

HUSSON COLLEGE
BANGOR, MAINE



1969

Report of the President

ANNUAL REPORT
of the
PRESIDENT



For the Fiscal Year
1968-1969



REPORT OF THE PRESIDENT

To the Members of the Corporation and the Board of Trustees:

The following is a report of events of the College as they occurred between the annual meetings of the Corporation and the Board of Trustees: August, 1968, to September, 1969.

INTRODUCTION

The task of recording a year's history is not an easy one and mirrors but a portion of the activities that make up the total college experience. Graphs and charts depict the statistical story and provide only capsules of measurable items in the currents that flow about us. The fiscal year began July 1, 1968, and ended June 30, 1969. This, briefly, is also the story of that year.

TRANSITION

During the summer months, we watched the growing campus, hoping that occupancy would be provided for the Fall term. Completion was promised by the contractors, and with the closing of the summer session we began the move although then it was apparent that the buildings would not be ready. The opening was delayed one week, and the student body arrived September 16.

The dormitories were without window shades. Much of the furniture was yet to come. There was no glass in the Dining Commons, the glass being substituted by polyethylene sheets. For nine weeks, meals were served and eaten with plastic utensils which could be used once. The dishwashing equipment was late, and hot water was hard to obtain. It was an expensive and unhappy session.

The highways and walks were muddy, waiting for the tarring crews; therefore the corridors were difficult to keep clean. The Library furniture was missing, and cartons of books were strewn over an acre of floor. Workmen were everywhere and had to avoid students changing classrooms. The Physical Education Center was destined to open a full year behind schedule, in spite of repeated promises that it would be ready on a succession of dates. It was a trying time for everybody.

Strangely enough, student complaints were minimal and not too serious. Universally, the students accepted the inconveniences and watched the daily improvement with interest. The buildings progressed day by day and the finish work brightened up the defi-

cient areas. The true beauty of the magnificent complex emerged steadily, and we rejoiced together when unfinished areas were declared finished. I have the warmest praise for the attitude and behavior of the young men and women who spent 1969 on campus. Therefore, despite the difficulties, I can say that the College had a "good" year. It could have been otherwise.

ADMINISTRATION

On January 1, 1969, Mrs. Louise B. Miller, Director of Special Services, retired. As a result of her extensive evaluation of Husson College, Mrs. Miller was instrumental in gaining for the College the Recognition of Candidacy status in the New England Association of Colleges and Secondary Schools, Inc. Since the original Self-Study, two other reports have been submitted to the New England Association, these studies showing that the College is making progress toward regional accreditation.

Professor Mildred M. Bradford retired as Head of the Department of Secretarial Science after many years of outstanding service to the College. She will continue in her teaching duties. Professor Janet L. Kinney now becomes Acting Head of that department.

Mrs. Pauline N. Saba has resigned as Dean of Women and is to be replaced by Miss Pamala S. Hennessey. Mrs. Saba will continue to teach.

Mrs. Laurice Merriman retired as periodicals librarian.

Because we must concern ourselves with the many facets of our existence and make plans for a continuity of growth, other far-reaching changes have occurred. Long-range planning is increasingly important, and the College has taken a definite and determined step to assure itself of the directions it will take for the next decade. Therefore, Miss Priscilla Clark vacated the office of Treasurer to become in her capacity as Vice-President, Administrative Affairs, Coordinator of Long Range Planning. Lawrence D. Stanchfield was elected Treasurer by the Board of Trustees and assumed this office on July 1. The new Controller is Laurence Tibbetts who came to the College from the University of Maine where he served in the same capacity. Dr. Richard Cohen has been appointed to the office of Director of Planning Research in which capacity he is to assist Miss Clark and to continue the evaluation activities which were undertaken by Mrs. Miller.

FACULTY AND STAFF

The College continues its search for faculty with the doctoral degree and will have two more Ph.D. members on the faculty in

September, 1969. The competition for such degrees continues; and to attract highly qualified personnel to the campus, the College must continue to show evidence of academic growth and progress.

There were sixty-five members on the 1968-1969 faculty, five of whom were on a part-time basis. They, together with the College, are affiliated with over sixty professional organizations; over 100 civic, service, and social clubs.

During the summer of 1968 and the academic year just finished, twelve members of the faculty did graduate study toward advanced degrees. Professor Delmont Merrill completed his program of study at the University of Maine for the C.A.S. Kenneth Johnson received his M.A. in history from the University of Maine. David Still began studies beyond a Master's Degree in English at the University of Arizona, and Peter Tucker completed his residence requirements and course work for the Ph.D. in history at the University of Maine.



Personnel changes for the academic year were as follows:

RESIGNATIONS AND ADDITIONS

1968-1969

RESIGNATIONS

ADDITIONS

Department of Accounting

Coombs, William, B.S., M.B.A.
Goldberg, Martin, B.S.
Herd, William, B.S.

McKelvey, Pamela, B.S., M.S.
Melville, Eugene, B.S.
Kendall, Richard, B.S.
Lydick, Norman, B.S.

Department of Business Administration

McKee, Arnold, B.S., M.B.A.

Goodwin, Robert, B.S.
**Grant, Philip, B.S., M.B.A.
Peters, Franklin, B.S.
Peer, Kenneth, B.S.

Department of Secretarial Science

Francoeur, Catherine, B.S.
*Goodwin, Jane M., B.S.

