner**, associate professor of marketing and associate dean for undergraduate business programs, had a co-authored article titled “Compulsive Buying and Risky Behavior Among Adolescents” reviewed as a feature article on the WebMD website. Dr. Roberts had an article titled “Consuming in a Consumer Culture: College Students, Materialism, Status Consumption and Compulsive Buying” accepted for publication in an upcoming issue of *Journal of Marketing Management*.

Terry M. Roller, professor of art, had a business card design created for the Allbritton Art Institute published in *Cool Cards 2*, published by HBI, an imprint of HarperCollins Publishers, edited by David E. Carter.

H. Denyse Seaman, assistant professor, associate director for information systems and outreach services and information systems librarian, had a review of *November 22, 1963: A Reference Guide to the JFK Assassination* by William E. Scott and Cyril H. Wecht published in the February issue of *Choice*.

Dr. Beck A. Taylor, assistant professor of economics, had a co-authored article titled “Losing To Win: Tournament Incentives in the National Basketball Association” accepted for publication in an upcoming issue of *Journal of Labor Economics*. Co-author is Justin B. Trogdon, Duke University.

Dr. Patricia M. Norman, assistant professor of management, received an Outstanding Reviewer Award at the Academy of Management’s annual meeting Aug. 4-9 in Toronto, Canada.

Dr. James A. Roberts, associate professor of marketing and The Mrs. W.A. (Agnes) Mays Professor of Entrepreneurship, will serve as the marketing management, strategy, entrepreneurship and small business marketing track chair at the Association of Marketing Theory and Practice annual meeting in March 2001.

Dr. Paul T. Rosewell, professor emeritus of curriculum and instruction, and his wife, Lucy, received the American Association of Retired Persons Community Service Award April 18 in Lincoln, Neb.

Dr. M. David Rudd, professor of psychology and neuroscience, has been elected chair of the Texas State Board of Examiners of Psychologists.

Dr. Beck A. Taylor, assistant professor of economics, has been elected to a three-year term on the board of Keep Waco Beautiful.

Dr. Elisabeth J. Teal, assistant professor of management, has been asked to serve on the advisory board for *Entrepreneurship Annual Editions*, published by Dushkin/McGraw-Hill.

Dr. Janelle M. Walter, associate professor of family and consumer sciences, has been recognized with a national Leader award by the American Association of Family and Consumer Sciences.

ness of the Dictionary of American Regional English in the Aug. 6 “On Language” column in *New York Times Magazine*.

Dr. G.W.K. Willis, professor, chair of information systems and director of the Center for Applied Geographic and Spatial Research, and **Emily A. Ketcham**, senior lecturer in information systems, were quoted in “E-learning Accelerates and Transforms Business School Pedagogy,” an April 2000 white paper sponsored by Smart Force.

Be It Resolved

Resolution: The Faculty Senate recognizes Daniel Arie Sternberg, dean emeritus of the Baylor University School of Music, for his contributions to the Baylor School of Music, the broader Baylor community and the Waco community. He joined the Baylor faculty in 1942 and the following year was named Dean of the School of Music, a position he held with distinction for nearly 40 years. In addition to overseeing unprecedented growth in the School of Music, he created the Oratorio Chorus, the Baylor Symphony Orchestra, the Graduate Division of the School of Music and the Baylor Opera Department. In 1962, he reestablished the Waco Symphony Orchestra and served as music director and conductor for 25 years. After his retirement from Baylor University in 1982, he continued to conduct, compose, lecture and perform; in short, continued to contribute to the musical life of the Waco community. His remarkable life embodies a series of triumphs over prejudice and adversity in one of the most calamitous decades in European history. Having escaped the Holocaust and been driven from his homeland, he found a home and family/community here at Baylor and, as a consequence, enriched all our lives. The Faculty Senate also recognizes the Daniel Sternberg Scholarship, established by the School of Music, and encourages individuals to contribute to it in Daniel Sternberg's memory.

Faculty Senate, September 2000

Sternberg, Newman Mourned by University

Dean emeritus of the School of Music Daniel Sternberg and former Baylor Regent Victor Newman are being remembered as two men whose lifetimes of service epitomized the University's mission.



Daniel Sternberg

Dr. Sternberg, 87, died Aug. 26 at his Waco home. Born in 1913 in Lwow, Poland, he began piano lessons at age 5 and later added cello to his musical studies. He graduated at the top of his class from the Vienna National Academy of Music, where he was a student of conducting.

Following a distinguished early musical career in Leningrad, he fled Hitler's Nazi regime and emigrated to the United States in 1939.

Dr. Sternberg joined the Baylor School of Music in 1942 (see Resolution above). Among many other awards, Dr. Sternberg received the Dallas Symphony Orchestra's Harold J. Abrams Memorial Award for his "Concert Overture," which



Victor Newman

he wrote for the Baylor Centennial in 1945.

