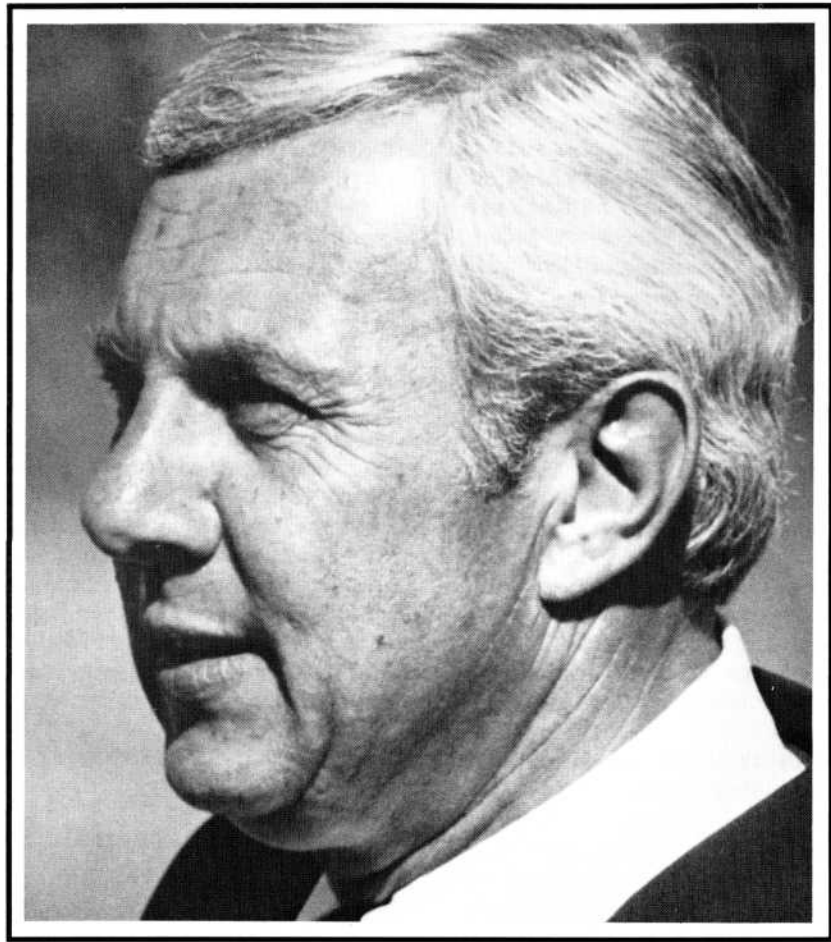


His first year behind him, OU's 11th president looks with pride on progress under adverse conditions and faces the future with cautious optimism.



A Presidential Perspective

By FRANK E. HORTON

"People are the common denominator of progress," wrote noted economist John Kenneth Galbraith in his 1964 book, *Economic Development*.

Some 20 years later, his words still ring true and help explain why I believe the University of Oklahoma has made great strides over the past 12 months. For despite the shadow cast by severe state budget reductions, we can take great pride in the achievements of OU's faculty, staff, students, alumni and friends.

Looking back over my first year as OU's 11th president, I see a university strengthened by the addition of new academic leadership, a dedicated faculty committed to teaching and re-

search, a generous group of alumni and supporters who have provided resources and energy to OU and a larger and more academically gifted student body.

Add these achievements to the recent openings of the first phase of two projects — the Stanley B. Catlett Sr. Music Center and the Energy Center — and the initiation of two programs designed to enhance economic and educational opportunities — the Office of Business and Industrial Cooperation and the Office of International Programs — and it's clear that OU has made great progress in recent months.

Adding direction to the progress and

programs of the University are several of this country's top academicians, researchers and administrators who have joined our leadership team — Norman campus Provost Joan Krueger Wadlow, the former vice president of academic affairs at the University of Wyoming, who is well known for her work in international relations and programs; College of Medicine Dean Donald G. Kassebaum, a top-notch educator and administrator formerly with Oregon Health Sciences University; and College of Arts and Sciences Dean Robert Hemenway, the former chairman of the English department at the University of Kentucky, who is noted for his scholarly

writing and administrative skills.

Longtime OU law professor and administrator David Swank, who is active in local, state and national bar associations, also joined our leadership team as dean of the College of Law.

