

The Breeze

James Madison University

Thursday, July 17, 1986

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Freshmen to bring changes

General studies get tougher

By Rob Washburn
editor

All JMU students may be required to take a foreign language, and general studies courses in math and science will be made tougher because "the quality of the JMU incoming student is rising," a top administrator told the Board of Visitors Friday.

Dr. Robert H. Shapiro, JMU's acting vice president for academic affairs, said, "Now is the time to revise the curriculum to challenge students."

The changes are part of JMU's five-year plan for excellence.

According to Shapiro, 100 percent of incoming freshmen have had at least two years of a single foreign language, 90 percent have had three years and 56 percent have had four years.

Under the new plan, students with three or more years of a language in high school will not be able to test out and receive credits for the beginning level of that language.

The plan might also require all JMU students to complete at least the intermediate level of a foreign language.

Every incoming freshman also has completed algebra and geometry courses in high school. But according to Dr. Russell G. Warren, acting president of JMU, 100-level math courses at the university "are being taught on the high school level."

"With the quality of students we have, we're not going to offer college credit for high school courses," Warren said.

Warren added, however, that the administration recognizes that some students have problems in math and need the lower-level instruction. He said that exceptions would be made in certain cases so college credit could be gained for those classes.

With almost all of the incoming freshmen having completed biology, and two-thirds of them having taken chemistry and physics, Warren also said the level of beginning biology, chemistry and physics classes would be upgraded.

In order to accommodate the higher level student at JMU, Shapiro said there also have been a number

of changes made in the honors program. Under the old system, only 50 freshmen per year were allowed to join the honors program, but starting this fall, many more students will be able to take advantage of the advanced classes.

Dr. Joanne Gabbih has been recently named the new honors director at JMU, and Warren said, "She's got the whole English department and the students excited. She's going to inject enthusiasm into the program."

Largest class ever to enroll

The incoming freshmen class at JMU will be the largest in the history of the university.

Dr. Russell G. Warren, acting president of JMU, told the Board of Visitors Friday that about 49 percent of the students offered admission at JMU accepted. In the past, only about 46 percent have accepted.

Warren said the higher acceptance rate shows that JMU has become "more popular and less of a second-choice school." He also said the increase may be due to the fact that JMU has recently been featured in several

national publications — including U.S. News and World Report and Money magazine — as one of the nation's finest undergraduate universities.

According to Gary Beatty, assistant director of admissions at JMU, the freshmen class will number about 1,850, about 100 larger than last year. But Beatty said Wednesday the admissions office "intentionally wanted that."

"We've been trying to increase the amount of freshman for a number of years," Beatty said. "This year we were given more spaces by Dr. Carrier as a result of the number of students moving off-campus."

The university accepted just 36 percent of the more than 11,000 high school seniors who applied last spring.

In other business at the Board of Visitors meeting:

► Dr. Ronald E. Carrier, who is on a one-year leave as president of JMU to head the Center for Innovative Technology, said that the CIT "has a tremendous potential" and if its goals are met "will be the most powerful force that has occurred in this state in 50 years."

