

# 1960 FACILITIES FUND SET

## "Now Is The Time"--Keene

By PERRY OWEN KEENE, JR.  
President, University Of Tampa  
Alumni Association

If there was ever a time in the history of the University of Tampa when alumni should stand up and be counted, this is the year.

For the first time in 12 years, the University is asking the public to help it financially. During the past twenty months it has spent more than \$100,000 out of operating funds in renovating the main building to provide the right kind of educational atmosphere. The faculty salary scale has been raised materially, the number of faculty who hold the doctorate now total 49 per cent, we have formulated a new core curriculum, and are otherwise laying the foundation for a fine future.

You will read elsewhere in this issue of NEWS AND VIEWS the plans and objectives which have been adopted by the Board of Trustees. But no amount of academic improvement or careful planning will substitute for the financial resources necessary to buttress the University's future operations.

The cold facts are these: Last year 60% of our freshman class came from the Tampa area. With the opening of a tax-supported institution next fall, most local freshmen will go there, largely because of the difference in tuition. It will take a year or two for the student recruitment program launched this year to bear substantial fruit. In the meantime, your Alma Mater will undoubtedly experience a reduction in income because most of our income is derived from student fees.

The value of your diploma from the  
(Continued on Page 4)

CHAIRMAN



Jerome A. Waterman

## TRUSTEES SET FUTURE PLANS

By DAVID E. SMILEY  
Chairman, Board of Trustees

In our last issue, I described the decision of the Board of Trustees to continue operation of the University of Tampa and the employment of Dr. David M. Delo as President of the University.

In this present article I will review the progress we have made since July 1958, and the plans and objectives which the Board of Trustees has  
(Continued on Page 2)

## 300 Men Help University

For the first time in 12 years the University this spring will seek financial support from the community.

A total of \$125,000 will be sought from the public for specific improvement projects at the University. This fund-raising effort is considered the first step in a long-range development program recently approved by the Board of Trustees.

Organization of the fund raising effort already is under way with Jerome Waterman of Maas Bros. as General Chairman. Henry S. Toland of the Exchange National Bank has been named Associate General Chairman. Mr. Waterman said he expected to have a volunteer solicitation group of approximately 300 men to visit personally with prospective contributors.

Working as Co-chairmen with Mr. Waterman and Mr. Toland are George Harvey of WFLA-TV; Joseph Cor-

Two Important Campaign Meetings:  
April 14—for all Team Members.

Information and instruction meeting. 5 P.M. University Ballroom.

April 21—for entire campaign organization. Buffet dinner and Campaign Kickoff. 6:30 P.M. in University Ballroom.

nelius of the Marine Bank and Trust Company, and Eugene Dodson of WTVT.

The active phase of the campaign is scheduled for the latter part of April and the first part of May.

Funds raised will be earmarked for specific improvements, laboratory and classroom teaching aids and  
(Continued on Page 2)



## "BRIGADOON" IS NEXT ATTRACTION

A full scale production of "Brigadoon", famous musical comedy by Lerner and Loewe, will be staged April 23rd in the Municipal Auditorium by the University's Music Department.

Rehearsals have been going on steadily for some time for the production which will include a cast of 60 and a 25-member orchestra.

Curtain time is 8:30 on Saturday night April 23rd. Professor Lyman Wiltse, head of the Music Department, promised a very special evening showing off the talents of such popular music department students as Sally Wallace and Jack Jenkins who have leads in the production. Regular admission is \$1.75, students \$1.00.

## "Master Teacher" To Visit Campus

A distinguished visitor on campus this month will be Dr. Jay B. Nash, former chairman of the Physical Education department at New York University. Dr. Nash will be the guest of the University's Health, Physical Education and Recreation Department.

Although retired from New York University, Dr. Nash has continued his writing, traveling and lecturing. He has written hundreds of articles for professional journals and is the author of many of the best-known textbooks on physical education and recreation.

Dr. Miller Adams, head of the University's Physical Education Department has said of Dr. Nash: "He is the master teacher of teachers."

## 1960 Fund . . .

(Continued from Page 1)

to initiate a faculty retirement plan.

Dr. David M. Delo, President of the University, said it has been 12 years since the University has asked financial support from the public. At that time the community was generous in contributing almost one half million dollars to an endowment fund necessary for academic accreditation by the Southern Association. The University was fully accredited in 1951.

Led by Mr. Smiley, the Board of Trustees voted full support and cooperation for the fund-raising effort. The action was taken following reports of investigations made by trustees Charles P. Lykes, Paul Smith, Sr., C. C. Vega, Jr., Crockett Farnell and Al Yorkunas. These trustees headed committees that have been studying the University's situation for the past several months.

Dr. Delo said "I heartily agree with the trustees that the University

## Trustees . . .

(Continued from Page 1)

adopted for the next ten years.