The heart of any great university, of course, is its faculty. At OU, we are fortunate to have maintained a high quality faculty dedicated to discovery — whether in the classroom or the laboratory.

A faculty member comes to a major university such as ours because he or she is committed to the search for new knowledge through research and creative activity. Faculty and staff play a vital role in OU's research enterprise through their efforts to secure extramural funding for their scholarly endeavors.

Despite the increased competition for limited state and federal resources, OU's faculty have been successful in acquiring new knowledge, in enhancing the quality of life and contributing to Oklahoma's economic development by securing more than \$45 million in external grants and contracts to fund research and training programs in 1985-86.

For example, with a \$129,800 grant from the National Science Foundation, associate professor of physics John Cowan is conducting a three-year study to learn more about the history of the universe.

In the College of Medicine, Drs. Philip Rettig and Christopher Carey are sharing a \$540,000 grant to study whether premature births can be prevented by the treatment of certain infections during the mother's pregnancy. Grants of more than \$500,000 each are supporting the research of OU urology professor Dr. George Hemstreet, who is investigating the early detection and treatment of urinary tract cancer, and professor of physiology and biophysics Robert Foreman, whose studies center on cardiovascular physiology.

Associate professor of chemistry Donna J. Nelson was awarded a \$135,000 grant from the National Science Foundation to study the reactions of boranes — chemicals containing the element boron that are used in the synthesis of biologically important

molecules. Her work could contribute to important research in medicine and agriculture.

Also in chemistry, George Lynn Cross research professor Francis J. Schmitz recently received a \$90,393 grant from the National Institutes of Health to continue his research on the anti-cancer agents found in a variety of marine organisms.

With a \$132,000 grant from the Department of Health and Human Services, associate professor Sharol Jacobson of the College of Nursing is studying the impact of nurses' feelings and attitudes that contribute to the high turnover rates of staff nurses in neonatal units. Assistant professor Linda Cowan of the College of Public Health is using a \$116,000 grant from the National Institutes of Health to

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study the potential sources of childhood seizure cases in Oklahoma.

Grants totaling more than \$175,000 from the National Institutes of Health are supporting the research of Juneann Murphy, associate professor of microbiology, on cryptococcosis, a sometimes fatal, meningitis-like disease. With \$150,000 from the Department of Energy, Jeffrey H. Harwell and John F. Scamehorn of chemical engineering and materials science are studying a new method of enhanced oil recovery.

Research projects being conducted at OU not only expand scientific knowledge and enhance the quality of life, but also aid in this state's economic development.

Research, in itself, is a basic industry in Oklahoma. When you apply the standard multiplier of three to the external funds secured last year by OU faculty, research conducted at the University generated some \$50 million for Oklahoma's economy.

In addition, OU professors are making new discoveries and patenting processes that are forming the base of new businesses in Oklahoma. This fact was clearly exemplified last spring when OU signed a licensing agreement with a private Oklahoma City company to market the new cancer-detection technology discovered by Hemstreet.

Strengthened by the quality of its research programs, OU also is gaining increased national recognition as a major comprehensive research institution. In fact, OU was among the prestigious public and private universities recently listed among this nation's 58 leading research institutions in terms of financial support for scientific research, production of doctorates in science and engineering, a critical mass of 1,000 or more scientists and engineers on the faculty and an outstanding research library.

Also indicative of the strength and reputation of OU's programs is the continuing generosity of OU's alumni and friends, who last year contributed more than \$17.4 million in cash and property, making 1985-86 the University's second-highest year in history for private philanthropy.

Among the major gifts to the University last fiscal year was \$1.6 million from the Parry Foundation in Houston to establish the OU College of Nursing's first endowed chair and provide for nursing scholarships, \$500,000 from Conoco Inc. for the construction of the OU Energy Center, and \$450,000 from an anonymous donor to complete the College of Engineering's first fully endowed chair.

Another donor, Dorothy Miller of Oklahoma City, also provided major gifts to establish two endowments — the Willard K. Miller Professorship in the School of Geology and Geophysics and the H. Dale Collins endowment to provide research fellowships in surgery at the Health Sciences Center.

Private giving for the 1986-87 fiscal year got off to a great start with the announcement of a \$3.3 million gift from the Presbyterian Health Foundation to support medical education and biomedical research projects at the Health Sciences Center; a \$1 million challenge gift from the Fred Jones family of Oklahoma City to create a \$3 million endowment for the OU

Museum of Art; and the naming of the first Gaylord Chair in Ophthalmology, which is supported with a \$1 million endowment from the Edward L. Gaylord family of Oklahoma City.