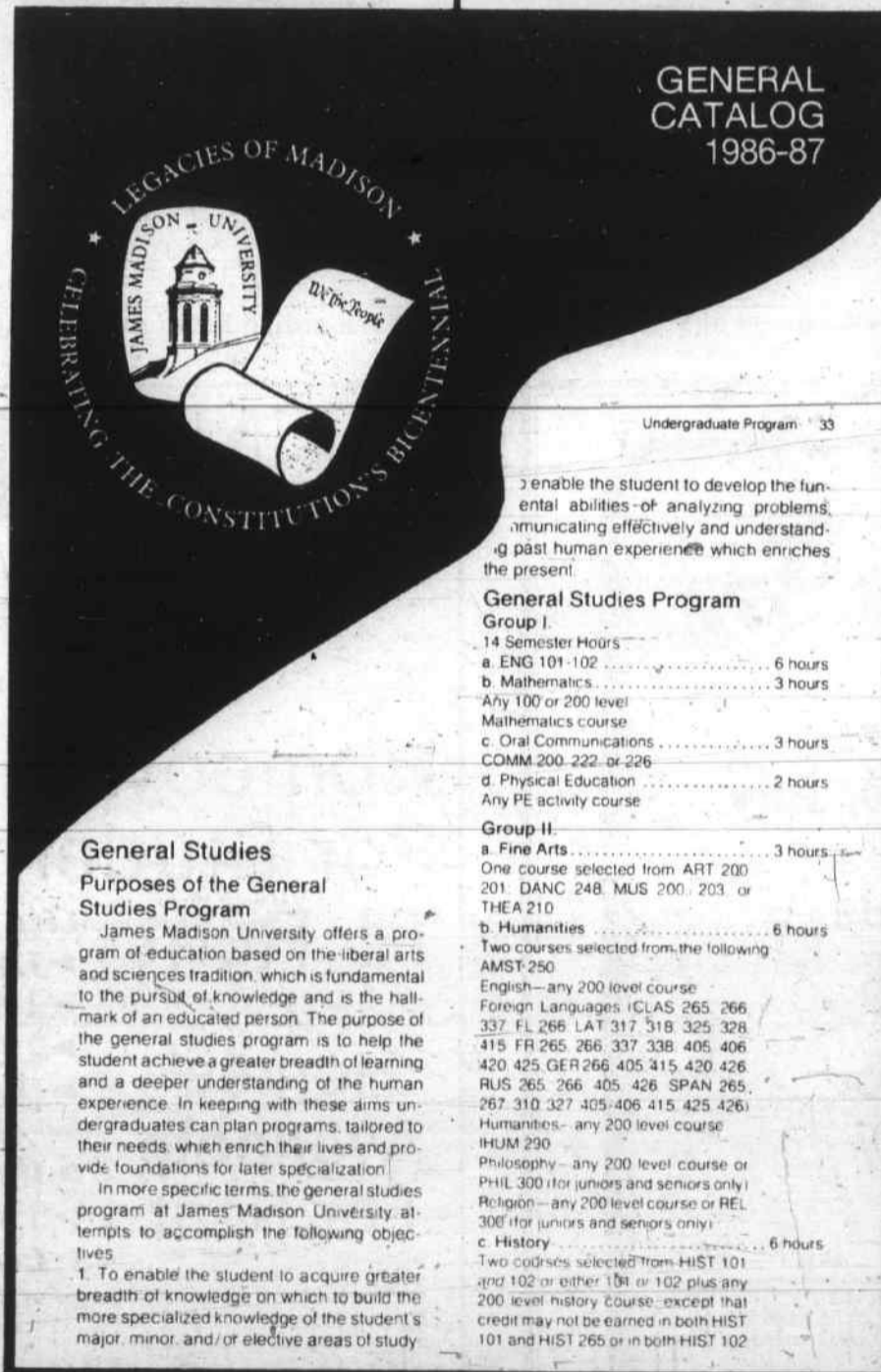
The CIT, which is located in Northern Virginia, was created by the Virginia General Assembly to link high-technology industry with the state's institutions of higher education.

Carrier said that the CIT has three fundamental goals: the creation of knowledge, the transfer of technology to industry and economic development.

Knowledge will be created through institutes and centers at the state's colleges and universities. Technology will be transferred to industry through the community col-

leges, and the CIT is already working in economic development in partnership with the state Department of Economic Development.

► William F. Merck II, JMU vice president for business affairs, told the board that two new student housing complexes should be open by the fall of 1987. They will house 362 students and should alleviate some of the housing



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14 Semester Hours

a. ENG 101-102 6 hours

b. Mathematics 3 hours

Any 100 or 200 level Mathematics course

c. Oral Communications 3 hours

COMM 200-222 or 226

d. Physical Education 2 hours

Any PE activity course

Group II

a. Fine Arts 3 hours

One course selected from ART 200, 201, DANC 248, MUS 200, 203, or THEA 210

b. Humanities 6 hours

Two courses selected from the following

AMST 250

English—any 200 level course

Foreign Languages (CLAS 265, 266, 337, FL 266, LAT 317, 318, 325, 328, 415, FR 265, 266, 337, 338, 405, 406, 420, 425, GER 266, 405, 415, 420, 426, RUS 265, 266, 405, 426, SPAN 265, 267, 310, 327, 405, 406, 415, 425, 426)

Humanities—any 200 level course

IHUM 290

Philosophy—any 200 level course or PHIL 300 (for juniors and seniors only)

Religion—any 200 level course or REL 300 (for juniors and seniors only)

c. History 6 hours

Two courses selected from HIST 101 and 102 or either 104 or 102 plus any 200 level history course except that credit may not be earned in both HIST 101 and HIST 265 or in both HIST 102

General Studies

Purposes of the General Studies Program

James Madison University offers a program of education based on the liberal arts and sciences tradition, which is fundamental to the pursuit of knowledge and is the hallmark of an educated person. The purpose of the general studies program is to help the student achieve a greater breadth of learning and a deeper understanding of the human experience. In keeping with these aims undergraduates can plan programs, tailored to their needs, which enrich their lives and provide foundations for later specialization.

