

WILKES COLLEGE ARCHIVES
Eugene Sheldon Farley Library

Report of the President 1979

WILKES COLLEGE

TABLE OF CONTENTS

	Page
Chronology of Events	1
An Assessment	2
Achievements in 1978-79:	
Academics	3
Student	4
Faculty	5
Physical Plant	6
Finances	7
Laboratory Programming for Campus and Community	8
Challenges	9
Table	
Review of Operation of the Current Characteristics from for the Years Ending March 31, 1977, 1978 and 1979 and Projected Operating Budget for the Year Ending May 31, 1980	16
Comparison of Salary and Compensation	17
Endowment	18
Enrollment	19
Book Value of Inventory	20
Physical Plant	21

REPORT OF THE PRESIDENT

1979

ROBERT S. CAPIN, PRESIDENT

WILKES COLLEGE

WILKES-BARRE, PA.

TABLE OF CONTENTS

	Page
Chronology of Events	i
An Assessment.	1
Achievements in 1978-79:	
Academic.	3
Students.	4
Faculty	5
Physical Plant.	6
Finances.	7
Cultural Programming for Campus and Community	8
Challenges	9

Tables

Results of Operation of the Current Unrestricted Fund for the Years Ending March 31, 1977, 1978 and 1979 and Projected Operating Budget for the Year Ending May 31, 1980.	16
Comparison of Salary and Compensation	17
Endowment Market Value.	18
Enrollment.	19
Book Value of Investment in Property, Plant and Equipment	20

WILKES COLLEGE

September 1978 - August 1979

CHRONOLOGY OF SPECIAL EVENTS

- | | |
|-----------|--|
| September | -Featured paintings of Franz Kline, a native of Wilkes-Barre and an international leader in the abstract impressionist movement, at the Sordoni Art Gallery |
| October | -Conducted "Science Expo 78", a day-long program, which attracted 200 high school students to the campus for a series of lectures, guided tours, and exhibits

-Dedicated relief sculpture of "Facets" at the Stark Learning Center in memory of William B. Schaeffer and Milton L. Pollock |
| November | -Hosted 25th Annual Tax Clinic, a day-long series of lectures designed for practicing accountants and attorneys

-Received a \$50,000 grant from the F. M. Kirby Foundation to reconstruct Kirby Hall

-Received initial accreditation from the National League for Nursing (NLN) for the Wilkes College Nursing Program

-Announced plans for the reconstruction of the former Conyngham Family Home to create a Student Center

-Hosted Industrial Conference, along with various Wilkes-Barre City agencies and NASA, to promote applications of microprocessor technology for Wilkes-Barre Area industry |
| January | -Conducted an evening of entertainment for nearly 200 members of the John Wilkes and Gene Farley Clubs

-Announced the creation of a new major in Medical Physics

-Hosted nearly 200 area high school students as part of the annual District 9 Band Festival |

- February -Conducted the annual Scholastic Art Awards Exhibition, featuring the works of area high school students
- March -Featured at the Sordoni Art Gallery the works of the "Immortal Eight", a display of five works of each of the eight men who changed the direction of American art in the early 1900's
- Co-hosted with the Gregg Division of McGraw-Hill Book Company, a day-long conference on business education for area high school teachers and students
- Exceeded the \$150,000 goal of the 1979 Wyoming Valley Annual Campaign
- April -Received a \$50,000 grant from the National Endowment for the Humanities for the establishment of a pilot program in Freshman Studies
- Announced the creation of an "American Ethnic Heritage Study Center" on campus
- Attracted over 700 prospective freshmen students and their families to campus for the first "Visitation Day"
- Hosted the internationally known television personality, David Brinkley, who spoke on campus as part of the Concert and Lecture Series of the College
- May -Awarded honorary degrees to Dr. Arno Penzias, co-winner of the 1978 Nobel Prize in Physics, and U. S. Senator John Heinz of Pennsylvania at the 32nd annual Commencement exercises
- Appointed Dr. Gerald E. Hartdagen as Dean of Academic Affairs
- June -Elected Attorney Eugene Roth, Mrs. Henry M. Curry, Joseph J. Pinola, and Louis D. Davis, Jr. to the Wilkes College Board of Trustees
- Observed the Commencement of 22 Wilkes College graduates, members of Class II of the Wilkes/Hahnemann Program, as they received their Doctor of Medicine degrees at Hahnemann Medical College, Philadelphia

