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News Letter

OFFICE OF INFORMATIONAL SERVICES • NEWS BUREAU • MARSHALL UNIVERSITY • HUNTINGTON, WEST VIRGINIA 25701

May 25, 1973

ECONOMIC STUDY COMPLETED

Marshall University and its students inject approximately \$39.6 million into the Huntington area economy each year, a recently-completed economic impact study indicates.

The study, directed by Dr. William S. Westbrook, associate professor of economics at Marshall, places student spending at \$23,599,688 a year. Marshall, as an institution, spends approximately \$16 million a year.

The total impact on the local economy is even greater, however, the report notes: "The total original injections arising out of the existence of Marshall University in the community give only initial spending locally, not the complete picture. These dollars are spent more than once. The individual employees and the businesses who receive them will—in turn—respond until the final result is approximately \$78 million. This represents a significant contribution to the local economy."

The study was based on Marshall's fall, 1972, enrollment of 9,469. A sample of 238 students was selected for detailed interviews to determine student spending patterns.

The average single student, living in university housing, was found to spend an average of \$128.58 monthly in the local economy. Housing and board expenditures were not included because they are paid to the university.

Other findings:

—The average single student living in private housing off campus spends an average of \$242.47 a month in the local economy, including \$72.07 for food and \$55.80 for rent.

—The average married student living in private economy housing spends an average of \$321.50 in the local economy, including \$134.85 for housing.

—The academic year (nine-month) total for student spending is \$20,737,670.

—Summer school enrollment is much smaller, but the total student spending for summer school (three months) is \$2,862,018.

The study also involved spending patterns of Marshall employees, although employee spending was not counted as an original injection into the economy since it is considered "second round" spending accruing from the \$16 million original university institutional spending.

For the employee spending study, a sample of 215 names was drawn from a total full-time employee figure of 859. These 215 people also completed detailed interviews. Only expenditures in Cabell and Wayne counties were included in the findings. Highlights:

—Marshall employees spend \$5,777,576 annually in the community, or \$486,481 per month.

—The average monthly expenditure for a homeowner is \$644.78; for renters the average monthly total is \$579.93.

—Marshall employees spend an average of \$148.79 per month for mortgage payments or \$101.94 for rent, \$57.43 for utilities, \$11.76 for home insurance, \$126.74 for food, \$39.89 for clothing, \$17.19 for gifts, \$13.21 for health and beauty aids, \$33.08 for insurance (other than auto and home), \$22.48 for entertainment, \$109.12 for transportation (including auto payments, insurance, maintenance, gasoline and oil), \$24.77 for home maintenance, \$14.30 for property tax and \$3.47 for personal property tax.

Students were found to spend an average of \$23.02 per month off campus for clothing, \$9.30 for health and beauty aids, \$17.61 for entertainment, \$38.52 for transportation and \$8.83 for gifts.

The annual rate for combined student and employee spending was found to total \$26,533,928.

The study also revealed:

—Sixty-five per cent of all university employees and 52 per cent of all students maintain accounts with local banks.

—On the average, each Marshall student has approximately 10 visitors from out of town to the local area each year. In many instances this may be the same person coming to visit several times. Overall, this visitor spends an average of \$13.52 each time he visits Huntington. This amounts to more than \$1.2 million per year. (This total is not included in the overall economic impact figures.)

—Some of the students included in the study live in Huntington and would live here whether Marshall existed or not. However, many would have gone away from home to attend college somewhere else. The responses of the Huntington students indicate that of those who attended high school in the local area: 40 per cent would have gone to college somewhere else in West Virginia had not Marshall existed; 27 per cent would have gone to college outside West Virginia; 19 per cent would not have gone to college at all. (Fourteen per cent were undecided as to how to answer the question.)

Student interviews for the study were conducted by Benjamin F. Lowe Jr., graduate assistant to the Social Science Research Council, and members of Prof. James Ward's sociology class.

Interviewing committee

Five members of the Marshall University Alumni Association have been appointed to serve as members of an interviewing committee to help select a new director of alumni affairs.

The appointments were made by Dr. Donald K. Carson, director of university relations. The Office of Alumni Affairs is one of the five divisions of the Office of University Relations.

Named to the interviewing committee were James Porter and Mrs. Dee Caudill of Huntington, Charles Lanham of Point Pleasant, Jim Canterbury of Logan and Mel Fletcher of Charleston. All except Lanham are members of the Alumni Association Board of Directors. Lanham is a member of the Marshall University Advisory Board.

