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# THE MARS HILL COLLEGE HILLTOP

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VOLUME XLX, NUMBER 2

MARS HILL, NORTH CAROLINA

FRIDAY, SEPTEMBER 12, 1975

# excellence in ACTION

## 10-Year \$10 Million Program

A 10-year, \$10 million development program will be officially launched by Mars Hill College Friday with a luncheon honoring Dr. Hoyt Blackwell, president emeritus of the Baptist school.

Funds for the construction of Blackwell Administration Building, to be named for the 85-year-old educator who retired in 1966, will constitute the major goal of the first phase of the 10-year program.

Plans for raising the money and other details of the total campaign will be announced at the luncheon, which will be attended by members of the Blackwell family, college administrators, members of the boards of trustees and advisors, alumni officers, and other friends of the college.

The 10-year development program will be divided into three emphases using the theme "Excellence in Action." Emphasis I will concentrate on the new administration building and on library improvement. The goal for this phase will be \$2 million, with \$1 million earmarked for construction of the Blackwell Building, \$500,000 to endow its

operation and maintenance, and \$500,000 for upgrading the library.

Extensive landscaping and new campus lighting will accompany the erection of the new three story administration building, which will be located on the site where Treat, and older dormitory, now stands.

The new building will become the focal point of a redeveloped central campus. Plans call for the closing of College Street to vehicular

traffic and developing the central campus area into a pedestrian mall.

A 1921 graduate of Mars Hill, Dr. Blackwell served as a faculty member and administrator from 1928 to 1938, and as president from 1938 to 1966. At first he was a teacher of Greek and Bible; but in 1935, Dr. R. L. Moore, then president, asked him to become director of an endowment and enlargement program. Dr. Blackwell demonstrated his extraordinary talent for raising funds, even in those Depression years, by raising \$61,000 in less than 18 months.

In June 1938, when Dr. Moore retired, Dr. Blackwell was unan-

imously chosen by the trustees as the 18th president of Mars Hill College. Under his guidance, the college showed unprecedented growth in its physical assets, academic programs, and student population. In the 28 years he was president, a science building, library cafeteria, auditorium and fine arts building, and four large residence halls were constructed. A huge complex of buildings and outdoor facilities for physical education and athletics were begun. In addition, the boundaries of the campus were widened, older buildings were repaired and improved, extensive landscaping carried out, and miles of paved streets, broad sidewalks, and picturesque rock walls were added.

Less apparent than the physical changes, but equally as important, were the accomplishments in the academic and extracurricular life of the college. Dr. Blackwell's administration was marked by several historic milestones. The most obvious was the addition of the junior and senior years academic programs which converted the school into a four-year, degree granting college. The first baccalaureate degrees were awarded to 146 students in 1964.

Two years later, Dr. Blackwell was able to pass the reins of leadership to Dr. Fred

B. Bentley with the satisfaction of knowing that the college was debt free. Dr. Bentley will preside over the luncheon Friday.

The second phase of the 10-year "Excellence in Action" program, Emphasis II, will focus on two other major needs of the college: endowed scholarships and endowed teaching positions. A \$1 million fund to generate scholarship money is the first goal, and \$2 million to endow

professorships is the second goal.

Emphasis III, the final thrust of the 10-year development program, will seek \$5 million in general endowment to help stabilize the college's operational budget, now approximately \$5 million annually, and to help combat the effects of inflation.

Emphasis I of the campaign is expected to last approximately 18 to 24 months, and Emphasis II will probably not begin until about 1979.



Dr. Blackwell, president emeritus, still very active. (See "Last Lecture Series" p. 4)

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CONTENTS	PAGE	
		Editorial.....2
		Good, Bad & Awful...7
Baker's Frying Pan...6		Guest Editorial.....2
CSM.....4		New Improvements....3
College Union.....4		S. G. A. and L.A.P...4
Debate Team.....7		Sports.....5