

The Office of Institutional Advancement

—serving the University in many ways—



Vance

Richard A. Vance, Director of Special Events, is responsible for the planning, supervision and staging of public events, especially those of a university-wide nature. He also is available for consultation with representatives of individual departments in planning their own special events.

Betty McGuire is the University Editor. Her office provides editorial and design service for departments issuing brochures, announcements, programs, or other publications. If requested, the office will handle production details and serve as a liaison between the department and the printer.



McGuire



Matheson

C. R. Matheson, Business and Industrial Liaison, attempts to stimulate the interest of business corporations in Duke University and encourages various members of the University community to seek support from appropriate business sources for their programs. The office also assists in the preparation of guest lists for special events on the campus and in bringing to the attention of industry significant developments on the University campus.

Lloyd L. Woolley, as Field Director, coordinates field trips made by Duke staff members for the purpose of conducting area surveys. He maintains and analyzes survey reports for the purpose of determining the extent of potential financial support of Duke University in various areas.



Woolley



Broce

Thomas E. Broce is Foundation and Governmental Liaison Officer. He is responsible for coordinating support sought by the University from governmental agencies and private philanthropic foundations. He assists faculty and staff members seeking grants from these agencies by identifying the best potential sources of support (through the use of our Foundation Information Center) and by assisting in the preparation and submission of the actual proposal for funds.

Child Guidance

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ment for the disturbed child. This means that the child has the opportunity to progress up or down. He may move from long-term to short-term care.

For example, if a child were to progress from long-term to short-term care, his record would probably include the following (in order of progress):

1. began treatment at Murdoch Child Psychiatric Unit
2. progressed to the Umstead Adolescent Unit at Butner
3. counseled at the Durham Child Guidance Clinic, Inc.
4. enrolled at Wright School
5. entered Duke Hospital for short-term hospitalization

The director of each of these Continuum of Care Units has an appointment in the Department of Psychiatry at Duke Medical Center.

There are some interesting and rather revealing statistics to be seen in the Child Guidance Clinic's "Manual." The latest statistics show that: more boys are counseled at the Clinic than girls; half of the children counseled are from 6 to 12-years old; and the highest number of referrals are "self-referrals."

Dr. Fowler estimates that in the 1964-1965 fiscal year, the Clinic will handle about 440 cases. This will mean approximately 8,000 interviews. An hour interview is usually given every week to the child being counseled by the Clinic; and, according to routine, for every session the child has with the psychiatrist, the parents have a session with the psychiatric social worker.

All of the several and varied functions of the Clinic cannot be mentioned here; but no matter how different in nature the functions may be, the child is the ultimate center of each, as hope for greater understanding of the emotionally disturbed prevails.