Providing the backbone of OU's private giving programs are the OU Associates, whose 1,600 members contribute at least \$1,000 each annually, and the 3,100 President's Partners, who each give \$100 or more every year.

Since the beginning of the OU Associates program in 1979, participants have contributed more than \$8.5 million to provide the margin of excellence in many academic areas of the University. Last year, for example, Associates funds were used to recruit faculty for the School of Electrical Engineering and Computer Science, send the OU Percussion Ensemble to Los Angeles to perform at a national meeting, provide for undergraduate and graduate student scholarships and give recognition and salary support to faculty.

This fall, Associates gifts are paying the salary of an internationally known expert in film history, theory and criticism — Professor Raymond Durnat of the Royal College of Art in London — to teach in our English department. Gifts also are providing instructional support to several academic departments by funding such purchases as maps and films for history, a projection system for modern languages and videotape equipment for botany and microbiology.

Associates funds are supporting research and creative activity by helping departments purchase needed equipment — such as a transient digitizer for aerospace, mechanical and nuclear engineering; a precipitation growth chamber for meteorology, and a superconducting magnet for physics and astronomy.

More than 100 academic departments and several special collections benefited from gifts made last year through OU's President's Partners, the University's largest financial support group. Since its beginning in 1982, the program has provided support for such academic endeavors as reading instruction in the College of Education; a graduate student teaching award in the department of mathematics; and

books and materials for the University Libraries, particularly for its famed History of Science Collections, the renowned Western History Collections, and the Henderson-Tolson Collection of literature written by and relating to black Americans.

In addition to the increase in private support, another indication that OU's programs remain attractive and strong is the back-to-back increases in student enrollment and our continued success in recruiting academically gifted students.

During the fall of 1985, an increase of 272 students brought the Norman campus enrollment to 20,230, while enrollment remained at a steady 3,177 for the Health Sciences Center. Recording gains at the freshman, sophomore and graduate levels, OU's Nor-

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man campus enrollment was up another 352 students for a fall 1986 semester total of 20,582. The increases at the lower levels are particularly significant since the pool of high school graduates is shrinking. The continued growth at the graduate level is especially gratifying as it further enhances our mission as a comprehensive graduate education and research institution.

Of course, OU's goal is not to be the biggest institution of higher learning in the state — just the best. To that end, we have significantly increased our efforts to recruit and reward academically gifted students to OU.

For example, this year OU has more students on academic scholarships than ever before. An all-time high 280 students are now receiving support through the University Scholars program. This fall's enrollment also includes 59 National Merit and Achievement Scholars — another record high and a tremendous achievement when

you consider that OU has only been involved in offering college-sponsored National Merit Scholarships for three years.

The 1986-87 freshman class includes 21 National Merit and three Achievement Scholars. OU has tripled its number of college-sponsored National Merit scholarships since 1983-84 — when we offered three scholarships — and next year we are increasing the amount of each scholarship from \$2,000 to \$3,000 for four years.

In addition to providing more scholarship support, the University also recently strengthened its efforts to attract academically gifted students by appointing Dr. Stephen Sutherland to assistant vice president for student affairs with a charge to focus on increasing the number of academically gifted students at OU.

We are confident that these efforts will help the University achieve its goal to be listed among this nation's top 50 universities in terms of National Merit Scholars in the freshman class. In the next year or two, we plan to have 30 or more National Merit Scholars in our freshman class. Our goal is to have 50 National Merit Scholars enrolled in our 1989-90 freshman class to help celebrate OU's Centennial.

In addition to the achievements of OU's faculty, staff, students, alumni and supporters, the opening of two major building projects and the initiation of two new programs are contributing to the University's progress and hopes for the future.

The Stanley B. Catlett Sr. Music Center and the Energy Center, first phases of which are featured in this issue of *Sooner Magazine*, opened at the beginning of the 1986-87 academic year. Not only are these new facilities enhancing OU's teaching, research and service programs, but they also are contributing greatly to economic development and the quality of life.

Serving as a cultural focus for the Norman campus, community and state of Oklahoma is the beautiful and functional Catlett Music Center, which is named in honor of the Oklahoma City civic leader and OU alumnus. The new facility — which is being built with public and private monies — is serving faculty, staff and stu-

dents by bringing together under one roof music instruction, performance, creative activity and research. It also will greatly enhance OU's growing national reputation in the arts.