In more specific terms, the general studies program at James Madison University attempts to accomplish the following objectives:

1. To enable the student to acquire greater breadth of knowledge on which to build the more specialized knowledge of the student's major, minor, and/or elective areas of study

See BOARD page 2 ►

Board

► (continued from page 1)

shortages on campus.

Merck also said a bid should be awarded late this month for the university's new \$7 million music building which is scheduled for completion in the fall of 1988.

► The board also elected its new officers for the coming year. Charles W. Wampler of Harrisonburg was elected as rector of the board; Richard E. Strauss of Richmond was elected vice rector, and Karen Lankard was chosen as the secretary.

Wampler has served as the board's vice rector since 1983 and has been a member of the board since 1982. A former member of the Virginia House of Delegates, Wampler is president of Wampler Foods Inc.

He succeeds James H. Taylor Jr. as rector. Taylor's second four-year term on the JMU board ended July 1 and he was not eligible for appointment to another term.

Strauss is president and owner of Dick Strauss Ford in Richmond and has been on the board since 1982. Mrs. Lankard is secretary to the president at JMU.



Photo courtesy of JMU Public Information

The JMU Board of Visitors meet in the Chandler Hall board room Friday afternoon.

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Holt awarded Moody Professorship

By Pey Pey Oh
staff writer

Dr. David H. Holt, director of JMU's Center for Entrepreneurship, has been appointed as the W.L. Moody Professor of Entrepreneurship.

Mary Moody Northen Inc., a Texas philanthropic foundation, has funded the professorship at JMU to honor the life of Virginia native and entrepreneur Col. W.L. Moody. There is an annual grant of \$10,000 and the foundation has committed itself to funding for five years. Northen is Moody's granddaughter.

At the time of his death in 19, Moody had amassed millions of dollars. A Civil War hero, Moody founded the Sante Fe Railroad and was an entrepreneur in cotton brokerage, banking, insurance and hotels. He had moved to Texas after completing his law degree at the University of Virginia in 1851.

As Moody professor, Holt will teach entrepreneurship courses, conduct research and assist those interested in forming new business ventures.

Holt came to JMU in 1981 from the State University of New York at Fredonia. He holds a Ph.D. in economics from the University of Strathclyde in Scotland, a Master of Business Administration from New Mexico State University and a bachelor's degree from San Diego State University.

"It's really a challenge. The interesting thing is that I haven't done anything to deserve it yet. All the pizzazz of the honor is in the front,

then it's hard work all the way," Holt said.

Holt plans to do substantial research for the full five years. Part of his research will be on small innovative corporations. Holt will

target his information gathering on what sparks their rapid growth, what their needs are and their pattern of management.

"Since these small corporations provide half the employment in the

country, the public should be more informed about them," Holt said.

He said the idea behind the professorship is to generate a focus for JMU entrepreneurship. The grant provides a certain amount for graduate assistants, actual research, surveys and conferences.

Holt will present a paper at the Babsom Conference in Spring 1987 which will be held in Boston.

In October, 12 professors of entrepreneurship from all over the country will meet in Kansas City to develop a pattern of research on entrepreneurship. He is also working with the Academy of Management to form a small-college network, a data base for information sharing of innovative ideas and current designs between colleges the size of JMU or smaller.

According to Robert E. Holmes, dean of JMU's College of Business, "Dr. Holt is an excellent choice for the Moody Professorship as he is widely recognized for his contributions to entrepreneurial education and his innovative leadership of JMU's Center for Entrepreneurship."

Holt has been director of the Center of Entrepreneurship since its establishment in early 1985, but will step down to complete his research.

"It's impossible to handle the administration load and the Moody Professorship together," Holt said.

The center also aimed to improve the entrepreneurial environment by inviting high school students to a workshop this summer featuring lectures by area business people and JMU faculty members.