WILKES COLLEGE

- July
- Announced a new major program in Communication Studies
 - Received a grant of \$100,000 from the Pew Memorial Trust to reconstruct Chase and Bedford Halls
- August
- Received a \$4,500 grant from "Project Quill" to establish a senior seminar course in Communication Studies
 - Received final federal flood-recovery reimbursement, approximately \$1.2 million

WILKES COLLEGE
REPORT OF THE PRESIDENT - 1979

"GO AND CATCH A FALLING STAR
TELL ME WHERE ALL PAST YEARS ARE
AND FIND WHAT WIND
SERVES TO ADVANCE AN HONEST MIND"
- John Donne, 1634

AN ASSESSMENT

The essence of Wilkes College is people. Since its founding, the College has been dedicated to the mission of providing students with a healthy balance of intellectual inquiry and personal growth. Advancing the "honest mind" is central to the Wilkes purpose.

It is extremely important in these times, when most institutions of higher learning are experiencing financial uneasiness, that we make a special effort to maintain the quality of our faculty and academic programs. Wilkes College has always stood for excellence in liberal arts and pre-professional concentrations of study, and we will strive to continue building on this solid base.

As members of the Wyoming Valley community for nearly 50 years, we look with pride at the accomplishments of our graduates and the leadership role they have played in transforming Wyoming Valley into a vibrant, highly sophisticated, cosmopolitan region. The College will continue

to serve as a catalyst for further economic and cultural development in the region. Wilkes has had a decided economic impact on the region through its \$11 million (restricted and unrestricted funds) budget and subsequently through the personal budgets of those who are part of the College Family.

Cultural programming at the College enhances the quality of life on campus and in the community. Outstanding concerts, musical and theatrical performances, films, and lectures are scheduled at the Dorothy Dickson Darte Center for the Performing Arts. The Sordoni Art Gallery provides annual exhibitions of national caliber enjoyed by students and community friends throughout each year.

The campus is aesthetically a fascinating blend of stately 19th century buildings and the newest and most imaginative designs in modern structures. Several of the buildings are listed on the National and Pennsylvania Register of Historic Sites and Landmarks and remain as living monuments to many citizens who made the area great.

The Eugene S. Farley Library possesses one of the most extensive microfilm collections in the area and has space for 500,000 volumes and a study area for 500 students. The library is a valuable campus and community resource.

Each of the aforementioned facets of Wilkes College relates to my assessment of the institution as it enters the 1979-80 academic year, just three years short of the 50th anniversary of its founding. The College has and

continues to fulfill its mission of providing quality in its educational programs for students and service to the region. The College has attracted a sound faculty and administration; it serves serious and qualified students; it has graduated successful and effective alumni. Recent developments at the College have renewed our confidence and these factors will be discussed in the next section of my report. Challenges remain. These will also be reviewed in ensuing pages.

ACHIEVEMENTS IN 1978-79

(1) Academic

The Wilkes College Nursing Program received initial accreditation from the Board of Review of the National League for Nursing in December, 1978. The baccalaureate degree program is designed to enable the student to integrate the arts, the sciences, and the humanities with nursing and to choose electives in areas related to personal interests and career goals.

The College will undergo its ten-year re-accreditation visit by a Middle States Association Evaluation Team, November 4 through 7, 1979. A self-study was conducted during the past year by five task force committees comprised of faculty, administration, students, alumni, and members of the Board of Trustees. The self-study report has been prepared for distribution to members of the Middle States team. I am confident that when the team completes the report, it will reflect the integrity, variety, and quality of our academic programs.