Howard St. Clair, director of alumni affairs since September, 1969, has resigned the post effective June 30.

Dr. Carson said he hoped to appoint a new director by July 1.

Grant awarded for sports program

A \$25,000 grant has been awarded to Marshall University to conduct a summer sports program for disadvantaged youths, Marshall Director of Athletics Joseph H. McMullen announced Monday.

The program will begin June 18 and will continue through July 26 on a four-day-a-week schedule. McMullen said 250 youngsters from 10 to 18 years of age will participate.

Known as the National Summer Youth Sports Program, the project is funded and administered by the National Collegiate Athletic Association, the President's Council on Physical Fitness and Sports and the U.S. Office of Economic Opportunity. There are no matching fund requirements, McMullen said.

McMullen will be administrator of the program. He will receive no pay. Larry Walton, director of the Boys' Clubs in Huntington, has donated his services, too, and will be assistant administrator.

Also assisting in the development and planning of the program have been the Boys' Clubs of Huntington, the Stella Fuller Settlement, the Scott Community Center, the Southwestern Community Action Council, the City of Huntington and other local agencies.

There will be no cost to the participants. They will be provided transportation to and from the Marshall campus, a medical examination, insurance and one meal daily.

"Hopefully, we will have an equal number of boys and girls," McMullen said. "We will have activities for one-half of the 250 participants in the morning and take the other half in the afternoon."

A variety of activities is planned, including swimming, basketball, volleyball, softball and track and field. Boys also will be taught wrestling and football, while the girls will be offered cheerleading and tumbling.

McMullen said a staff of approximately 18 people will be employed. These will be specialists in a variety of sports areas and will be selected from the Marshall athletic and physical education departments and from among area high school

physical education instructors. Outstanding student athletes also will be employed as aides.

"This program will help teach these youngsters good health practices and get them involved in an enjoyable summer activity," McMullen said.

"One of the main objectives, though, is to introduce them to a university atmosphere. Surveys show disadvantaged youngsters too often consider their hometown college or university off limits, that it is too far above their means. Well, this just isn't the case. College is an attainable goal, and we hope this program will introduce many youngsters to our facilities and show them they can be a part of Marshall."

Application blanks may be obtained from one of the agencies named, or by contacting the Marshall University Athletic Department, Gullickson Hall.

Summer kindergarten set

Enrollments are being accepted now for the Marshall University Summer Kindergarten Program which will be conducted June 14 through July 12, from 9 a.m. to 11:30 a.m. daily.

The class will be held in Ensign School, 4th Ave. and 21st St. Mrs. Kathryn Wright, assistant professor of education at Marshall, will teach the group, assisted by graduate students in Early Childhood Education.

No fee will be charged.

To participate in the program, children must have been eligible for kindergarten during the 1972-73 school term, or be eligible for attendance next fall.

Persons interested in enrolling a child may telephone Mrs. Wright at 696-3101 or 523-2617.

New graduate degree

Marshall University has received permission from the West Virginia Board of Regents to institute a graduate degree program offering a Masters in Business Administration (Business and Commerce), Vice President for Academic Affairs William K. Easley announced.

At the same time, the board approved Marshall's request to terminate graduate degree programs in accounting, finance and management, Dr. Easley said. The terminated programs will fall under the "umbrella" of the new M.B.A. degree program.

No student currently enrolled in the terminated programs will be adversely affected by the change, Easley said. He termed the new M.B.A. degree "a more appropriate description" of the programs involved.

Easley pointed out that students working in the new M.B.A. program will be able to demonstrate a concentration of work in such fields as accounting, marketing, finance or management. "There is no major area in the traditional sense," he said, "but rather an opportunity to elect further study to meet individual needs as the student identifies them."

Marshall also has been given permission by the Regents to reinstate two Associate degree programs in Accounting and Retailing. Dr. Easley said the decision to reinstate the two-year programs, which had been dropped last July, was based in part on Marshall's plans to develop a community college component within the university.

"I believe these two Associate degree programs will meet the needs of area students in our urban environment in a most effective fashion," he said.

Antique auto show

Approximately 250 vintage automobiles will be displayed on the Marshall University campus Saturday, June 2, during the Central Division Spring Meet of the Antique Automobile Club of America.

Hosts for the event will be the Antique Automobile Club's Huntington Region Chapter and the Marshall Office of Community Services.

Meet Chairman Leroy Caudill of Huntington said owners of more than 150 antique automobiles already have registered. Seventeen states are represented in the registration to date and automobiles will be brought in from points as distant as Florida, New York, Michigan, Wisconsin and South Carolina.