Ford to succeed Holt

Dr. Roger H. Ford, assistant professor of management at JMU, has been named director of the Center for Entrepreneurship, succeeding Dr. David H. Holt, now the W.L. Moody Professor of Entrepreneurship.

Prior to joining the JMU faculty in the summer of 1985, Ford taught at Syracuse University, where he earned his Ph.D. in management policy and marketing innovation.

"Roger Ford is uniquely qualified to provide the leadership essential to the continued success of JMU's Center for Entrepreneurship," Holmes said. "He possesses the organizational skills, practical experience and energy to ensure our center achieves its goal of being the outstanding entrepreneurship center in the United States."

Ford founded and operated several businesses prior to completing his graduate work and serves as a member of the board of directors or consultant for several other businesses. He also serves on the Board of Governors of Beta Gamma Sigma, the national honor society of business colleges.

He has published a number of articles on subjects including entrepreneurship, venture funding and small business planning.

"I'm very excited about it. I

have basically been an entrepreneur all my life, and the opportunity to be an entrepreneur educator is a fulfillment of a dream," said Ford. "The big picture is that we aspire to become the leading entrepreneurship center in the nation and a good model for other universities."

The three main goals of the center are entrepreneurial education, outreach and research. The center offers courses for credit to graduates and undergraduates.

"We are always exploring for ideas for whatever best fits the needs of the JMU student," said Ford. "It has only been in the last ten years that the notion of learning entrepreneurship and taking higher level courses to improve the state of the art has been accepted."

One of the center's missions in outreach is to assist aspiring entrepreneurs in the community and region.

The center tries to give them a head start on their new ventures with programs like the Venture Assistance Program. It may include an innovation evaluation, which is an in-depth analysis of ideas, inventions, products and services to help realistically assess potential success. The program is based on ratings by experts on the network of Entrepreneurial Centers across the nation.

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Personals

Brulser - Standing you up was unforgivable. Let me make it up to you, how about a home cooked meal and a game of tennis? I promise not to poison you or at least I'll try not to. See ya soon, Bob's girlfriend.

David - Hey Honeybunch: Glad you're here! I love you lotsa, lotsa, lotsa! Your snugglebunny, Pey.

Amy - You're the best suite person to have around, great boss and better friend. Stay in touch always, even after summer. Pey

Ty - Your companionship has been wonderful lately for curing the lonely blues. But always remember I'm a nice girl.

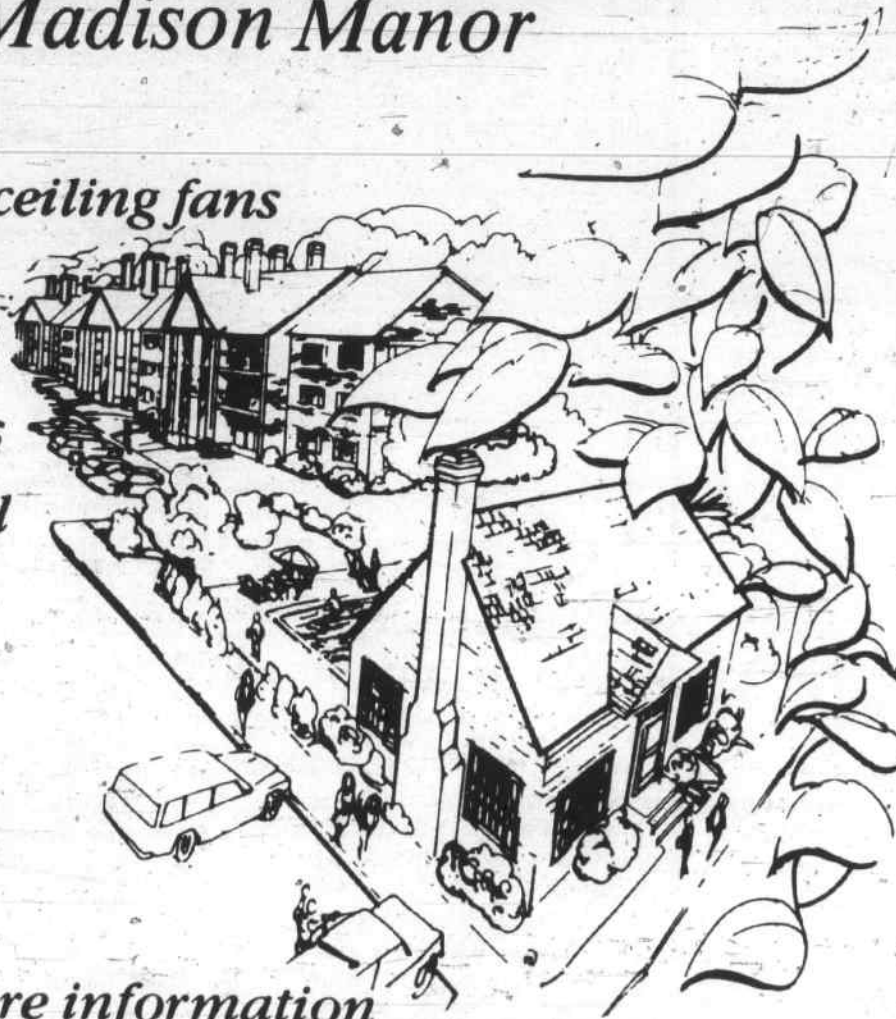
Pete and Char - Hey, what about Maximum TP!!! Let's do that soon since we all got B's (Whew!!) Busch'll be a blast on Saturday. Love you both. Amy