***Ruggieri, Francesca, B.A.
Stiles, Gary, B.S.

Division of Liberal Studies

*Thomas, Calvin, B.A.
Kendall, Joanne C., B.A., M.A.

Babner, William J., B.Ed., M.A.
Blokker, John, B.S.
Hei, Joan, B.A., M.A.
Hennessey, Pamala, B.S., M.Ed.
Mahaney, Keith, B.S., M.Ed.
MacGregor, Bruce, B.S., M.Ed.
*Thomas, Polly L. (Choreographer)
****Webster, Sally, B.A.

Library

Benner, Mary Jane, B.A., M.A.
Smith, Lois, B.A., M.S.

Greenough, Margaret
Stampa, Nancy, B.A.
Tibbetts, Burleigh, B.S.

- * Part-Time Instructor
- ** Leave of Absence
- *** Part-Time Semester I—Now Registrar
- **** Part-Time Semester I—Now Full-Time

The distribution of the faculty according to departmental assignments and academic background is as follows:

1968-1969

(Full-time Faculty)

		Total
Department of Accounting		8
Master's Degree	4	
C.P.A. Certificate	2*	
Bachelor's Degree	4	
Department of Business Administration		13
Ph.D. Degree	1	
Master's Degree	5	
C.L.U. Certificate	2*	
Bachelor's Degree plus advanced study	1	
Studying for C.L.U.	2*	
Bachelor's Degree	5	
L.L.B. Degree	1	
Department of Business Education		3
Master's Degree plus advanced study	2	
Master's Degree	1	
Department of Secretarial Science		7
Master's Degree plus advanced study	2	
Master's Degree	1	
Bachelor's Degree plus advanced study	3	
Bachelor's Degree	1	
Division of Liberal Studies		29
Ph.D. Degree	1	
C.A.S.	1	
Master's Degree plus advanced study	2	
Master's Degree	17	
Bachelor's Degree plus advanced study	3	
Bachelor's Degree	5	

(Part-time Faculty)

Department of Business Administration		1
L.L.B. Degree	1	
Department of Business Education		1
Master's Degree	1	
Division of Liberal Studies		3
Ph.D. Degree	1	
Bachelor's Degree	1	
Choreographer-in-Residence	1	

* Included as part of the departmental academic distribution

PROMOTIONS

The following promotions were made:

Chairman of Study Section in the Department of Business Administration
Professor George E. Mueller, Jr., B.S., M.Ed., to
Chairman of Marketing

Promotions in Rank

From Instructor to Assistant Professor:

Department of Business Administration
Mr. Brian W. Simpson, B.A., M.A.

Division of Liberal Studies
Mr. T. J. Anderson, Jr., B.A., M.S.
Mr. Walter B. Greenlaw, B.A., M.Ed.

From Associate Professor to Full Professor:

Division of Liberal Studies
Professor Delmont N. Merrill, B.S., M.Ed., C.A.S.

The following promotions to be effective as of September, 1969, were made:

Chairman of Study Sections in the Department of
Business Administration
Mr. Bruce Gillaspey, L.L.B., Chairman of Law
Professor Brian W. Simpson, B.A., M.A., Chairman of Economics

Promotions in Rank

From Instructor to Assistant Professor:

Division of Liberal Studies
Mr. David B. Still, B.A., M.A.
Mr. Peter A. Tucker, B.A., M.A.

From Assistant Professor to Associate Professor:

Department of Business Education
Professor Nancy A. Hogan, B.S., M.A.
Professor Dolores R. C. Renaud, B.S., M.Ed.

Department of Secretarial Science
Madalyn A. Jordan, B.S., M.Ed.

Division of Liberal Studies
Professor Jean B. Bridge, B.A., M.A.T.
Professor Albert E. Weymouth, B.S., M.Ed.

TRAVELS

The personnel of Husson College continued their extensive traveling during the academic year, 1968-1969, to represent the College at Assemblies, Conferences, Associations, Conventions, and Workshops. These meetings were on the local, state, regional, and national levels.

Representative of the various meetings are:

New England Association of Colleges and Secondary Schools, Inc.
Council for the Advancement of Small Colleges
National Association of Accountants
Business Education Research Associates
American Economic Association
American Association of Collegiate Schools of Business
North Atlantic Regional Law Association
Deans of Business Administration of New England
American Institute of Certified Public Accountants
Conference for Advisors for Foreign Students
Northeast Conference on the Teaching of Foreign Languages
National Collegiate Athletic Association
Maine Teachers Association
American Alumni Council Institute on Long Range Planning

ACADEMIC POLICY CHANGES

In accordance with plans forwarded to the New England Association of Colleges and Secondary Schools, Inc., the composition of the Faculty Senate and its functions were amended. The Senate serves in advisory capacity in academic matters to the Vice-President, Academic Affairs, and the President. As such, the Senate is a recommending body consisting of the Heads of the Departments and the Executive Chairman of the Division of Liberal Studies and two full time faculty representatives from each of the Departments and the Division of Liberal Studies, elected by their respective groups. The Vice-President, Academic Affairs, serves in an ex-officio capacity. Thus the Faculty Senate takes an active role in library acquisitions, in curricula recommendations, and in committee coordination and suggestions.