The Energy Center is a product of the University's vision to build on its strengths and to be on the cutting edge of research so vital to the energy industry. Because the Energy Center programs are designed to focus on the challenges that face the energy industry, the University is well positioned to tackle the tough problems facing this nation's energy future and to help educate the men and women who will develop and use new energy technologies.

Also enhancing OU's contributions to the state's economic development and educational opportunities are two new initiatives — the Office of Business and Industrial Cooperation and the Office of International Programs — that were launched this past year.

The Office of Business and Industrial Cooperation (OBIC) was established to help make the rich resources and expertise of our faculty and staff on the Norman, Health Sciences Center and Tulsa Medical College campuses available to assist existing businesses and attract new industry to Oklahoma.

One of OBIC's top aims is to assist businesses already operating in Oklahoma as they are providing the state with jobs right now. OBIC also is designed to aid Oklahoma entrepreneurs in establishing new businesses as the state currently ranks near the bottom nationally in new business starts.

In addition, OBIC will work with state agencies and community organizations such as the Chamber of Commerce to attract new foreign and domestic industry to Oklahoma. It will help accelerate the "spin off" of firms developed to take advantage of the research accomplishments of our faculty.

Through OBIC, the University of Oklahoma will be there to assist the state's energy- and agriculture-related industries as well as to work aggressively to attract and assist in the creation of businesses that produce goods, services and information.

OU's new Office of International Programs is designed to strengthen the University's economic and educa-

tional ties throughout the world. After visiting Japan and Taiwan last June, where I was the guest of several universities, I am even more strongly convinced about the importance of OU's international efforts.

This new office, which also will involve OU's Norman, Health Sciences Center and Tulsa Medical College campuses, will promote international education activities and programs, provide information on these efforts to members of the University community as well as citizens of our state and region, help develop an international alumni association and enhance Oklahoma's presence throughout the world.

By providing a focus for OU in a number of countries throughout the

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world, the international office will greatly expand the educational and research opportunities for our faculty and students as well as help build bridges between Oklahoma and the nations and people of the world.

The office also will assist OU in its efforts to attract new businesses — such as the \$9 million Hitachi computer manufacturing facility being built in Norman — to the state of Oklahoma.

Through the achievements of OU's people, projects and programs, the University plans to take an even stronger leadership role in restoring the economic health of Oklahoma. A strong University of Oklahoma is dependent on a strong and diversified Oklahoma, and vice versa.

One of the University's top priorities for the 1986-87 fiscal year is to work closely with the state's leaders in government, business and education for more sufficient, stable funding.

OU began this academic year with

budgets that reflect some of the largest cuts in our history. A 10 percent reduction in our state appropriation for 1986-87 has cut \$6.8 million from our Norman campus budget, \$4.7 million at the Health Sciences Center, \$330,000 at the Law Center and \$176,500 at the Oklahoma Geological Survey.

These severe budget cuts were even more difficult as they came on the heels of budget reductions that OU has suffered since the 1982-83 fiscal year. State funding problems led to reductions in 1982-83 and 1983-84; a drop in enrollment created a shortfall in 1984-85; and budgets were reduced in 1985-86 to create a "savings" to soften the blow of anticipated cuts in the 1986-87 budgets.

Clearly, OU's resources must be expanded if we are to maintain and expand our teaching, research and service programs so vital to the economic, social and cultural well-being of Oklahoma. We must continue to work to raise the level of support education receives from the state of Oklahoma as well as continue our efforts to secure private funding.

In addition to addressing the budget situation, the University will continue its national recruitment efforts to fill several key leadership positions, including the deans of the colleges of business administration, engineering and geosciences; the vice provost of continuing education and public service; and Energy Center director.

Yes, the year ahead will be a challenging one for the University of Oklahoma. But, the people of Oklahoma — and OU's faculty, staff, students and alumni — have a long history of confronting and overcoming such challenges. That is why I remain confident of future progress and contributions of the University.

Again, to quote economist Galbraith, "no improvement is possible with unimproved people, and advance is certain when people are . . . educated. It would be wrong to dismiss the importance of roads, railroads, power plants, mills and the other familiar furniture of economic development . . . But we are coming to realize . . . that there is a certain sterility in economic monuments that stand alone in a sea of illiteracy." 