We have agreed unanimously on the following objectives:

To remain in our present location because we believe that we can render the greatest service to the Tampa community from the heart of the community.

To remain a relatively small institution, with a maximum of approximately 2,000 full-time students by 1970.

To transform the daytime student body from one composed primarily of commuting students to one made up more largely of those who will live in dormitories. Many of these students will come from outside Tampa and, to a considerable degree, from outside Florida. We will continue, however, to encourage the attendance of Tampa students who meet our academic standards.

To meet these objectives, and particularly to provide space on which to construct the buildings necessary for a high quality residential institution, the Board has reached a unanimous decision to use every effort to secure the space near the present main building, which has been generally promised to the University in the past.

We wish to establish an academic program of the highest caliber commensurate with a steady rise in admissions and graduation standards, with a strong emphasis on the liberal arts so necessary for flexibility in the years of change ahead.

Particular emphasis will continue to be placed on the education of teachers for our public schools, on programs in Business Administration and effective liaison with business and industry, and on the fine arts and sciences. In addition, plans are in the making for an Institute of Latin American Studies.

We intend to expand the late afternoon and evening programs of credit and non-credit courses for those regularly employed, so that they can complete college work, or take courses for vocational upgrading, personal ad-

of Tampa has been a real asset to this community and I know that with some financial assistance from the community we can be of even greater service."

Working on the campaign as Vice-chairmen are: Anthony L. Pullara, Jay Bertrand, George W. Crites, Jr., L. Robert Frank, Rudy Rodriguez, H. L. Punky Crowder, Jr., Harry E. Hurst, J. Russell King, Benjamin T. Smith, Victor H. Northcutt, William Downs, R. O. McDonald, Jr., Harry Orr, A. R. Timberman, Jr., Simeon F. Wooten, Jr., Paul H. Smith, Jr.

## Alumni Breakfast In Miami April 23

The annual breakfast for the Alumni of the University of Tampa will be held during the Florida Education Convention in Miami on Saturday morning, April 23 at 7:30 in the dining room of the Surfside Plaza hotel in Miami Beach.

President Delo will outline the plans, recently approved by the Board of Trustees, for making the University one of the finest schools in the South. Professors Speronis, Keene and Bignell will report from the faculty angle.

vancement or personal enrichment. The enrollment in these programs has doubled in the last year. Again, the location of the University at the heart of the community makes possible easy access to the campus for those desiring courses in the late afternoon and evening. Most of these courses are, and will be, taught by regular members of the Faculty, essentially half of whom hold doctoral degrees.

We intend to expand our efforts to serve as a focal point for the activities of cultural and other organizations in the community. During the last seven months more than 40 community organizations have used our meeting rooms; some on a regular weekly basis and most without charge. This has involved several thousand citizens of our community.

We will continue our policy of bringing noted lecturers and musicians to the campus to enrich our educational program and also sharing them with the community. During the last year the University has invited the Community to hear, without an admission fee or at very small charge, such outstanding personalities as John Rich, NBC Berlin correspondent; Eleanor Ross, dramatic soprano; Gloria Agostini, outstanding harpist; Myron Kartman, concertmaster of the Tampa Philharmonic Orchestra; E. Thomas Gilliard, explorer-naturalist from the American Museum of Natural History; and Fred M. Hechinger, educational editor of the New York Times. It is planned to continue these programs on a broader basis.

Academic progress at the University during these last twenty months has kept pace with physical renovation. A new basic curriculum for all graduates, calculated better to prepare them to become participating citizens in the society of the future, has just been adopted by the Faculty.

The University is on the march. With cooperation and support from our community, we look forward to early realization of our objectives, and we ask that you join with us in achieving them.



## SUPPORT OF UT GROWING

The University of Tampa has received gifts amounting to more than \$36,000 from individuals, corporations and organizations during the past ten months. Most of these gifts were unsolicited, and were designated for scholarships, student loan funds and endowment.

This is a substantial increase over the year previous. It does not include monies regularly received from the City of Tampa and Hillsborough County, or from the special days at the Jai Alai Fronton, the Tampa Greyhound Track, and the Sunshine Racing Park, of which the latter are utilized toward the Athletic Program.

This is an encouraging trend because an increase in gifts from private sources is essential to the future success of the University. As in all private institutions, tuition cannot pay the cost of operation. In heavily endowed institutions the tuition may meet only half or less of the cost of educating a student. In the case of the University of Tampa, which has an extremely small income from endowment, student fees of all kinds amount to about 80 per cent of the gross budget. The difference between this figure and the total budget of more than one million dollars, is made up from gifts and other miscellaneous income.

Even so, a study of our financial records has led the Business Office to estimate that a full-time student who pays full tuition for four years, actually pays the cost of only three years at the University. In other words, he received a hidden Scholarship amounting to one full year's tuition and fees.