CURRICULUM AND RESEARCH

The Curriculum Committee, established in 1966, completed its present studies and made important revisions and proposals. Computer science is now required of all students enrolled in the baccalaureate program for Accounting and Business Administration. A consultant is now on campus to determine the precise needs of the College in relation to the computer. All baccalaureate degree students are required to take six hours of a natural science which includes a laboratory experience. Students in Business Education are to be graduated with both a language and a science background. In Accounting and Business Administration, the mathematics background of the student is expanded to enable him to keep pace with the rapid changes brought about by the computer as well as to prepare better those who intend to go on to graduate study. The Business Administration program has been changed to three major areas

of concentration: Insurance and Finance, Management, and Marketing.

There have also been programs of study changes. In the Department of Business Administration, a new program, Retail Merchandising for Women, leading to an Associate in Business Science Degree, has been introduced. In the Department of Secretarial Science, new offerings include the Associate in Business Science Degree in Insurance Secretarial and in Office Science.

Research has not only brought about changes in the various curricula offerings but has resulted in other innovations. A grant of \$1500 from the Shell Oil Company was distributed among members of the Departments of Business Administration, Business Education, and the Division of Liberal Studies. The Department of Business Administration is using its portion to prepare the faculty of Husson College for an introduction to computer use. In the Department of Business Education, the funds were used to prepare a guide for student teachers and supervising teachers. The Chairman of Physical Education from the Division of Liberal Studies was enabled, with another part of the Shell grant, to attend the 3M Company's health seminar in St. Paul, Minnesota. This seminar has community implications, as well as College, considering the topics studied such as "Shaping Community Strategy," and "Substances that Modify Mood and Behavior (Alcohol, Tobacco, and Drugs)."

Independent course research occurred, for example, in the Departments of Accounting, Business Education, and in the Division of Liberal Studies. Not only was a laboratory introduced in the Principles of Accounting course, but the Accounting Department also eliminated, on a trial basis, final examinations and found the innovation to be successful. The Department of Business Education worked to introduce students to micro-teaching and observational television. In the Division of Liberal Studies, the language laboratory was employed on a limited basis in The Novel with control and experimental groups to determine the usefulness to the student of tapes in contrast to live lectures. On the limited basis that the research was conducted, it appears that the language laboratory is useful in the study of literature.

Husson College is also considering several proposals for future courses of study which are now being or will be researched: a Bachelor of Science Degree in Business Education with a major in Distributive Education, a Bi-lingual Secretarial program, a Foreign-Trade Secretarial program, a Technical Secretarial program, an Associate Degree in Nursing program, and Medical Record Technician and Medical Record Librarian programs.

These are examples of the extensive and excellent changes and projections which have occurred and which will continue in order to maintain the status that Husson College enjoys in the field of professional education.

LIBRARY

The number of volumes to June 30, 1969, were 15,200 books cataloged or otherwise processed for use.

Percent of Gain Over Last Year: 58%
(9,630 books—June 1968 inventory)

Number of Periodical Titles: 380

Total periodicals received including gifts.
Percent of Gain Over Last Year: 13%
(331 periodicals received 1967-1968)

Use of Library Reflected by Loans of Books:
Book circulation to June 30, 1968 6,925

Percent of Gain Over Last Year: 60%
(4,319 books loaned 1967-1968)

LIBRARY FUNDS

Husson College Fund	\$ 6,923
Anonymous Gift	8,147
Government Fund	9,157
	\$24,227

Audio-visual equipment has become an integral part of the library's expanding services.

A further important step has been the formation of a Faculty Library Committee. The Committee brings a closer coordination of library-faculty-student relationship so necessary to the proper use and acquisitions of the library. Thus particular attention is being focused upon acquisitions as they directly relate to courses of study and independent study in which the faculty and students may care to engage.

Although included in the 1968 *Report of the President*, it seems fitting to refer again to the projections of the library.

PROJECTED SCHEDULE OF ACQUISITIONS

1967-1968	7,500 volumes
1968-1969	7,000 volumes
1969-1970	5,000 volumes
1970-1971	5,000 volumes
1971-1972	4,000 volumes
1972-1973	4,000 volumes
1973-1974	3,000 volumes
1974-1975	3,000 volumes
1975-1976	3,000 volumes
1976-1977	3,000 volumes
	44,500 volumes

ACCREDITATION

Husson College is accredited as a senior college of business in the Accrediting Commission for Business Schools.

The College is also a member of the Council for the Advancement of Smaller Colleges.

Progress continues toward accreditation in the New England Association of Colleges and Secondary Schools, Inc. Since February 27, 1968, when the College gained its status of Recognition of Candidacy, which is not accreditation, two additional reports, showing the progress of the College, have been submitted to the Association. Dr. Joseph M. Murray, Dean Emeritus, Arts and Sciences, University of Maine, continues as the consultant in accreditation.

COLLEGE PUBLICATIONS

The Husson Review: A Journal of Business and the Liberal Arts is entering its third year of publication and has been well received. It is distributed in the United States and Canada and continues to receive contributions from faculty of various colleges and universities throughout the academic community.

An addition to the publication activities of the College is the *North Atlantic Regional Business Law Review*, a publication of the North Atlantic Regional Business Law Association. This journal is entering its second year of distribution and has also been enthusiastically received.

With the increase in publications, the College intends to form the Husson College Press under which title all academic writings are to appear.

FINANCES

With anticipated occupancy of the new campus finally established for September, 1968, the primary efforts of the Office of the Treasurer, which had been directed toward the financing and development of the new facilities, were focused upon preparations for the transition from the old to the new.