Cindy Lou Hoo - Having you and Pippenn for roommates is different but fun. Hope you get to see Steve soon or you'll have to go stick gathering! Love, Jennifer

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Renovation near end, construction beginning

By Laura Barton
staff writer

Keezell renovation may be completed ahead of schedule, according to Fred Hilton, university public information officer. The date of completion was set for October 1986.

The project, which will cost \$1.9 million, includes renovating the back of the building, converting the basement pool area into classrooms with tiered seating, and redesigning the second and third floors for the English and foreign language departments.

Nielson Construction is also working this summer on two other projects — building a new dorm and adding four Greek housing units.

Ground has been broken for a new dorm scheduled for completion in August 1987 which will be located between the Warren Campus Center and Bell Hall.

As JMU has enrolled 10 percent more freshmen this year and is phasing out off-campus housing options such as Howard Johnson's and Presidential Apartments, there is a need for additional housing on the campus. The \$3.7 million project will satisfy this need by housing 250 students. The building will be modeled after McGraw-Long and Bell, but it will house 75 more students.

According to William Bolding, director of residence life, the dorm



Staff photo by Jim Richardson

Despite the heat, workers continue to do construction on the new Hillside Dorm.

will be equipped with a fitness center.

He added that eventually, Bell, McGraw-Long and the new dorm will become Hillside, a separate residence area like the Village and the Bluestone.

Hilton said a name for the new dorm will be chosen by the JMU Board of Visitors at a later date.

George Marcum, director of physical plant, said there will be a "small parking lot adjacent to the

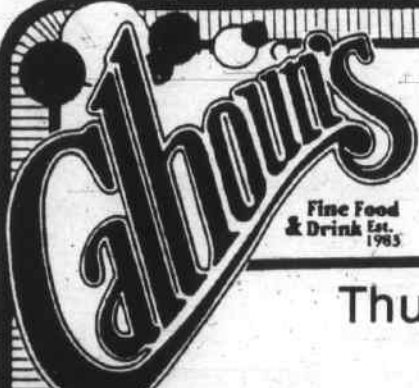
dorm, tucked in a corner beside the theater (Grafton Stovall)." The playing field directly in front of the construction site will be eliminated, but the field nearest Bell will remain.

The trailers were removed from Hillside and are now beside Anthony-Seeger. They will be used for administrative offices, especially for the communication department, Marcum said.

Four new Greek housing units are being built this summer and schedul-

ed for completion in August 1987. The will be at the end of Greek Row near the WUPT entrance of JMU. These additions will cost an estimated \$2.5 million, according to Hilton, and will house 112 students.

According to Dr. Manard, associate vice-president of student affairs, invitations for housing have been extended to Lambda Chi Alpha, Delta Gamma, a new sorority, and Sigma Pi Epsilon.