The College is pleased to welcome Dr. Gerald Hartdagen as the new Dean of Academic Affairs. The selection of Dr. Hartdagen climaxed a five-month screening process which included 175 applicants. Dr. Hartdagen is responsible for the development and evaluation of the College's instructional program and will coordinate the work of all academic departments and academic support services.

Wilkes College was awarded a \$50,000 grant by the National Endowment for the Humanities (NEH) for the establishment of a program in Freshman Studies. Some 125 members of the freshman class have been recruited to participate in the Freshman Studies program which will serve as a means for integrating liberal arts courses, showing their relevance, and demonstrating their essential contribution to a college experience. Nine members of the faculty are involved in planning and implementing the program.

(2) Students

Wilkes College continues to attract fine students. During the past year, the Admissions Office processed 9,132 inquiries, 1,628 applications, and completed 742 registrations by freshmen and transfer students for the 1979-80 academic year. This represents a 19% increase in applications over the 1978-79 figures. Total College enrollment for the 1979-80 academic year will exceed 2,000 students, slightly higher than last year.

In the area of student activities, the Debate Union placed 10th among 75 teams at the National Championship Pi

Kappa Delta Honorary Forensic Society's Tournament at St. Louis in April. The wrestling team drew significant media attention for its strong runner-up finish to Lehigh University at the 75th Annual Eastern Intercollegiate Wrestling Association Tournament at Princeton University in March. Two members of the women's field hockey team advanced from district and regional try-outs to compete for berths on the National Field Hockey Team at the 56th Annual United States Field Hockey Tournament in November at Ellensburg, Washington.

Wilkes College tuition costs are competitive among institutions of comparable size and quality. Tuition, presently \$3,250 per student per academic year, represents our largest single revenue source. To insure that students from all income levels can attend the College, emphasis has been placed on developing programs to provide students with financial aid packages that will allow them to attend college without placing an unacceptable burden on them or their families.

In 1978-79, 1,931 students received aid in the form of scholarships, grants, loans, and part-time employment amounting to \$4.4 million. This total includes the 704 students, or 36.5% of the student body, who were awarded Wilkes College scholarships totaling \$516,000.

(3) Faculty

A survey completed for the Middle States Accreditation Self-study revealed that the average age of a Wilkes faculty

member is 43.7 years, and the average length of service at the College is 9.5 years. Presently, 52% of the faculty is tenured with 47.7% holding doctoral degrees. Other statistics indicate that 32.9% of the faculty have published books or papers in the last three years, while 43.9% have given a seminar or colloquium during the same period.

The Tenure and Promotion Policy continues to be of primary concern as the College faces shifting enrollment patterns. During the upcoming year the policy and procedures relating to evaluation for tenure and promotion decisions will be defined.

(4) Physical Plant

A long-standing need for the College has been realized with the opening of the Student Center. The building was previously owned by the Conyngham family and donated to the College. The three-story structure, renovated at a cost of \$400,000, provides students with adequate meeting and recreational areas, reading rooms, and offices for student organizations. The facility also includes a food service area to accommodate the needs of commuter and resident students and faculty who may wish to get together between and after classes for social and intellectual discussion, group study, or student activities.

The College received a \$50,000 grant from the Kirby Foundation in December 1978, with the stipulation that the funds be used for the revitalization of Kirby Hall, a campus

landmark. The project includes new windows, roofing, painting, and structural repairs. Kirby Hall is the home of the Department of Language and Literature, the Debate Union, and the new Communication Studies major.

A \$100,000 grant was received from the Pew Memorial Trust for the reconstruction of Chase and Bedford Halls. These strategically located buildings will be refurbished with special attention given to the Admissions offices. Attractive facilities will benefit the College when prospective students and parents visit the admissions center.

(5) Finances

The financial condition of the College has dramatically and substantially improved. Flood recovery efforts were concluded during the summer with the receipt of two checks, totaling \$1,246,359 from the Federal Disaster Assistance Agency. The funds were primarily used to repay flood expense loans from local banks and from the College endowment. Existing loans relate only to the dormitory/dining hall, which is self-liquidating, and to the Stark Learning Center, which contains a federal interest subsidy. These loans were negotiated in 1965 and 1974, respectively.

