

Operation Chowan

By JOHN C. GILL, Jr.

The American college president—1961 model—is not one but many persons. Contrary to popular thought, he is not a pipe-smoking philosopher who spends his days sitting in some remote ivory tower and contemplating the education processes. Nor is he an ostrich, with head stuck in the sand, completely oblivious of the hard realities of life in general and economics in particular. An educator he is, of course, and first of all. But much more! Efficiency expert, public relations giant, orator par excellence, fundraiser extraordinary, wizard of personnel procurement and management, doctor of diplomatic science—these, too, the modern college president is.



Dr. Whitaker

Chowan's President
And Chowan's prexy, Dr. Bruce E. Whitaker, fills the bill. Granted, he has an administrative staff to handle specific responsibilities in these many areas. But always, "Dr. Bruce" must give direction and guidance, and bring the many parts into a unified whole. He must, that is, if Chowan College is to come to the end of each audit year with a record of successful operation, and if the college is to render creditable service as an institution of higher education.

Those who hold the ivory tower concept of the college president would be amazed to learn that Dr. Whitaker travels at least 3,000 automotive miles every month in the pursuit of his duties, in addition to some travel via commercial airlines.

Why so much travel? Well, he attends a wide variety of professional meetings for one thing. Meetings of the regional accrediting agency, the Southern Association of Colleges—meetings of the state accrediting agency, the North Carolina College Conference—meetings of the Southern Association of Baptist Colleges and the American Association of Jun-

ior Colleges—these and other similar ones are "must meetings" in the interest of the academic standing of Chowan.

It is worthy of note, in this connection, that "Dr. Bruce" is vice president of the Southern Association of Baptist Colleges, a member of the Student Personnel Commission of the American Association of Junior Colleges, and a director of the North Carolina Conference for Social Service.

Many Meetings

But that's not all the meetings. Chowan's energetic young administrator also attends innumerable meetings of Baptist groups. Since Chowan is one of the seven colleges operated by the Baptist State Convention of North Carolina, his attendance at Associational gatherings, sessions of the Convention, its General Board, and its Council on Christian Education is a necessity. Also, in this connection, he joins the six Baptist presidents each year in a series of "Campus Visitation Day" programs. Each of the colleges has an annual special day when the Baptist of their area visit the campus and meet the seven Baptist college presidents.

The college bylaws state that the president is the official representative of Chowan College, too. As such, "Dr. Bruce" frequently is required to attend various functions at other colleges.

Fund raising, of course, accounts for a great deal of his travel. While the college has a director of development who assumes this work as his major responsibility, the president often accompanies him, and especially in the solicitation of large contributions and grants. In addition, two weeks out of his busy schedule must be given each year for the solicitation of contributions to the North Carolina Foundation of Church-Related Colleges. However, this two weeks brings well over \$10,000.00 of annual operating capital to Chowan as a member institution of the Foundation.

Considering all of this, it is not difficult to understand how "Dr. Bruce" drives his automobile about 36,000 miles each year, and especially when you



ADMINISTRATIVE STAFF—Here are some of the people who direct the activities at Chowan College . . . and promote good will for its promotion. At the right is the President, Dr. Bruce E. Whitaker; and to his right are Dean of Men James Masters; Bursar Arelia Adams; retired Director of Development Oscar Creech; Dean of the College J. Irving Brooks; Director of Admissions Ross A. Cadle; College Chaplain, Dr. Edgar V. McKnight; Dean of Women Sybil Grimes; Assistant to the President John C. Gill, Jr.



REGISTRAR'S OFFICE—Always a busy place is the main office of the College Dean and Registrar. Here the records and grades of students are kept—from way back to right now. Assistant Registrar, Mrs. Marjorie Lee (left), instructs student helper Brenda Taylor of Gates. Mrs. Marjorie Sewell, administrative secretary, is seated by student helper Charlotte Elias of Wilson. In background are student helpers Glenda Huffstetler of Gastonia and David Woodson of Richmond, Va.

throw in countless speeches before schools, churches, civic clubs, and other groups.

These away-from-home duties would seem to be enough for the average man; but they are not for the college president. Nothing has been said as yet about his duties at the college.

Needless to say, every time Chowan's leader returns to his office from a prolonged journey, his desk is piled high with correspondence. That the handling of this is a time-consuming chore is revealed in the fact that he dictates from 100 to 125 letters every week.

Academic Matters

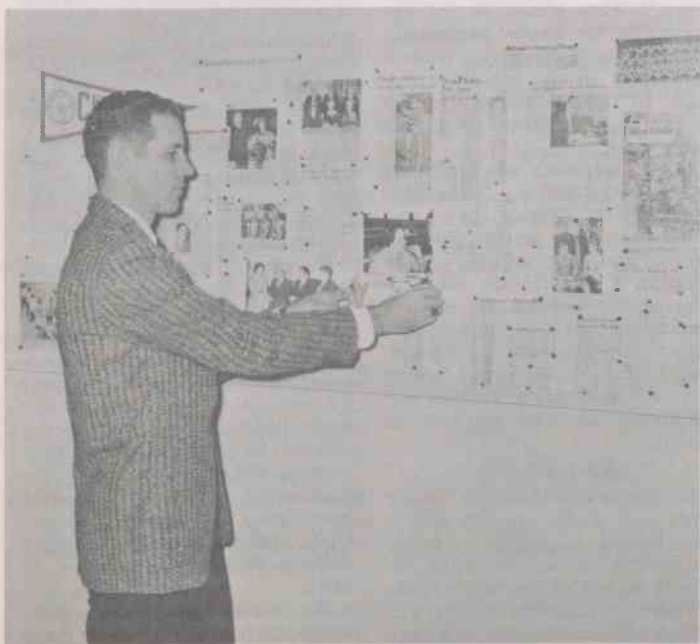
Then, there are the numerous academic matters which have a claim on his time. Of course, the college dean is a strong right arm in these matters. The dean's work, however, is directed by the president, and the dean reports directly to him on all matters pertaining to the educational process and student life. One of the president's major responsibilities in this area is to replace faculty members who resign and to procure additional ones when growth in student enrollment makes this necessary. In spite of the fact that the college trustees are continually trying to increase faculty salaries to a

completely adequate level, the procurement of qualified and experienced college faculty persons is a hard and often frustrating task.

And, speaking of the college trustees, "Dr. Bruce" must plan their several annual meetings at the college, as well as the monthly meeting of the executive committee.

Not only is he required to prepare an annual report on every facet of the college operation for the trustees, he also prepares monthly reports for the executive committee.

Financial matters, and especially the operating budget, are an ever present consideration. (See following page.)



NEWS BUREAU—In demand as a speaker at churches and civic club meetings, assistant to the President of Chowan in his many activities, Mr. John C. Gill, Jr., is also responsible for news and picture releases appearing in the area publications. The bulletin board in his office shows some of the good results from the News Bureau.



IN THE DEAN'S OFFICE—It isn't always "good" when a student is visiting the office of the Dean of the College, J. Irving Brooks, but in this case Betty Lou Podruchny of Halifax is being advised on classes.