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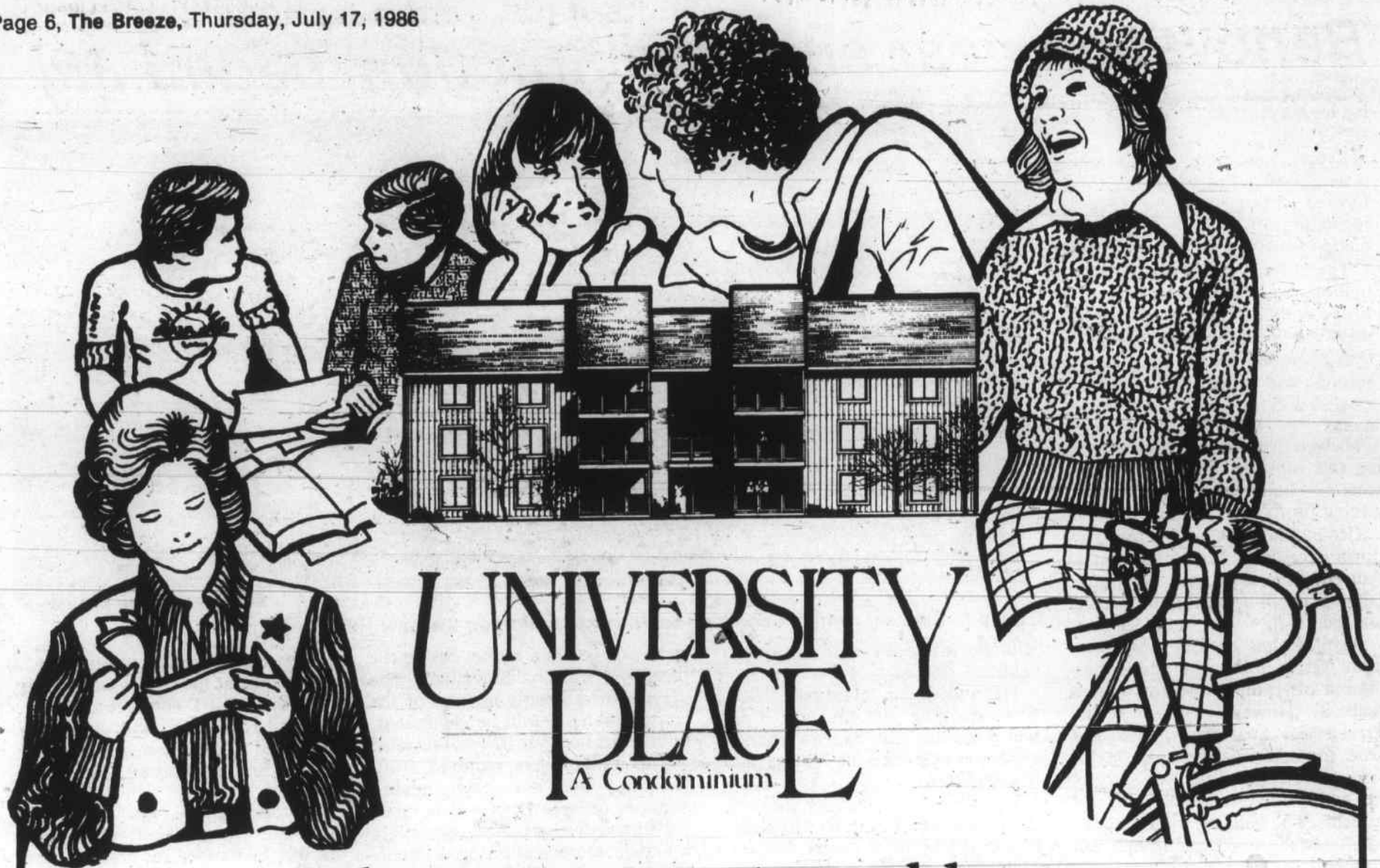
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Swimming pools spell relief for summer heat

By Beth Allen
staff writer

It's been in the 90's, hot and humid, and these seemingly unchanging weather conditions have cast an uncomfortable July heat wave over the valley. Many JMU students resort to the infamous cold shower for relief; but there is another alternative — swimming pools.

"Students used to use our pools a lot," said Jim Sowers, aquatics director of Westover Park, "but not very many do now."

Sowers said the reasons for the decline is the elimination of discount tickets. The current cost is \$1 for adults and 75 cents for those under 17.

Westover Park pools, opened in 1969, include a 50 meter pool, a large diving pool and a baby pool. According to Sowers they compose "one of the best designed facilities in the state."

