

MOREHEAD STATEMENT

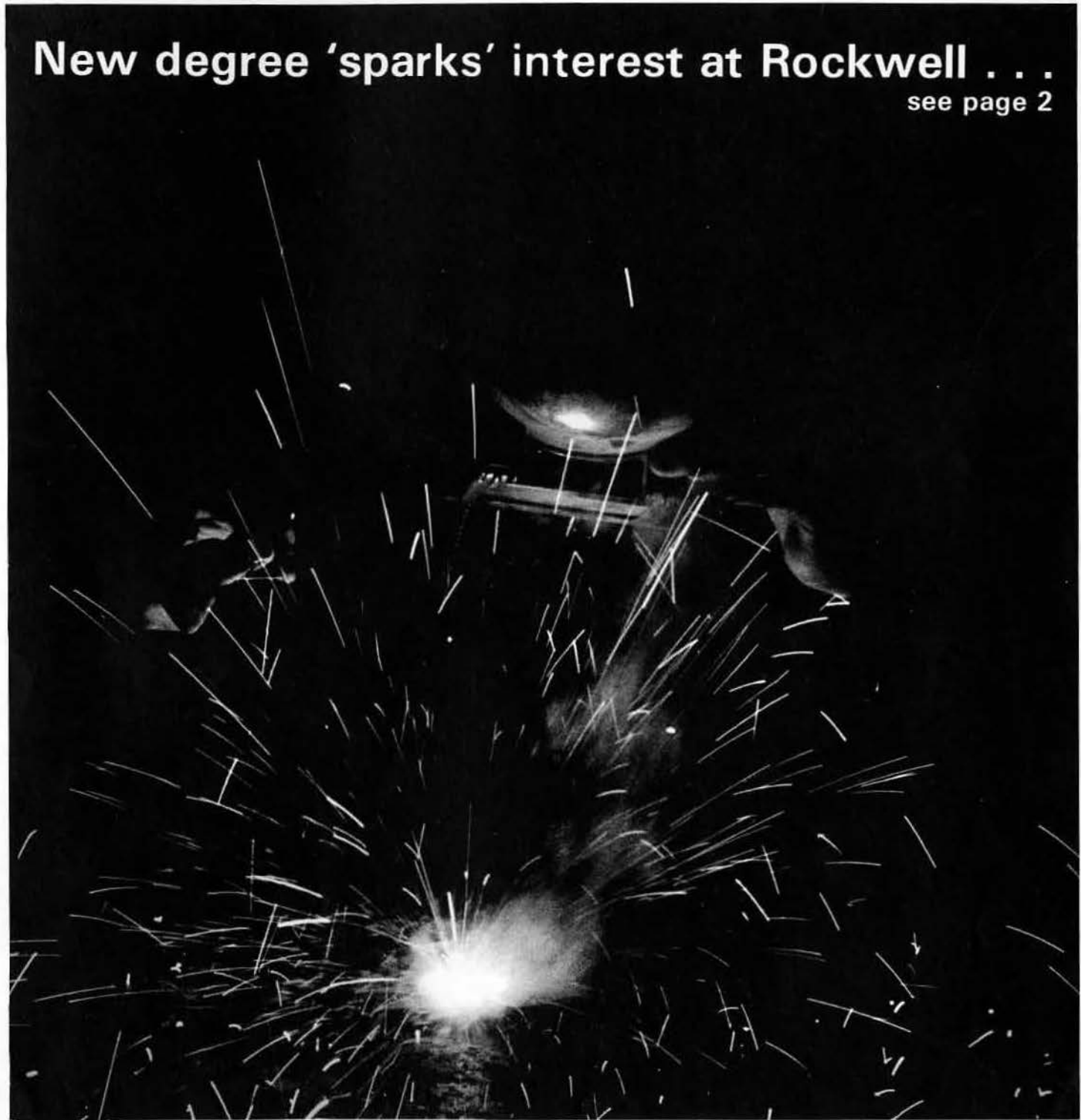
People, Programs and Progress at Morehead State University

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New degree 'sparks' interest at Rockwell . . .
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Rockwell, MSU launch new degree program

A college degree program offered entirely within an industrial plant? And only for the plant's employees?

That is exactly the situation at the Winchester truck axle plant of Rockwell International where Morehead State University has more than 50 persons enrolled in courses leading to an associate degree in industrial supervision and management.

A cooperative venture between MSU and Rockwell, the program started during the fall semester and apparently is succeeding.

"We are very pleased with the quality of instruction and the University's willingness to help us do a better job of developing managerial personnel," said Plant Manager Don Old.

His sentiments are echoed by Personnel Director Bill Adair, who coordinates the program with Dr. John Duncan, MSU's vice president for academic affairs.

"This is an excellent program, and we already have seen improvement in those enrolled this fall," Adair said. "And we have the flexibility to tailor the course work to fit our special needs in this and other Rockwell plants."

As the second largest plant in Rockwell's Automotive operations, the Winchester facility frequently is tapped for supervisory personnel to be assigned to other plants.

"This program provides a great opportunity for our salaried personnel to better themselves, and by improving their job skills and performance, they become more effective for Rockwell," Adair added. "The company sees this program and others where we pay tuition as excellent investments in the future."

MSU faculty members travel to Winchester to teach classes in the early afternoon and evening. The classes are scheduled just before and after shift changes at the plant. Classrooms are provided by Rockwell.