Hence the gratifying increase in contributions from friends and from industry, is not only encouraging but extremely helpful at this time in the life of the University.

All of us extend our grateful thanks to these friends who believe in private education and who support their beliefs with concrete action.

Contributions received include:

### Bequests

From the estate of Harry Wilderman (for student loan fund) .....\$7,500.00

### Gifts from Corporations

Eso Education Foundation .... 2,000.00  
Gulf Freight Association ..... 100.00  
General Telephone & Electronics Corp. .... 250.00  
Texaco, Inc. .... 1,500.00  
Marine Bank & Trust Co. (for scholarships) ..... 1,100.00  
Florida Steel Corp. .... 300.00  
Household Finance Corp. .... 100.00  
Gulf Oil Corp. .... 199.00  
The Tribune Co. .... 1,000.00



**HIGHLY ENTHUSIASTIC REPORTS** are being received by the University following the recent performance of the University Concert Band in Municipal Auditorium. Much of the credit for the fine performance goes to Prof. Hunter Wiley, shown on the podium, for his expert direction. One of the best crowds of the year turned out for the concert which easily could become one of the top attractions among the many community services offered by the University.

### Gifts from individuals

Mrs. J. J. Dunn (for the Minnie J. Strickland and Joe B. Johnson Loan Funds) 7,327.08  
Edwin Dunn and Grady Lester (for the Joe B. Johnson Loan Fund) ..... 1,500.00  
Mrs. Frank Traynor (Endowment for scholarship) ..... 5,000.00  
Seabury C. Mastick (for expense of faculty workshop) 3,000.00  
Donald C. Power ..... 250.00  
C. O. V. Keinbusch (for scholarship fund) ..... 250.00  
D. B. McKay (for endowment) 1,000.00  
W. W. Logan ..... 250.00  
Max Star ..... 125.00  
Anonymous (for student loan fund) ..... 1,000.00  
Mrs. Diana Cullwell (for scholarship) ..... 300.00  
Mrs. J. S. Mims (for books) .... 199.00  
Cecil Basset, Dr. Hugh Douglas }  
Mrs. Corrine J. Naar } ..... 500.00  
Mrs. Harry L. Mundy }  
Karl E. Parks II } .....

### Organizations

Exchange Club (for band instruments) ..... 400.00  
University of Tampa Associates (scholarship) .... 475.00  
Spartan Wives (for building improvement) 150.00  
Faculty Woman's Club (for a piano) ..... 265.00

### Anniversary Ball Committee

(net profits to be used for 3 scholarships) ..... 1,200.00

In addition to those listed above, many scholarships have been contributed recently by organizations and corporations. A list of these scholarships will be carried in a later issue.

## PHOTO ART SHOW OPENS APRIL 18

Tampa Art Institute and the University are co-operating in an exhibition of the world's finest photography.

"Photography in the Fine Arts" is the name of the exhibit opening April 18th in the University ballroom.

The 85 photographs on exhibit are from the Metropolitan Museum of Art in New York City and were the ones chosen by a jury of distinguished exponents of the Fine Arts. Following several showings around the country they will become a part of the Museum's permanent collection.

The exhibit at the University will open with a reception at 8 P.M., Monday, April 18th, in the Ballroom. More than 2,000 people have been invited. Making plans for the reception are Mrs. Robert Dew for the University and Mrs. Tom Lenfestey for the Tampa Art Institute. Dr. Josiah Baird of the Fine Arts Department is in direct charge of the exhibit.





PLANNING CAMPAIGN STRATEGY for the 1960 Facilities Fund Drive for the University are the men who will lead the effort. Left to right they are Co-chairmen George Harvey of WFLA-TV and Joseph Cornelius of the Marine Bank and Trust Company, President Delo, General Cam-

paign Chairman Jerome A. Waterman of Maas Brothers, and Co-chairman Eugene B. Dodson of WTVT. Unable to be present when this picture was taken is the Associate General Chairman Henry Toland of the Exchange National Bank.

(Continued from Front Page)  
University of Tampa will depend on the kind of an institution it becomes. At this time it can go either way — with your support, which stimulates other support, it can become one of the finest small institutions in the

entire south; without your support, it may very well fail to survive, and you will hold a diploma from a defunct institution.

One of the great stimulations to public giving is the support of alumni. President Delo tells me that in ap-

proaching corporations, the first question they ask is "What support are you receiving from the alumni?"

This is the critical year. This is the time for all of us who are loyal alumni to stand up and be counted—and contribute.



# **VIEWS** of the **UNIVERSITY** of **TAMPA**

TAMPA, FLORIDA

MAR. 1960

BULK RATE  
POSTAGE PAID  
TAMPA, FLA.  
PERMIT NO. 27