The College completed its fourth year of operations in the black, and an operating surplus is being projected for the 1979-80 academic year.

Receipt of Federal Disaster Assistance Agency funds, coupled with proper management of operations, has resulted in elimination of a deficit in the General Fund. The College

is in the best financial position since the beginning of this decade and is in a good posture to meet the challenges that must be faced by institutions of higher education.

(6) Cultural Programming for Campus and Community

Two exhibits of national stature were featured at the Sordoni Art Gallery last year. In September, 1978, the Gallery displayed the works of Franz Kline, a Wilkes-Barre native. Kline is considered one of the founders of the abstract expressionist movement. "The Immortal Eight" exhibition graced the Gallery in March, 1979. The display consisted of forty works of eight men who, in the early 1900s, aroused American art from its complacency and established the main stream of twentieth century modernism.

In an effort to communicate and appreciate the cultural heritage of the many ethnic groups which have settled in Wyoming Valley, the College has established an "American Ethnic Heritage Center" on campus. One of the long-range missions of the Center will be to establish a repository at the Wilkes College Library for materials relating to the heritage of the peoples residing in Northeastern Pennsylvania. Another function of the Center is to develop a calendar comprised of ethnic plays, concerts, displays, films, and lectures to be conducted on campus.

United States Senator John Heinz of Pennsylvania and Dr. Arno Penzias, a co-winner of the 1978 Nobel Prize in Physics, were awarded honorary doctoral degrees at Commencement in May. Another person of national prominence to visit

the campus was NBC anchorman, David Brinkley, who appeared on campus as part of the College's Concert and Lecture Series in April. Approximately 1,800 students, friends, and alumni attended the Brinkley lecture.

CHALLENGES

As we enter the decade of the 1980s, let us proceed with the knowledge that Wilkes College is basically a sound academic institution. To remain stable and intact through the next decade and beyond, we must address ourselves to some specific challenges.

Two key academic positions at the College need to be filled over the coming year. Members of Search Committees continue their efforts to identify qualified individuals for consideration for the position of chairperson of the Commerce and Finance Department and of the Nursing Department. These two academic areas attract a large portion of our students, and both positions demand a sizable interaction with the community. It is imperative that we attract the highest quality of candidates to move both programs forward.

Another one of our current challenges is to bring the College into more favorable cost containment. A space utilization study is currently in progress as we seek to eliminate some campus buildings that may be uneconomical to operate. By making the campus more cohesive, we hope to meet our needs while eliminating unnecessary expense.

We must also continue to attract students of quality to the College in face of the stringent projection that

the national pool of 18-year-old students will decline during the 1980s. The decline of the pool of forthcoming college-age students will have a serious impact on many colleges and universities, with some projections indicating that as many as one-fourth the institutions of higher learning may cease to exist in the next ten years. As Wilkes maintains its academic standards in the face of this demographic trend, the result will probably be a somewhat smaller student body at the College.

The Office of Admissions has been reorganized and, with an enlarged staff, has implemented aggressive recruiting methods. There will be an increase of high school visitations by admissions personnel, and various new areas not previously visited will be explored. Alumni are also being asked to play an important part in the recruiting process.

The College must also address its need for expanded gymnasium facilities to serve the increased student interest in intra-mural athletics and physical fitness. The present gymnasium, built in 1949, is inadequate for current demand for both intra-mural, intercollegiate and personal fitness programs.

