

# The Vice Presidents

in

# Profile



McCARTER

SWEARINGEN

BROWN

By Patty Flood, '60journ

**H**ISTORICALLY speaking, vice presidents have been endowed with the knack of retaining their anonymity within the glare of public limelight. The three men who share office space with President George L. Cross in 110 Evans Hall are no exception to the rule.

The mass of the campus population—the students—who rarely investigate the administrative personnel beyond the president himself and the deans in student affairs, probably wouldn't even recognize the vice presidents on campus. Yet it is these same vice presidents who are directly responsible for the internal management of the University.

The president delegates to each of the three vice presidents a specific function, well defined and differentiated. To one, Dr. Pete Kyle McCarter, goes the province of the faculty and the educational goals of the University. While another, Dr. Lloyd E. Swearingen, contends with the problems of research and development. And to the third, Dr. Horace B. Brown, the management of the University's business and financial affairs has been entrusted.

**D**R. PETE Kyle McCarter's title is that of vice president, but this connotes a multitude of responsibilities. Not only is he the chief administrator of the University when the president is out of the state, but his office is also the center of the educational mission of the University.

To him report the deans of the colleges, the deans of admissions, extension and students, the commanding officers of the three ROTC units and the directors of libraries, the Stovall Museum and teacher education.

Dr. McCarter is an example of teacher-turned-administrator. From a quiet world of English and books, he moved gradually into the complex of university administration—a gargantuan job of keeping students, faculty and taxpayers contented and convinced that education is progressing.

From full-time teaching at the University of Mississippi, where he received his bachelor of arts in 1931, Dr. McCarter gradually became a part of the administration. He moved from assistant professor of English in 1935 to associate professor of English in 1942 to professor of English and head of the department in 1946. In the meantime he had received his master of arts and doctor of philosophy degrees from the University of Wisconsin.

In 1946 and 1947 he was administrative assistant to the chancellor at Mississippi and from 1947 to 1953 he served as dean of faculty.

"I was teaching English and never thought of doing anything else," Dr. McCarter says. "But people who are not English teachers think that English teachers have a special ability to write minutes and reports. I found I was doing more of that than teaching."

In 1953 Dr. McCarter came to Oklahoma as vice president. His duties here are substantially the same as those he held as dean of faculty at Mississippi. His main concern within the University is the faculty—its personnel and their problems, aims, and programs. His office is open to them and through it pass adjustments and improvements in the educational program on the way to the president for consideration. He is also responsible for the general administration of the departments, the schools, the colleges and other agencies which are not directly concerned with research.

Dr. McCarter taught a class in American literature for two years at O.U. but had to give it up because of his heavy office schedule. This loss of contact with students is what he misses most in his administrative post.

The vice president is said to be one of the best users of the University library even with his heavy load of administrative re-

sponsibilities. A large part of his leisure time is spent in reading—not only in his own field of American literature, but in music, art and other fields, and just to keep his hand in, he translates French literature. His evenings as well as his days are still filled with University responsibilities for he and Mrs. McCarter attend as many departmental functions as possible to strengthen his bond with the faculty.

A one-time author, McCarter finds writing every scholar's wish. But he bemoans that most of his writing these days goes into reports, speeches and messages to the faculty.

**D**R. LLOYD E. Swearingen's top title is that of vice president for research and development, but he also wears another hat as dean of the graduate college. This two-fold job that Dr. Swearingen holds makes him directly responsible for all research conducted on the campus.

As vice president, he is responsible for the Research Institute, which administers sponsored research on the campus, and the more specialized agencies of research. As dean, he is aware of that student research which makes its appearance in the form of a thesis or dissertation.

The more specialized agencies which report to him include the Faculty Research Committee, Oklahoma Biological Survey, Bureau of Government Research, Oklahoma Center for Urban and Regional Studies, Bureau of Business Research, Bureau of Water Resources Research, Computer Laboratories and Nuclear Reactor Laboratory.

The second part of his vice presidency is related to the physical development of the University. In this lies the consideration of proposed buildings, acquisition of lands and allocation of space. In this post of vice president, Dr. Swearingen may spend six months dickering for a plot of land for expansion while eyeing the maps of the University that paper one wall of his office.

Dr. Swearingen's move into the administrative field from pure research and teaching resulted from one of those accidents of history. In 1939 he was scheduled to sail for Cambridge University to study under Professor E. K. Rideal in the Department of Colloid Science. However the outbreak of war cancelled the trip, and Swearingen was invited as an official guest of the Massachusetts Institute of Technology for the year.

After service in the armed forces as a chemical officer, he returned to O.U. to continue teaching chemistry. He had received his bachelor's and master's degrees from O.U. and a doctorate in 1926 from the University of Minnesota.