One of the major tasks was that of providing necessary movable furniture and equipment for all buildings. Estimates of requirements had been prepared and incorporated in the project budgets in 1965. Working within these budgets and in accordance with applicable government procedures, it now became the responsibility of this office to select appropriate items, to prepare bid documents, and to purchase the movable furniture. The location of each item was planned and tabulated so that as each shipment arrived at the new campus, assembly and distribution of items could be accomplished by the College's own workmen with a minimum of supervision from this office. As of June 30, 1969, over 6,000 individual items had been purchased at a cost of approximately \$200,000.

In addition to the new items, existing furniture and equipment owned and used by the College in its downtown buildings also was incorporated into the new plant. The physical transfer of these items was planned and supervised by this office and, again, carried out by the College's own workmen. (Furniture and equipment in Husson Hall were moved to Bell Dormitory by a contract mover through the Urban Renewal Authority.)

Although delays occurred in the shipment of some new furnishings, classrooms, offices, dormitory rooms, and the dining hall were equipped and operative upon arrival of the first students on September 15, 1968.

On July 11, 1969, the College acquired from Earle M. Hillman the property at 336 Grandview Avenue and the adjoining twelve acres. The lot includes a large white house, to be used as a home for the President of the College, present and future; a five room cottage, two apartments, a large barn, and a shed. All are in excellent condition. The barn is to serve as a shelter for college equipment which up to the acquisition has been constantly exposed to the weather. There are three non-school tenants who will move at their convenience and be replaced by college personnel. With the addition of the farm property, the College now owns a total of 316 acres of land.

The Financial Reports for the fiscal year ending June 30, 1969, provide a full accounting of the College's financial operations and

have been distributed to the Trustees rather than made a part of this Report. Included, however, are two graphs depicting the areas and percentages of expenditures and a picture of the increasing cost of construction.

Over 200 students were recipients of some form of financial aid: Educational Opportunity Grants, National Defense Student Loans, and Husson College. The grants for student aid from the Federal Government for the fiscal year totaled \$80,665. The Table below presents the extent of financial aid during the academic year 1968-1969:

STUDENT FINANCIAL AID

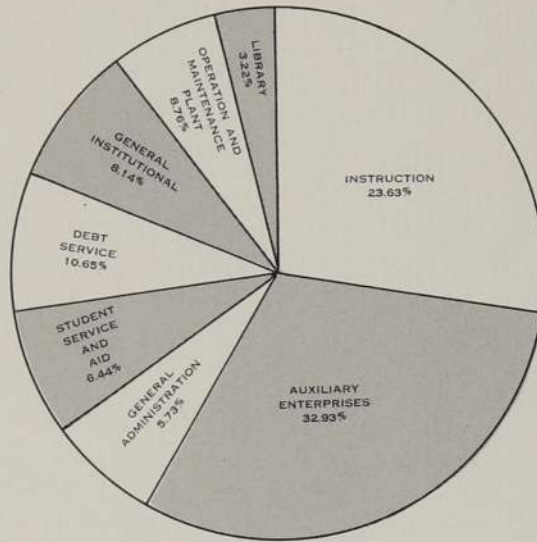
Number of Students	Type of Aid	Amount
18	Scholarships and Grants in Aid	\$ 14,616
18	Waivers of Tuition and Fees	16,404
126	Student Loans Under National Defense Education Act	41,050
85	Part-time jobs (College Work-Study Program)	31,190
132	Part-time jobs (Non Work-Study)	61,532
117	Economic Opportunity Grants	33,225
Total Student Financial Aid		\$198,017

HUSSON COLLEGE DEVELOPMENT FUND

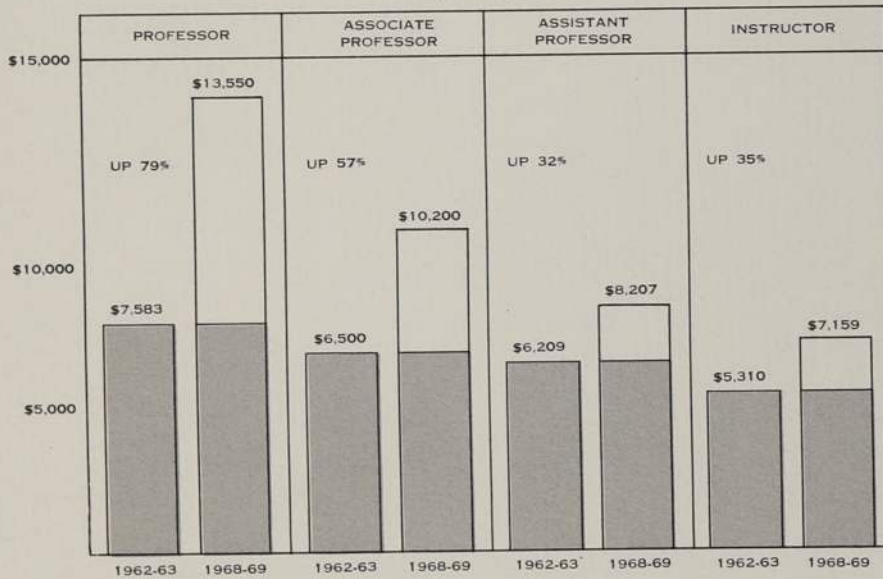
Pledges Received Through June 30, 1969

Source of Gifts	Amount
Faculty, Staff and Administration	\$ 44,181
Individuals	79,073
Business and Industry	325,763
Foundations and Trusts	57,064
Alumni	54,981
Students and Parents	43,578
Total Pledges	\$604,640