Another need relates to the resident student population. Over the past several years the College has experienced increasing applications from non-local students. This has resulted in considerable growth in our resident student population. Presently all dormitories are filled and over 175 students are housed, under special arrangements, in the

Sterling Inn Towne which is adjacent to the campus. Despite the projected decline in the forthcoming annual pools of 18-year-old students, I believe that Wilkes College should build a new residence hall over the coming years to provide space for students who elect to study on our campus. The new facility is necessary not only because of the excess demand for dormitory rooms, but also because several of our present residence halls are old, in need of repair, and require considerable expenditure for normal heating and maintenance. In view of these factors, Wilkes College has applied for a loan from the Department of Housing and Urban Development (which carries a federal-interest-subsidy) to support our planning. Should we receive the loan, it would be self-liquidating through the payment of housing fees by students.

Another major challenge will be to improve the endowment and identify new sources of income for the College. This is essential because the College presently depends too heavily upon tuition and fees for room and board as its major source of revenue. We must be in a position to retain and motivate faculty and administrators of quality in the face of economic problems and the decline of the population of potential students.

In this regard, I have made a commitment to devote more of my time to the process of advancing the College. I will schedule more time cultivating new sources of income, and I

have received commitments from several trustees to assist me in this effort. With recent changes in tax laws relating to charitable giving, I have also appointed a Director of Planned Giving who will develop programs which can be mutually beneficial to prospective donors and to the College.

Wilkes College is a strong and viable institution, and with the continued participation of all of its constituents, will move into the 1980s with vigor and confidence. I have reflected this theme in my remarks to our faculty during the opening meeting of the academic year on September 8, 1979. I wish to close this Annual Report by sharing those comments with you:

"During the summer, when I was away from campus at Harvard University, I had the opportunity to engage in serious study relating to the management of institutions of higher learning and, at the same time, reflect and think about our College. If one were not careful, it was easy to become discouraged as we examined case after case of institutions in difficulty. It is important to understand that these cases are real -- although some names were disguised; in fact, there are many institutions that are in serious difficulty and others will be faced with similar problems in the future. We cannot hide from the realities of life and we must deal with the challenges that we presently face and those we will face in the future.

During the past few years, I have been involved on a daily basis with the finances of this institution, and I know that if we are to continue the tradition of operating a financially stable institution, all of us will have to continue to pay careful attention to our educational mission: that of developing and sustaining quality academic programs. I shall continue to keep you informed about those decisions that are vital to the interest of Wilkes College. I shall continue to be as candid as possible as we move ahead, realizing, of course, that there are times when the respect for individuals and the timeliness of the situation requires discretion. I expect you to use discretion in talking with colleagues, friends in the community and outside of the area about matters pertaining to the welfare of the College.

But, I want to shift direction today and talk about what's good about Wilkes College and what it will take to continue to be good. I want to talk about you; I want to talk about me; I want to talk about what we do here, why we should be encouraged, and why we should have faith in our future. I believe we have an outstanding and dedicated faculty and administration; I believe that, for the most part, we have qualified students who are eager to learn. I believe that, while our physical plant needs some attention -- and we are

giving it that attention -- it is basically a plant that supports the academic programs of Wilkes College. Yes, we have our shortcomings, and I am sure that the team from Middle States will call our attention to both our strengths and our weaknesses. But, I believe that we will come out with flying colors. I know that some faculty and administrators question the content and quality of some of our academic programs, again I emphasize that this is a fine institution, and it behooves each of us to put forth our maximum effort to guarantee that we provide an academic environment that will afford our students the opportunity to achieve their goals. In order to do this, we must strive to maintain an atmosphere of mutual trust and respect. We must recognize the shortcomings of others. We must avoid expending our time and energy in unproductive activities that lead to discontent. I am not so naive to think that we can have a Utopia at Wilkes College, but I feel positive about this institution because my discussions with academic leaders of other institutions throughout the country point up some difficulties that they face which we do not face at Wilkes College.

I ask you to be strong of heart. Be confident. Do a quality job in the classroom. Establish and stress standards. Meet students; consult with students; teach by example (I believe students are searching for

guidance and direction); participate in the activities of this institution. Recognize that there are things that need additional attention; recognize that there are human shortcomings. But, look in the mirror and say, 'To thine own self, be true.' And then, let's pull together to do the job at hand."