An average of 850-900 swimmers frequent the pool daily, but Sowers said he's seen many days when over 1,500 people attended.

Westover Park is located on Dogwood Drive, off of West Market Street, and the pools are open Monday, Wednesday and Friday, noon to 8 p.m., Tuesday and Thursday, noon to 6 p.m., Saturday, 10 a.m. to

6 p.m., and Sunday, 1 to 6 p.m.

Individual season passes are available for \$20. Family passes are available for \$50. The pools employ seven lifeguards, mostly JMU, Bridgewater and EMC students, and one pool supervisor.

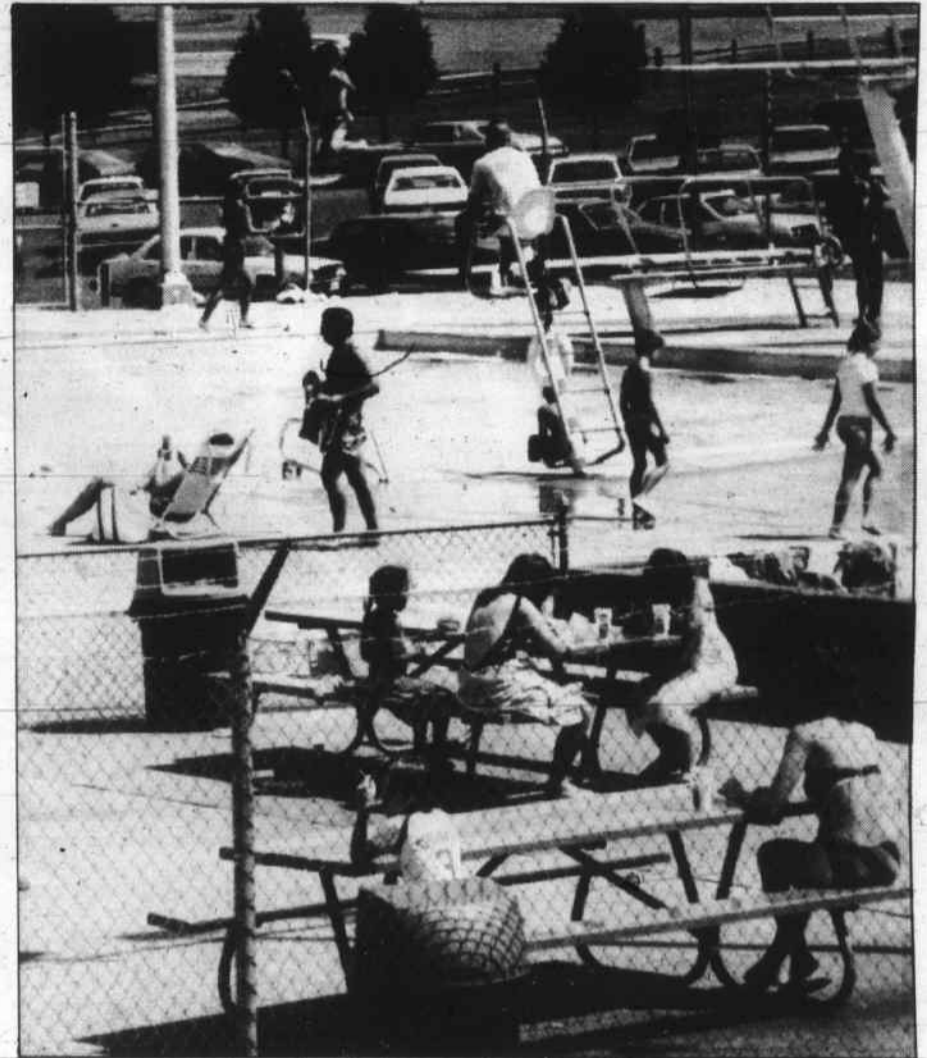
"Swimming is good, wholesome recreational activity," Sowers said. "It's great exercise and perfect for this weather."

Savage Pool, completed in 1972, is 25 meters long, with eight lanes. There are high and low diving boards, and two lifeguards are on duty during hours.

Summer pool hours at Savage are Monday through Thursday, 2:30 to 3:45 p.m. and 5:30 to 6:30 p.m., Friday, 2:30 to 3:45 p.m. and 5 to 5:30 p.m., Saturday, 1 to 3 p.m., and Sunday, 2 to 3 p.m. These are "free-swim" hours, that is, no charge for use.