Dr. Sternberg is survived by his wife, Mary Jane; her five children and two grandchildren.

Newman, 89, died Aug. 24 at a Waco hospital. A longtime Waco civic leader, successful businessman and philanthropist, he served for 18 years as a Baylor trustee and regent. He received the W.R. White Meritorious Service Award from the Baylor Alumni Association in 1983 and was presented the *Alumnus Honoris Causa* Award in 1992. In 1997, the Newmans were awarded the Baylor University Founders Medal.

Newman owned, helped start or managed several businesses, including Brazos Steel Building Co., Dealers Electrical Supply Co., Pure Milk Co. and Fitting Supply Co.

He is survived by his wife of 63 years, Lillian, his daughters, Nancy Logan and Martha Fontenot, and their husbands, Fred Logan and Milton Fontenot, three grandchildren, and two great-grandchildren. — Penny Jacko

Research Gazette

Grant Awards (August)

- Dr. Susan Johnsen, educational psychology; \$74,000; Texas Beginning Education Support System (TxBESS); Educational Service Center (Region 12)
- Dr. M. Rebecca Sharpless, Institute for Oral History; \$22,864; CDC Division of Reproductive Health Oral History Project; Centers for Disease Control
- Dr. Kenneth W. Busch, chemistry and biochemistry; \$10,700; Near-Infrared Spectra Fellowship; 3M Corp.
- Dr. Jaime Diaz-Granados; psychology and neuroscience; \$25,440; National Research Service Award for Danielle Graham, graduate student for Dr. Diaz-Granados; National Institute of Health's National Institute on Alcohol Abuse and Alcoholism
- Dr. Ben Dickerson, Institute of Gerontological Studies; \$130,000; Year two for Senior Medicare Patrol Project; Administration on Aging
- Dr. Michael Korpi, communication studies; \$10,420; Broadband Research Project; Texas Association of Broadcasters
- Cassie Findley and Rosemary Townsend, Health Services; \$252,016; Fourth year Statewide Mentoring Grant; Texas Commission on Alcohol and Drug Abuse
- Dr. W.M. Alexander and Dr. Bob Farmer, physics; \$4,000; Purchase of a Gamma-Ray Multichannel Pulse-Height Analyzer System; Greater Houston Partnership
- Dr. Dianna Vitanza, academic affairs; \$12,000; Baylor University Faculty Mentoring Program; Lilly Foundation
- Dr. Charles M. Tolbert II, sociology; \$53,000 (Transfer from Louisiana State University); Civic Community and Civic Welfare: A Study Based on Economic Census Microdata; National Science Foundation

TOTAL AWARDED: \$594,440

Grant Proposals (August)

- Dr. Brad Keele, psychology and neuroscience; \$25,000; Molecular Pharmacology of Amygdala Serotonin Receptors Contributing to Aggressive Behavior in Rats; Rockefeller Brothers Fund
- Pamela Wilder, Piper Child Development Center; \$100,000; Say Yes to Access: Ensuring Every Child's Right to Play; Hasbro Foundation
- Dr. W.M. Alexander and Dr. Bob Farmer, \$10,000; TEXAQs 2000 Stratospheric Ozone Intrusion to the Troposphere Project; Texas Natural Resources Conservation Commission
- Dr. W.M. Alexander and Dr. Bob Farmer, physics; \$4,000; Purchase of a Gamma-Ray Multichannel Pulse-Height Analyzer System; Greater Houston Partnership
- Dr. Jaeho Shim, health, human performance and recreation; \$357,433; Investigation of the Relationship between Perception and Action of Human Movement; National Science Foundation
- Dr. Kenneth Park, physics; \$528,536; CAREER: Investigation of Atomic-scale Electron Transfer Reactions and Integration to Solid State Chemistry and Physics Education; National Science Foundation
- Dr. Michael Thompson, engineering; \$231,529; The CSU Bioengineering Partnership; National Science Foundation
- Dr. Sara Alexander, Institute for Environmental Studies; \$98,146; A Collaborative Longitudinal Study: The Impacts of Ecotourism on Household Livelihood Security and Vulnerability in Costa Rica and Belize; National Science Foundation
- Dr. Greg Garrett, Religious Faith and Literary Art; \$1,500; Art & Soul 2001; Texas Council for the Humanities
- Dr. Greg Garrett, English; \$1,500; Beall Poetry Festival 2001; Texas Council for the Humanities
- Dr. Diana Garland, School of Social Work; \$29,000; Technical Assistance to Congregations; Swalm Foundation
- Dr. Diana Garland, School of Social Work; \$664,661; Center for Family and Community Ministry Research and Resources; Lilly Endowment Inc.

TOTAL REQUESTED: \$2,051,305

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