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Coastal Carolina College This Week, July 14, 1980

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THIS WEEK

A Newsletter for faculty, administration and staff of Coastal Carolina College

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USC-COASTAL CAROLINA COLLEGE

JULY 14, 1980

ACTIVITY REPORT NOW IN USE FOR ALL CAMPUS ACTIVITIES

In an effort to insure the awareness of college activities on and off campus, the administration of Coastal Carolina College is distributing activity report forms to all departments. These forms should be completed no later than two weeks before any college activity and should be sent to the Department of College Relations.

The form will serve four purposes:

- (1) To inform the Office of College Relations of all planned events and activities.
- (2) To request public relations assistance.
- (3) To request Media Center assistance.
- (4) To inform the college community of scheduled activities.

A deadline of two weeks is proposed which should allow for proper planning and implementation by all concerned. Each request would be coordinated with proper college officials, thus facilitating communication and cooperation.

The Office College Relations would become the informational focal point for planned events and activities and in turn publish a weekly consolidated activity memorandum for campus distribution.

As this procedure is followed, the reverse side of each issue of This Week will include a calendar of pending events.

NTE AT COASTAL JULY 19

The National Teacher Examinations (NTE) will be given at USC-Coastal Carolina College on July 19, 1980.

Scores from the examinations are used by states for certification of teachers, by school districts for selection and identification of leadership qualities, and by colleges as part of their graduation requirements.

Educational Testing Service, which prepares and administers the tests for the NTE Policy Council, says they are designed to measure knowledge gained from professional and general education and in 21 subject-matter fields.

Bulletins describing registration procedures and containing registration forms may be obtained from the Coastal Carolina College Admissions Department or directly from the National Teacher Examinations, Educational Testing Service, Box 911-R, Princeton, N.J. 08541. The deadline for registration is June 25.

PERFORMING ARTS CENTER TAKES SHAPE AT USC-COASTAL

Jackhammers are chattering, tanned construction workers are mixing cement and huge cranes are hoisting flats of brick—part of the swirl of activity around Wheelwright Auditorium, the 823-seat center for the performing arts now taking shape on the campus of USC-Coastal Carolina College.

Although the new facility will not be completed until early next year, four handsome two-story columns on the building's entrance give a hint of the future appearance of the Georgian-style building. Aided by a \$1 million initial donation and a \$200-thousand challenge offer made by Mrs. and Mrs. William A. Kimbel of Murrells Inlet, the campaign to fund the performing arts center is near completion, according to college officials.

"We are still raising money for some last minute items," explains Coastal's Bill Baxley, who is in charge of the building's fund-raising campaign. "We need another \$150,000, but we hope to finish that drive by the end of August. This facility, when complete, will be of great benefit to the community and to our educational goals."

Wheelwright Auditorium will be the first facility in the Waccamaw-Grand Strand area to be designed specifically for the performing arts. "Conway and Myrtle Beach, as well as the rest of the Waccamaw area, are very culture-conscious," emphasizes Coastal Chancellor Edward M. Singleton. "With Wheelwright Auditorium, we will be providing an excellent facility for the people who are interested in the fine arts. This is the first facility of this kind.

"Many individuals have contributed to Wheelwright," he says. "And the business community in our region has been superb in its support. Over 90 percent of the businesses which have been contacted about donating to Wheelwright Auditorium have offered contributions."

When the facility opens next winter, college officials hope to begin its program of cultural activities with some type of gala fine arts opening performance. During the past academic year, the college officials were pleased with the public's reception. The fine arts programs were held in the new Conway High School auditorium and consisted of performances by regionally recognized artists such as Tequila Mockingbird Chamber Ensemble, the Alabama Shakespeare Festival, Anthony and Joseph Paratore, the Preservation Jazz Company and the Pauline Koner Dance Consort. College officials say they hope to program an expanded series of similar cultural events in Wheelwright Auditorium when the facility is completed.

"We think this will be a distinct contribution to the cultural life of the area," says Chancellor Singleton. "We hope local residents will no longer have to drive to places like Charlotte, Columbia or Charleston to enjoy regular cultural programming. If our plans are successful, Wheelwright Auditorium will provide a variety of regular artistic programs of both local and regional nature."

AREA'S FIRMS BEING POLLED BY EDUCATORS

Businesses in the Conway, Georgetown and Grand Strand areas are undergoing some close scrutiny in a special project conducted jointly by USC-Coastal Carolina and USC-Columbia.

The market study is being made to determine what business related seminars and programs are needed and desired by the business community in the three areas.

Directing the marketing survey will be Dr. Bill Morgenroth of USC-Columbia.

A former Colorado cowboy and intelligence agent in World War II, Margenroth is now a professor of marketing at USC. A native of Ohio, he holds a bachelor's degree and a master's degree from the University of Michigan, a master's from the University of Colorado and a PH.D. from Pittsburg University. He will be organizing the business survey through Aug. 20.

"We're trying to determine the needs of the business communities in Conway, Georgetown and the Grand Strand," Morgenroth explains.

"We're trying to find out what programs the business community needs and wants, so that the faculty at Coastal and USC-Columbia can develop special business programs and seminars. These programs will be tailor-made to serve the business needs of the community, so the community will benefit from the programs. The survey, of course, will determine what subjects should be taught. Coastal's students will also benefit by learning more about the local business community," he said.

COASTAL CAROLINA, CAMPERS TO MEET IN MYRTLE BEACH

In an attempt to serve the thousands of tourists who visit the Grand Strand in the summer, USC-Coastal Carolina College is taking education out of the classroom and putting it in the campground. Financed by a grant from the National Endowment for the Humanities, a series of discussion programs will soon premier at Grand Strand area campgrounds under the direction of Coastal Carolina College's Office of Continuing Education.

"This is something new for the college and we think it will be a novel idea for vacationers too," explains Dr. Marshall Parker, director of Continuing Education at Coastal Carolina. "Every year hundreds of thousands of people visit our local community and we think it's appropriate that the local college makes its contribution to this temporary population. We also think there are probably a lot of vacationers, especially in the campgrounds, who would welcome interesting presentations of provocative, topical subjects."

The college will use the Humanities funding to conduct a series of twelve discussions each week at six Grand Strand area campgrounds. The evening programs will begin on Monday, July 14th and will continue through August 22nd. Each program is free and will consist mainly of discussions of selected topics by the participants.

Parker says the scheduled topics include: "Presidential Candidates," "Parents' Role in Reading Growth," "Crises in the Mid-East," "The World in the 1980's," "Coping with Stress," and others.