General Fund Expenditures



Faculty Salaries Average Compensation By Rank Excluding Fringe Benefits





President's new home



Chesley H. Husson, Sr.
Reproduction of portrait in Peabody Hall



William P. Newman
Reproduction of portrait in Newman Physical
Education Training Center



George F. Peabody
Reproduction of portrait in Peabody Hall

SCHOLARSHIPS

An additional scholarship was added to the increasing list of aid to worthy students. It is the Newman Athletic Scholarship which will be awarded annually, beginning in 1972, to the freshman, sophomore, or junior athlete who has earned varsity letters in two sports and whose over-all conduct and sportsmanlike conduct merit universal approval. The amount will be determined by the earnings of The William P. Newman Athletic Fund, the earnings being the reason for a delay until the first award in 1972.

Other scholarships and grants now available to Husson students are as follows:

1. Leslie G. Dickerman Scholarship for one year's tuition to the outstanding senior at Bangor High School.
2. Saul G. Harris Scholarship of one year's tuition to an upper-classman, awarded on the basis of the student's contribution to the freshman program of athletics.
3. Fred V. Hart Scholarship of one year's tuition to the outstanding senior at Brewer High School.
4. Dorothy Bell Husson Scholarship of one year's tuition to the outstanding senior at John Bapst High School.
5. Chesley H. Husson, Sr., Scholarship of one year's tuition to the outstanding senior at the high school whose graduates on April 1, of any given year exceed those of any other school represented on the Husson College campus.
6. Clara L. Swan Scholarship of one year's tuition to an upper-classwoman, awarded on the basis of the student's contribution to the freshman program of athletics.
7. Insurance Scholarship of \$300 to the outstanding Insurance major.
8. Harold G. Worthen Scholarship of \$200 to the outstanding Marketing major.
9. The Altrusa Club Scholarship of \$200 awarded to a sophomore in the baccalaureate degree program.
10. The Husson Wives Club Scholarship of \$100 to a sophomore or a junior in bachelor's degree program.
11. The Grace C. Stewart Memorial Scholarship and the Ethelyn E. Williams Memorial Scholarship of \$100 each are granted by Epsilon Tau Epsilon Alumnae Sorority to junior and senior members of the Business Education Department.

STUDENT AFFAIRS

The National Association of Student Personnel Administrators and the American College Personnel Association (in both of which Husson College holds membership) have recently published that the following student personnel services are properly the functions of a college office for student affairs:

1. Admissions
2. Registration and Records
3. Housing and Food Services
4. Financial Aid
5. Placement
6. Health and Counseling Services
7. Student Discipline
8. Student Activities
9. Deans of Men and Women
10. Student Publications

During the past year, the Vice-President, Student Affairs, in keeping with the philosophy that these services are neither purely academic nor administrative but vital to the functioning of the College and its accreditation, has coordinated these activities to ensure maximum communication not only among student personnel services themselves but with the other activities of the College as well. To this end a Committee for Student Affairs was formed and met every other week during the academic year. The Committee served as a clearing house for mutual problems in the previously mentioned student personnel services and as the group to which the Student Senate could present its bills for disposition. Its membership consisted of the person in charge of each service and five students—the President of the Student Senate, the President of each Dormitory Council, and one student elected at large. Plans have already been formulated to include in the ensuing academic year three members of the general faculty.

The Committee for Student Affairs, in addition to its communicative and clearing house functions, serves as an in-service training program for its members. The Committee has established its own library and three of its members, Mr. Husson, Jr., Mr. Foss, and Miss Ruggieri, recently completed 120 hours of instruction in the behavioral sciences at a government sponsored institute at the University of Maine. Research and publication are integral to the Committee.

Admissions again increased last year as can be seen in the registration statistics noted below.

Miss Francesca Ruggieri was employed during the year as Registrar. In addition to responsibility for student records, her work involves transfer credit evaluations and course programming.

Mr. Husson, Jr., has recently been elected as President of the Maine State Student Personnel Administrators Association which will do much to coordinate student personnel affairs on the Husson campus with the other colleges in the State.

Under consideration also is the creation of a position for a full-time Director of Housing, whose primary function would be to coordinate all matters related to student residence, on and off campus. Presently these matters are the individual responsibilities of the Deans of Men and Women, the Resident Directors, the Administrative Office of the College, and the student proctors. A Director of Housing could do much to pull together these various activities to ensure efficient operation and maximum utilization of all housing facilities.

Last year and again this summer an orientation program was held for all incoming freshmen. This program does away with the traditional freshman week during the fall semester and thus facilitates registration. During the orientation program, the incoming students are given a testing battery, an opportunity to become acquainted with one another and the College student personnel officers, and an opportunity to live in the Residence Halls and to become acquainted with the physical environment of the campus community. An important outcome of this program has been the ability to utilize test data secured during the summer to program the students more effectively for the fall semester.

STUDENT BODY

The enrollment at Husson College continues to increase; for the fifth year, it has been over 1,000.

REGISTRATION FOR TEN-YEAR PERIOD

	Summer Session	September	February	Total
1959-1960	85	461	39	585
1960-1961	70	581	40	691
1961-1962	55	717	62	834
1962-1963	73	776	52	901
1963-1964	96	790	70	956
1964-1965	106	876	48	1,030
1965-1966	90	1,064	75	1,229
1966-1967	109	1,141	54	1,304
1967-1968	143	1,201	102	1,446
1968-1969	168	1,374	96	1,638

The past year, the students came from seventeen states, including Maine, and fifteen foreign countries.