"There is a more adequate amount of time for free-swim at Godwin in the summer," Toliver said, "as the regular year's free-swim hours are only at night."

Several area apartment complexes also have swimming pools for the use of tenants and their guests. University Court, Madison Manor and Squire Hill apartments all have pools.



Staff photo by Jim Richardson

Children flock to Westover Park pool to cool off while they play.

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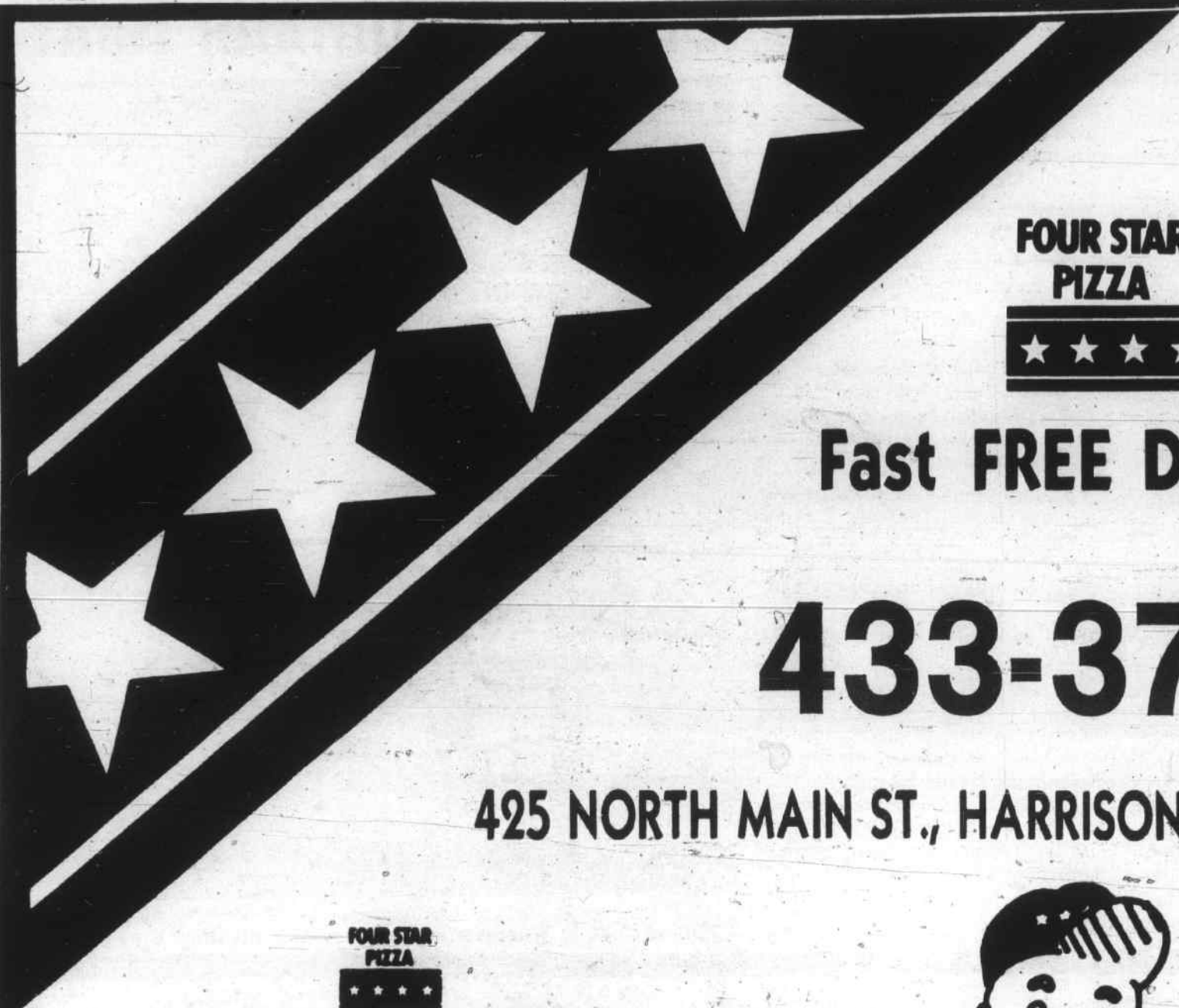
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