WILKES COLLEGE

RESULTS OF OPERATION OF THE CURRENT UNRESTRICTED FUND
FOR THE YEARS ENDING MARCH 31, 1977, 1978 & 1979

AND

PROJECTED OPERATING BUDGET FOR THE YEAR ENDING 5/31/80

<u>YEAR ENDING</u>	<u>REVENUES</u>	<u>EXPENDITURES & TRANSFERS</u>	<u>INCREASE IN FUND BALANCE</u>
5/31/77	\$ 7,957,312	\$ 7,865,529	\$ 91,783
5/31/78	8,336,108	8,306,938	29,170
5/31/79	8,872,170	8,131,460	740,710 *
- - - - -	- - - - -	- - - - -	- - - - -
5/31/80	9,851,370	9,773,664	77,706

* \$ 671,264 NON RECURRING TRANSFERS TO CURRENT UNRESTRICTED FUND AS
RESULT OF CLOSING THE FLOOD RECOVERY REIMBURSEMENT
PROCEDURES WITH THE FEDERAL GOVERNMENT.

69,446 NET INCREASE IN FUND BALANCE FROM NORMAL OPERATIONS.
\$ 740,710

WILKES COLLEGE

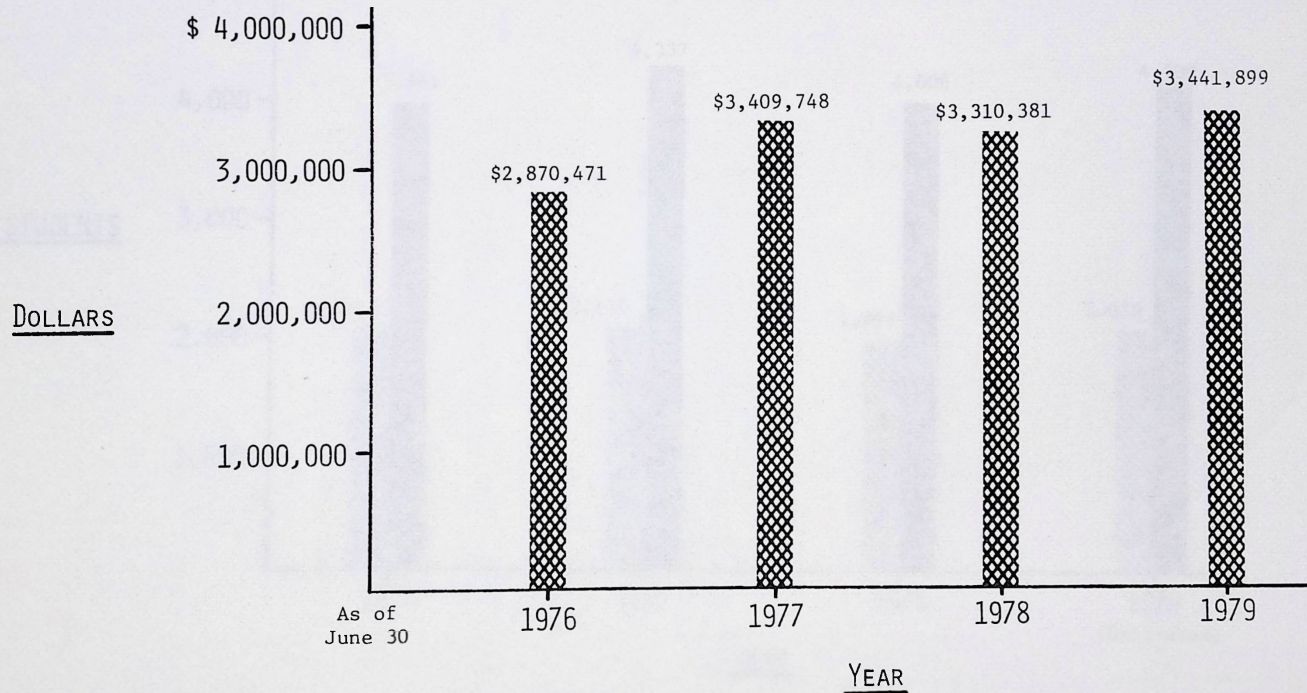