CLASSIFICATION BY RESIDENCE

1968-1969

California	1	Biafra	1
Connecticut	60	Ecuador, South America	1
Delaware	1	Ethiopia	1
Illinois	2	Honduras, Central America	2
Maine	1,080	Hong Kong	1
Maryland	5	Japan	1
Massachusetts	121	Kenya	1
Michigan	1	Korea	6
New Hampshire	13	New Brunswick, Canada	10
New Jersey	24	Nigeria	3
New Mexico	1	Prince Edward Island, Canada	1
New York	212	Thailand	4
Pennsylvania	19	Venezuela	4
Rhode Island	36	Virgin Islands	1
Vermont	20	West Indies	2
Virginia	2		
West Virginia	1	Total Foreign	39
Total U. S.	1,559	Total of all	1,638

STUDENT ACTIVITIES

The student body continues to be responsible for the publication of the College yearbook, *Chieftain*; the College newspaper, the *Husson Ledger*; and the daily bulletin, *Tomahawk Tally*.

The Student Senate again sponsored entertainment programs which included speakers and music groups.

ATHLETICS

The College holds dual membership in NAIA and NCAA. Six Husson varsity teams combined their talents for a season in which they won 44 and lost 26 contests. The soccer team compiled a record of 0-10 in the Northeast College Conference. One player was selected as all-conference.

Husson's cross country squad won 2 and lost 4. The sport is being dropped because of lack of interest.

The basketball team won 16 and lost 6 in a very exciting season. Most of the team members are returning next season, and students and faculty are looking forward to another outstanding season. Al Caston and Richard Giroux were selected on the all-state team.

In baseball, the Braves completed their most successful season with 16 wins and 3 losses. The team reached the District 32 semi-finals in NAIA at Willimantic, Connecticut, but was defeated.

The rifle team, inactive for the season, is looking forward to a new rifle range awaiting the return of the team for fall practice in the new Physical Education Center.

The Husson golf team was the Northeast College Conference champion for the sixth time in the past seven years. It competed in the NAIA tournament held in Newport, Rhode Island, in a thirty-two team playoff.

With the opening of the new Husson athletic plant, three new varsity sports will appear on the athletic calendar next fall: swimming, wrestling, and track and field.

COMMENCEMENT

There were three commencement exercises for 1968-69. Paul H. McKenney, Vice-President of the W. H. Shurtleff Company, addressed the mid-winter graduation class. The Honorable James S. Erwin, Attorney General, State of Maine, was the commencement speaker in May, 1969.

This was the final year for the award of one year diplomas because of the discontinuance of such courses as of June, 1969.

GRADUATES 1968-1969

	Summer 1968	Mid-Winter 1969	May 1969	Total
Degrees and Diplomas				
Bachelor of Science in Accounting	2	5	55	62
Bachelor of Science in Business Administration	6	33	91	130
Bachelor of Science in Business Education	3	4	27	34
Associate in Business Science Degree				
Accounting	—	1	5	6
Business Administration	—	1	8	9
Secretarial Science				
Executive	1	5	19	25
Legal	—	—	6	6
Liberal Arts	—	1	—	1
Medical	—	—	8	8
Diplomas (One-year Courses)				
Accounting	—	—	1	1
Business Administration	—	—	—	—
Junior Secretarial	—	1	3	4
Shorthand-Clerical	—	—	—	—
Typing-Clerical	—	—	—	—
Office Science	—	—	5	5
	12	51	228	291

THE WHITE HOUSE

WASHINGTON

TO THE 1969 GRADUATING CLASS
HUSSON COLLEGE

Each generation, shaped by forces outside and within it, asks the question it must ask. Some generations, concerned with the building of a nation, ask "How?" Other generations, needing to set priorities for the future, ask "What?"

Your generation has asked "Why?"

As Americans we must together ask all of the big questions and seek to find answers. How we build a better America, what kind of nation we want, why we pursue certain goals instead of others -- these are not problems to be faced by one generation and ignored by another. All of us must face them.

A college education in the humanities and sciences teaches us that the real power to deal with these problems comes out of the human mind and the human heart. All power must be disciplined by trained intelligence and tempered by compassion.

Each of you is a center of power. Your professional or social or religious or political activity will determine the shape of the future of your nation and of the world.

The question asked by your generation -- Why? -- is one that must be answered not only by the quality of your rhetoric but by the quality of your lives. It was in your college years that we were first made aware of those "people talking without speaking, people hearing without listening."

What you have brought and will continue to bring to American life is not the sound of silence, but the sound of a generation which will work to ensure that, in the words of William Faulkner, "...man will not merely endure: he will prevail."

Richard Nixon

PLACEMENT

During the academic year, 80 companies and agencies visited the campus for the purpose of recruiting seniors. Another oil company was added to the list of recruiters, and two more will be included next year. The following figures and areas account for those placed with baccalaureate degrees: Accounting, 37; Business Administration, 28; Business Education, 10; Executive Secretarial, 3; Medical Secretarial, 2; Legal Secretarial, 2.