In 1946 he became executive director of the Research Institute while teaching half-time. The Institute had been incorporated in 1941 with the dean of the graduate college, Homer Dodge, as first director. The state legislature appropriated funds for the building in the early '40s but construction was not completed until 1947. Dr. Swearingen served on this half-time basis until 1949 when Verne Schnee became the first full-time director. Dr. Swearingen had been appointed research professor in 1948 and held that title until he was named vice president.

Dr. Swearingen was on leave from the University from 1951 to 1953 with the research and development division of the Army assessing with a team of other scientists the proportion of basic research to applied research.

In 1953 he returned to the University as vice president for research and development and executive director of the Research Institute. He exchanged the supervision of the operation of the Institute in 1958 for deanship of the Graduate College. However, since 1958 he has been president of the Institute, presiding at the annual meetings of the 77 members.

**N**EWEST OF the vice presidents is Dr. Horace B. Brown. Dr. Brown was appointed vice president for business and finance in February following the death of Roscoe Cate, '26ba, who had served as financial vice president since 1947.

Dr. Brown also has a double job, serving as dean of the College of Business Administration. His training and experience in the dissemination of business practices make him ideally suited to administering the fiscal life of the University.

Though the vice presidency places him in the president's office, he is still within easy access of the problems and affairs of the College of Business. He is aided there by an assistant dean.

Dr. Brown came to O.U. in 1949 as dean and professor of marketing from the University of Mississippi where he had taught since 1932. He received a bachelor of science degree in commerce from Mississippi and went on to attain a master's and doctor's degree from Northwestern University. He served as dean of the School of Commerce and Business Administration at Mississippi from 1941 to 1949.

During World War II, Dr. Brown was director of management courses offered at Mississippi as part of the War Training Program. He also served as chairman of the geography division of the Army Specialist Training Program at the University in 1943 and 1944.

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Dr. Brown's regard is so high in the business education field that he was invited to be a visiting professor of business administration at Harvard Graduate School of Business in 1955. While at Harvard he was appointed consultant of recruiting and training for the Controller General of the United States. In bi-annual meetings he and a board of four others decide on improvements and changes for the government accounting program.

During his more than 10-year span as dean, Dr. Brown has been responsible for improving the standing of the College of Business Administration. While in 1949 only 23 per cent of the 43 teachers who were members of the graduate faculty held doctorate degrees, now 62 per cent hold the

degree with three other faculty members lacking only completion of dissertations.

Latest addition has been the initiation of the doctorate degree for business administration from the O.U. school. This degree has been approved by University and state officials and first enrolment for the program will begin in fall 1960.

Dr. Brown as vice president is responsible for the general administration of the fiscal affairs of the University and the development of its financial policies and practices. His responsibilities extend over the business agencies and services maintained by the University which include the controller, purchasing, accounting, auditing, housing, employment, student publications, the air field, laundry and book exchange.

## In the September SOONER

Are you wondering just what 1960 has in store for the Big Red?

After last year's season of surprises on the Sooner gridiron, predicting the unpredictable Big Red is becoming quite an assignment. Yet, as always, O.U.'s director of public information, David A. Burr, '52journal, will take typewriter in hand to come up with his annual football forecast for the September issue of *Sooner Magazine*. Burr's standing among the campus prognosticators is practically without equal—but the fall campaign, kicking off with Northwestern, Pittsburgh and Texas, should be enough to test the powers of even the most intrepid forecaster.



Posing for the annual class picture, Class of 1950, are (front row) Mrs. Irene Bond Cook, Birdie Sparks Word, Emma Richert; (back row) Bill Jordan, Robert Naifeh, Thomas Myers.

## 1950

With one exception, those returning for the reunion of the Class of 1950 were from close to home. The exception was Carolyn Moody Lockhart, '50ba, whose home is in Long Beach, California.

Class chairmen were Bill Jordan, '50bus, internal auditor for the University, Norman, and Robert N. Naifeh, '47ba, '50Law, Norman attorney.

Other class members in attendance were Paul W. Reed, Jr., '50bs, outgoing alumni association president, in the

ready-mix concrete business in Sulphur; Emma E. Richert, '50m.ed, who is retired from teaching and living in Bethany.

Joe D. Wheeler, '50Law, Oklahoma City attorney; Mrs. Irene Bond Cook, '50bfa, Oklahoma City; Birdie Sparks Word, '50m.ed, Oklahoma City teacher; C. J. McFerron, '50bs, transportation engineer in Oklahoma City, and Thomas B. Myers, '50bus, a supervisory budget analyst in Midwest City.

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