Denzil A. Dick Jr. of Huntington is the registration chairman.

The antique autos will be displayed on the Marshall athletic fields each of Gullickson Hall, between 19th and 20th streets and between 4th and 5th avenues.

The exhibition will be open to the public, free of charge.

Caudill said about 600 people are expected to participate in the Spring Meet, which will be climaxed with a banquet and awards program Saturday evening in Marshall's Memorial Student Center.

Many of the participants will be housed in Marshall dormitories.

Forty-six of the autos already entered are national first-prize winners, Caudill said. The oldest entry is an 1896 Hagen Locher.

Faculty and staff achievements, appointments...

DR. MICHAEL E. CERVERIS, associate professor of music, has been named musical director for the Summer Music Theater at Jenny Wiley State Park near Prestonsburg, Ky.

The theater, located in the amphitheater near Prestonsburg, presents Broadway musicals each summer staged by a professional repertory company of singers, actors, dancers and musicians. The company in residence includes an orchestra assembled to provide live accompaniment specifically for the performances.

Dr. Cerveris will be in charge of all musical aspects of the productions and will conduct the orchestra for the performances.

DR. C. A. KELLNER, associate professor of speech, will be honored by his alma mater, Doane College at Crete, Neb., at the Alumni Banquet there tomorrow. Kellner, a 1938 magna cum laude graduate of the college and former member of the board of trustees, will be presented a Doane Builder Award.

DUNCAN WILLIAMS, professor of English, spoke to the Harvard Club of New York City on May 17. His subject was "The Need for Cultural Standards." Williams also is scheduled to appear on television shows this month in New York City, Washington, and Philadelphia.

Williams is the author of "Trousered Apes: Sick Literature in a Sick Society." He presently is on leave from Marshall serving as director of research of the Farmington Trust in Oxford, England.

CHARLES F. GRUBER, assistant professor of social studies, and DR. CLAIR W. MATZ, assistant professor of political science, attended the 4th National Meeting of the Latin American Studies Association at the University of Wisconsin, May 3-5.

Two appointments

Dr. A. Mervin Tyson has been appointed director of writing for the Marshall University Department of English, and Dr. Larry Ten Harmsel has been named director of the University Honors Program for 1973-74, Dr. William K. Easley, vice president for academic affairs, announced.

Dr. Tyson's principal responsibility as director of writing is the supervision of the English Department's freshman composition program and all advanced writing courses. His duties also include teaching graduate assistants a required course entitled "The Teaching of College English."

Dr. Tyson, professor of English, has been with Marshall since January, 1959. He has served as English Department chairman, dean of the College of Arts and Sciences, vice president for Academic Affairs, and most recently director of institutional self study and director of the University Honors Program.

The Honors Program now will be headed by Dr. Ten Harmsel, assistant professor of English. He has been with Marshall since August, 1971. His duties include direction of interdisciplinary honors (freshman and upperclassman programs) and departmental readings for honors. The University Honors Program is open on an elective basis to students with an outstanding academic record.

DR. CLAIR W. MATZ, assistant professor of political science, has been selected for inclusion in "American Men and Women of Science," to be published in November, 1973.

DR. R. G. AKKIHAI, associate professor of economics, and DR. T. E. QUAIST, assistant professor of economics, attended the annual meetings of the Midwest Economic Association in Chicago, April 5-7.

DR. R. G. AKKIHAI, associate professor of economics, has been chosen to be on the editorial board of the "Contributions to Asian Studies Journal." This is the official publication of the Canadian Association for South Asian studies.

DR. DAVID M. WALTON, assistant professor of psychology, has completed a study in cooperation with Lloyd R. Sloan of The Ohio State University on "Changing Birth Control Attitudes: Females Convert Opposition, Males Confirm Predilection."

The results of the study were presented at the Midwestern Psychological Association Convention in Chicago, May 10-12.

WILLIAM H. DENMAN, assistant professor of speech, has been elected state president of the West Virginia Civil Liberties Union.

DR. LEONARD J. DEUTSCH, assistant professor of English, was elected secretary of the state CLU.

MU NEWCOMERS

LISA M. THOMPSON, library assistant for the James E. Morrow Library, DEBRA ANN PERRY, keypunch operator for the Computer Center, and MARY DIANE POWERS, clerk for the Business Office, are recent newcomers to the Marshall community.

Marshall University administrators, faculty, staff and students welcome you!