General Salary ranges were reported as follows:

Accounting	\$8,500	\$10,000
Management	6,500	7,500
Marketing	6,900	9,000
Finance	6,000	8,200
Insurance	7,200	8,900
Education	6,000	6,500
Secretarial	3,200	5,600

ALUMNI

Activities of the Alumni Association were enthusiastically applauded during last Fall's Annual Alumni Homecoming on the new campus with approximately 300 alumni in attendance and nearly every class represented. Perhaps not as obvious have been the significant contributions from the Association's Executive Committee and Board of Directors.

Their responsibility has been to assess progress of the Association and to formulate plans for future alumni involvement. Now in its fourth year, the Association is intent on developing improved communication between the College and its alumni to articulate better the campus environment, its problems, and its needs and to explore ways the College might better serve its alumni.

During the year, the Board of Directors established the Past Association Presidents' Council, an advisory body to the Board, which will begin a re-evaluation of the Association's Constitution and By-Laws and chapter organization. Another Committee was formed to review and to revise the handbook for chapter officers.

The Directors have also discussed the establishment of an Annual Alumni Fund and the variety of College needs that would most appropriately justify such a campaign. Planning the Annual Alumni Fund has become one of the Board's priorities.

Alumni chapters continue to function mainly as social reunions within the seven geographic areas. Three chapters have postponed Spring meetings to the Fall, and a new chapter has been established in the Hartford, Connecticut, area.

The following is a list of Chapters with the 1969-1970 Officers:

Aroostook:	President:	Mrs. Shirley Fowles
	Vice-President:	Emmalee Lynch
	Secretary-Treasurer:	Doris Espling
Bangor:	President:	Thaxter Trafton
	Vice-President:	Robert Ronan
	Secretary-Treasurer:	Nancy McKenney
Central Maine Chapter:	President:	Frank Barclay
	Secretary-Treasurer:	Carol Auger
Connecticut:	President:	T. Kevin Hanlon
	Vice-President:	Lincoln Gayton
	Secretary:	Carolyn Smith Russell
	Treasurer:	Linda H. DeFranco
Cumberland County:	President:	Marion Cheney
	Vice-President:	John Barrows
	Secretary:	Gerard Cote
	Treasurer:	Louis Abbotoni
Massachusetts New Hampshire:	President:	Martin McCluskey
	Vice-President:	Jack Nendel
	Secretary:	Marion Barrows
Washington, D. C.:	President:	Dave Dukes
	Vice-President:	Frank Ackley
	Secretary:	Elizabeth Banta
	Treasurer:	Charles Davis
Alumni Association Officers	President:	John Lynch
	First Vice-President:	Tony Picard
	Second Vice-President:	Ruth G. Stearns
	Executive Secretary:	Lester J. Nadeau

In May of this year, the Class of 1969 voted to have its class begin the class agent system whereby they are identified by their class in all alumni activity. It was also during this meeting at which the class agent system was inaugurated that the Executive Secretary of the Alumni Association introduced to the class, Association President John Lynch who addressed the seniors and described the Association's philosophies and intent.

The Husson Alumnus, official publication of the Association, continues to be mailed three times a year and is supplemented with miscellaneous mailings to Chapter Officers. Homecoming mailings and biographical questionnaires complete correspondence to alumni. The Alumni Office now has verified addresses for 3,700 alumni out of an estimated 7,000.

In order to effect a stronger relationship between the College and its alumni, the Association has indicated a need for additional alumni representation on the College Board of Trustees. At present two alumni serve as Trustees of the College, but distance precludes their attendance at both College Trustee meetings and Alumni Association Board meetings. An additional alumni trustee would also serve as a director on the Association's Board thus indicating that a candidate should live within a 50-mile radius of the College to be available for meetings of both Boards. A formal request to the College Board of Trustees for consideration has been submitted to the President.

GIFTS

There were several occurrences during the past year which are worthy of note because of their effect upon the present and future atmosphere of the College.

Two colorful, enameled relief works, one the "Rape of the Sabines" and the other an unlabeled depiction of battle between ancient warriors, were donated by Mr. and Mrs. Max Kagan. The latter work hangs in the library and the former in the right foyer of Peabody Hall.

Mr. and Mrs. Maurice J. Fineson donated a Vincent Hartgen painting, "Tree Mural," which hangs in the library. Mr. Fineson is a member of the Board of Advisers.

Early in the Fall, a portrait of the President was presented to the College by members of the staff and the Board of Trustees. It now hangs in the left foyer of Peabody Hall. On May 11, 1969, a portrait of George F. Peabody, donated by his office staff, was hung in the right foyer. On that same day, the family of William P. Newman donated his portrait which was placed in the foyer of the William P. Newman Physical Education Center. Each of the works of art is a magnificent gift. Moreover, I was honored by the recognition given the senior trustees and warm friends of the College.

The first tree on the new campus, a mugho pine, was donated by the Circle K Club. It was planted on the approach to the left foyer at the George F. Peabody Hall. Directly opposite, another was

donated by Benjamin Bartel, Class of 1970, a student from New York. A series of silver maples was installed around the same building, and the lawns were seeded. Thus a beginning was made to the landscaping plans designed for the College.

On May 29, in a proper and military ceremony, the United States flag was raised on the new campus. The pole, costing nearly \$1,000, was purchased through the efforts of Miss Thelma Watson, a member of the faculty who instigated the fund drive, and the brothers of Kappa Delta Phi who brought it to a successful conclusion. The nation's flag was donated by the James W. Williams Post No. 12 of the American Legion and was presented by Post Commander Robert Beede, with Daniel Lambert, executive secretary, presiding. A color guard, marching unit, rifle squad, and bugler were furnished by the Bangor High School ROTC. The flag is a welcome and attractive addition to Husson College.