COMPARISON OF SALARY AND COMPENSATION

WILKES COLLEGE vs 2,200 COLLEGES
AND UNIVERSITIES

	<u>AVERAGE SALARY & COMPENSATION *</u>			
	<u>PUBLIC</u>	<u>PRIVATE</u>	<u>CHURCH RELATED</u>	<u>WILKES</u>
PROFESSOR	29,905	28,944	24,733	24,700
ASSOC PROFESSOR	24,033	22,896	20,650	20,500
ASST PROFESSOR	19,749	18,512	17,339	16,600
INSTRUCTOR	15,836	14,390	13,629	13,600

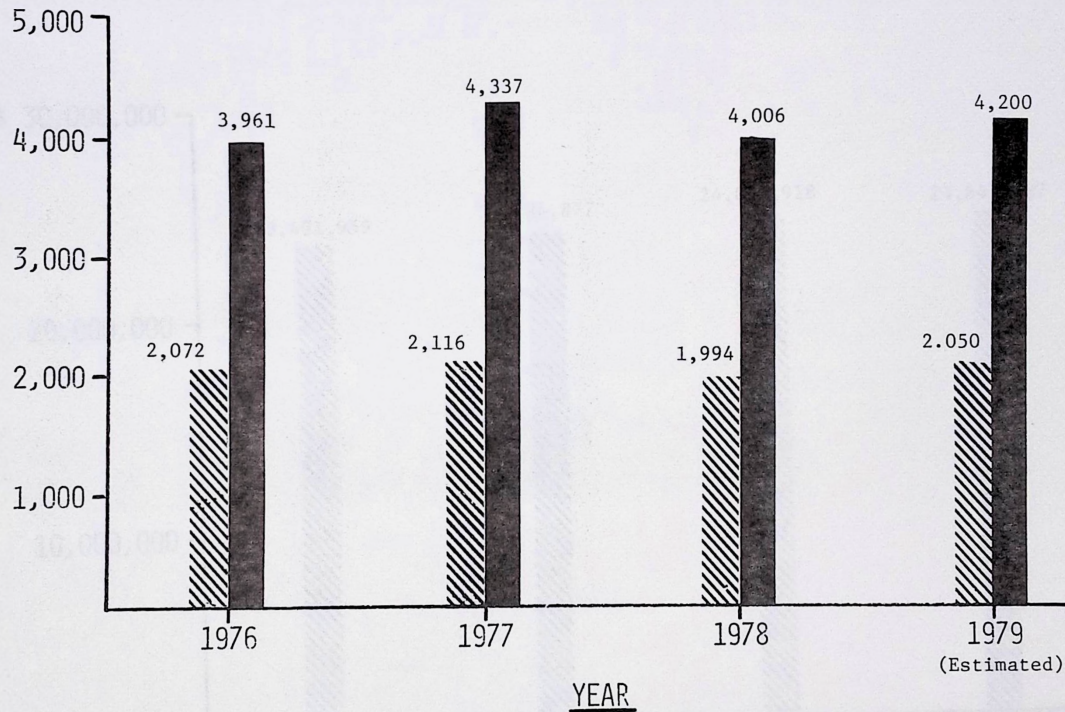
* AVERAGE WILKES COLLEGE COMPENSATION - INCLUDES FRINGE BENEFITS OF
15% OF BASE SALARY.

SOURCE: THE CHRONICLE OF HIGHER EDUCATION, AUGUST 6, 1979.

ENDOWMENT MARKET VALUE

WILKES COLLEGE

ENROLLMENT



▨ - FULL-TIME

■ - TOTAL *

* ALL STUDENTS - FULL-TIME, PART-TIME, RESIDENT, DEGREE AND NON-DEGREE.

WILKES COLLEGE

BOOK VALUE OF INVESTMENT
IN
PROPERTY, PLANT, AND EQUIPMENT