"This is a splendid example of how we can combine our teaching and public service roles for the direct benefit of many citizens and a major employer," said MSU's Dr. Duncan.

But higher education at the Winchester plant is not new for MSU or Rockwell. A master's degree in business



PLANNING SESSION—Bill Adair, left, personnel director at the Winchester plant of Rockwell International, meets with MSU officials to discuss spring semester classes for the new associate degree program available to the plant's salaried employees.

administration was launched three years ago and several management personnel have completed the MBA program without taking one class outside the plant.

"This is a good partnership and we are looking forward to a long and pleasant association with Morehead State University," Adair concluded.

MSU's reaction was summarized by Joyce Crouch, instructor of speech, who is younger than most of her students at Rockwell.

"They are highly motivated and determined to relate their classroom work to their jobs. It is a terrific experience for all of us who teach there."

Employers interested in these or similar programs are invited to contact Dr. Duncan at MSU.

Third alumnus in cabinet

Another Morehead State University alumnus has been appointed to the cabinet of Gov. Julian Carroll.

Billy G. Wellman, chief of staff of the Kentucky National Guard, was named state adjutant general earlier this month. The former Ashland resident, who was promoted to major general, now commands the state's Army and Air National Guard and the Division of Disaster and Emergency Services.

He joins fellow alumni W. Terry McBrayer, commissioner of commerce, and Russell R. McClure, secretary of finance and administration.

Another MSU alumnus in a top-level position in the Carroll Administration is Gary Auxier, the governor's press secretary.

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'We must join hands with external forces . . .'

(EDITOR'S NOTE — In response to numerous requests, we are publishing the portion of President Norfleet's Inaugural Address which concerns the future direction of his presidency.)

I know this institution has been built on a firm foundation by my predecessors and I will work to provide continuity of programs which are an integral part of the University. Within this context there are areas which will demand our attention in the future:

1. We will continue to develop the programs we now have.
2. We must evaluate each program to determine its value and relevancy and move to eliminate any areas which cannot be justified.
3. New programs will be started only when they can be justified to serve the needs of our students in preparing them for a future vocation and developing the total person.
4. We must provide more opportunities for our faculty and staff for self improvement to enable them to reach established personal goals in life, thereby gaining job satisfaction.
5. We must meet the new challenge delineated in our mission statement by the Council on Higher Education to aid in the economic growth of the Appalachian region. We have already moved to meet that challenge by proposing the establishment of the Appalachian Development Center in our next biennial budget. As Eastern Kentucky grows economically, so will this University. This is an investment in the future and it will pay great dividends.
6. Because of our relative isolation, we must provide more activities on campus and in Morehead for student recreational and cultural activities. Building the Academic-Athletic Center and Russell McClure Swimming Pool will greatly aid in achieving this objective and a note of appreciation goes to Governor Carroll for establishing this as one of his priorities and providing the money needed to build the facility. The structure will become the convocation and convention center of Eastern Kentucky.
7. We must move to reduce and balance our workloads for our faculty to be comparable to other institutions in the state.
8. We must tell our story more effectively in this region so that the citizenry will know what we are doing and want to support our efforts.
9. Counseling and individual guidance for each student is essential and more attention will be paid to this point in the future, hopefully injecting the humanistic concepts of life on an individual basis.
10. We must plan for increased maintenance costs as our buildings get older, and we have three dormitories which need remodeling at this time to make them more functional.
11. Increasing the college-going rate of our high school graduates, reducing the dropout rate both on the high school and college level is imperative. When a student drops out of high school without salable skills, he becomes a liability to society, having to be supported by others.
12. With the increasing demand for knowledge renewal at different age levels we must respond to this need throughout our region by offering short-term programs delivered by various means such as T.V.
13. A constant goal must be to improve the quality of instruction in the classroom.
14. Planning for the future must be a continued activity with no guarantee of the plans being fulfilled, but providing a charted course with an identified destination.
15. We must join hands with external forces forming a partnership to develop an educated society with the willingness to support this cause in an atmosphere of trust and open communications.



I have no fear of facing these challenges because I know the quality of the faculty and administrative staff at Morehead State University and your willingness to work long hours to accomplish a task. We must put these forces together in a manner to achieve our goals with the greatest efficiency and effectiveness.

Gifts & grants

● \$28,553 from Gateway Community Services for Head Start program to serve 40 pre-school youth in Rowan County.

● \$88,261 from Kentucky Department of Education to provide pre-service and in-service training for basic education teachers and paraprofessionals.

● \$29,944 from U.S. Office of Education to provide teacher training and training for other public personnel in consumer education.

● \$200,256 from Kentucky Department for Human Resources for support of undergraduate social work program.

● \$3,855 from U.S. Office of Education for acquisition of library material.

● \$2,500 from U.S. Small Business Administration to provide management counseling and technical assistance to small businesses.

● \$22,853 from U.S. Public Health Service for support of nursing program.

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HONORED — Dr. Margaret B. Heaslip, professor of biology at MSU, recently was named "Naturalist of the Year" by the Kentucky Society of Natural History. Dr. Heaslip holds three degrees from Ohio State University and was recognized in 1965 with MSU's "Distinguished Faculty Member Award." She has been a member of the MSU faculty since 1955.

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