Furthermore, a grand piano was donated by the Reverend Herman C. Frankland, pastor of the Bangor Baptist Church.

USE OF THE COLLEGE FACILITIES

Numerous meetings occurred on the new campus, the meetings allowing groups from the Bangor community and beyond to take advantage of our facilities. The Sunday school classes (10 in number) of the Bangor Baptist Church used the College classrooms for their weekly meetings, beginning in October.

Following, in alphabetical order, is a partial list of the organizations:

- Altrusa Club
- American Association of University Women
- Association of Teachers of Spanish
- Bangor-Brewer Area Management Club
- Business Education Research Associates
- Colby College Alumni Association
- Eastern Maine Guidance Association
- Kiwanis Club
- Husson College Wives' Club
- Lions Club
- Maine Personnel and Guidance Association
- National Association of Accountants
- P.T.A. Border Conference Convention
- Patawa Club
- Pi Rho Zeta Alumni
- Rotary Club
- Student Wives' Club
- Zonta Club

CONCLUSION

We are happy with our new way of life, but we must also now concern ourselves with the many facets of our existence and make plans for a continuity of growth. The facilities are functional and have been put to maximum use. The student profits from the equipment designed for his learning improvement and the setting in which these occur.

It is paramount for the private college to offer the "most" and the "best" in this day and time. The public sector is able to operate at far less expense to the student than the private sector. To attract students to costlier programs, the private college must indeed provide quality instruction, the best that can be procured, and, if it can, (as we have done) it must provide attractive and functional work, study, and extra-curricular facilities.

As it is, the enrollments in tax-supported institutions are climbing at an alarming rate, simply because tuition is lower. In and of itself, the tuition pays only one-third to one-half the cost of education at any institution, public or private. The private institution, in order not to price itself out of existence, must look to increases in its endowments, must seek donations from industry, and must join with those who now seek subsidies from the state and federal governments. No one questions the values of the education emanating from the private sector, and I cannot conceive a society such as ours sacrificing the private sector with its splendid history of achievement to a monolithic structure wholly and totally financed by public funds. Friends of education, both public and private, should take a new look at this moment in history to discover the immediacy of the financial needs of the private sector.

Husson College has prided itself on its ability to survive without assistance from outside sources. It was pure private enterprise until 1963, at which time it reorganized as an eleemosynary institution. The phenomenal growth of the last ten years, however, has brought with it increases in services which were minimal with the smaller classes. The library is a significant landmark. A sizeable staff was added, and a large amount of furniture, shelving, books, tapes, and periodicals, was purchased; and a vast area of Peabody Hall was reserved for housing the facility.

New offices or functions for officers were created during the years. The College now has a Director of Admissions, Director of Placement, Registrar, Chaplain, Director of Public Relations, Coordinator of Long Range Planning (Vice-President, Administrative Affairs), Director of Planning Research—all these must be financed to

ensure proper values for the student, as must the Husson College Press. The Delta Company, the company contracted for Campus maintenance, has 63 employees in maintenance and security, a burden of no mean dimensions compared with the old setting. These all present new and sizeable attacks on income, and it becomes increasingly evident that the tuition dollar will be inadequate to meet the assault. The tuition and residence costs have been raised \$450 for the next school year in an attempt to provide a balanced budget for that period.

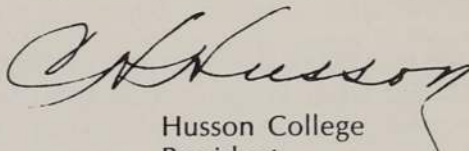
Plans for the future envision the acquisition of a fund-raising office which will move in the areas already indicated. A serious effort will be made to establish an endowment fund of some size, to approach business and industry for increased donations, and to find assistance from the state and federal governments. A knowledgeable person should have some measure of success in these approaches because the Husson story is a good one and worthy of universal support. It supplies business, government, and education with graduates who are intellectually and occupationally worthy and competent. There would seem to be a moral responsibility to support the source of their manpower which perpetuates their existence. We are confident that now, as in the past, we will meet the challenges of whatever nature that appear in the future. We are dedicated to our goals and have no fear of the work to be invested in them.

My last paragraph is a thank you to those who have brought us safely to the new campus for which our affection deepens daily. I salute the members of the Board who shared the vision and worked diligently to bring it to pass. I thank the members of the Administration, the Faculty, the Staff who, too, shared the vision and worked faithfully for its fruition. I thank our service companies for their concern in providing the best to us in their areas of responsibility. Students and alumni, too, must be commended for their roles, for it is they who filled the classrooms. It was their need of adequate facilities that prompted the federal government to play a benign role in our transition to campus living. I am grateful to the community whose good wishes have attended our efforts and to the private citizens who have been thoughtful and generous on many occasions. The list is endless, and if I have missed any I do so without intent, asking their understanding. We are here because there are those who cared. Things do not happen unless people care, and we have been most fortunate in this respect. Our new home on Husson Acres is the proof positive.

I close with this quotation from John Locke which is so appropriate for the year which had a difficult beginning and yet flowered in the soil of adversity:

When the shore is won at last,
Who will count the billows passed?

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "C. H. Husson". The signature is written in dark ink and is positioned above the printed name and title.

Husson College
President

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