

# 8600

Volume III No. 2  
December 1974

# UNIVERSITY BOULEVARD

Indiana State University Evansville



## STUDENTS JUGGLE EXPENSES; USE VARIETY OF FINANCIAL AID

The first concerns of a student considering a college education today revolve around two questions, "Which college should I choose?" and "How can I finance a college education?" With college costs rising and federal aid programs decreasing, the problems of financing an education are real. A variety of options are open to the student who is considering applying for financial aid.

Dental hygiene major Kathy Sheridan has received financial aid from many sources. She currently has a National Direct Student Loan, a Bank Loan and a scholarship from the Mead Johnson Company. A National Direct Student Loan, determined by need, is interest free until the repayment period begins nine months after the recipient ceases to be a student. The interest rate of three per cent per annum then starts to accrue. Kathy explains that because her father is retired, the family income total is less, making her eligible for the federal grant.

Kathy has also received the BEOG, Basic Educational Opportunity Grant, also based on need, and the Virginia Corporation Scholarship. In addition Kathy performed with the ISUE Mid-America Singers for one year which allowed her a talent scholarship. Kathy laughs, "I've

*Kathy Sheridan learns to take x-rays in the dental hygiene clinic.*

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Readers are invited to respond to content in the form of letters signed and addressed to the editor.

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Cover Story (continued)

gotten my money from many sources and put them in one big basket."

Kathy will graduate in May with an associate degree in dental hygiene. She plans to pursue a baccalaureate degree in dental hygiene public health at Indiana University.

Kathy has carefully budgeted to finance her college career. With rent, upkeep of a car, and daily living costs, Kathy also works part time in a local dentist office to cover expenses. Kathy is the daughter of Mr. & Mrs. Ed Sheridan of Princeton. She has five brothers and three sisters.

Freshman Eric Taylor came to Indiana State University Evansville to play basketball with the Screaming Eagles. Eric was a forward on the Christian County High School, a school that won three district championships for four straight years. He was recruited for the Eagles and receives a tuition scholarship. A pre-med major, Eric also receives a Basic Educational Opportunity Grant. "My high school counselor informed me of possible

financial sources for college and my basketball coach told me about ISUE. It was through their help that I was able to come to college."

When quizzed if the financial aid was sufficient, Eric admitted he has slipped from his budget. "Prices are just different on paper than in daily life."

Eric is the son of Mr. & Mrs. Samuel Taylor of Hopkinsville, Kentucky.

Caroline Ferris, an ISUE senior, is receiving a Supplemental Education Opportunity Grant and is on the work study program. The grant is a federal program based on need. In addition to the grant, Caroline has worked at ISUE while enrolled as a student. She has worked in the Library and is currently working in the Bookstore. An elementary education major, Caroline is looking forward to graduation in May. Along with Caroline four other brothers and sisters attend college in the Ferris family. Caroline was also the recipient of the Carver Community Center sponsored Martin Luther King Scholarship for community service. Caroline feels with the grant, work-study, and scholarship her income is sufficient to meet her college costs. The daughter of Mr. and Mrs. Oscar Ferris, Caroline plans to continue advanced degree work in special education.

Lita Nance, a freshman English major, is an academic scholarship recipient. Her high school rank in class, SAT scores, and participation in school and community activities made her eligible for the scholarship. Academic scholarships are awarded to entering freshmen in the form of a partial fee waiver (\$300 to \$350 per year.) The scholarship is

renewable up to the minimum number of hours required to graduate (124) if high academic standards are maintained.

Lita also receives a talent scholarship for her participation in the ISUE Mid-America Singers. She participates in oral interpretation and hopes to get involved with ISUE Theatre when her busy schedule permits. Lita works part-time while attending ISUE.

"The scholarships are very helpful in meeting college costs," Lita agrees. Maintaining high grades is important. Lita plans to teach in the area of language or theatre. She is the daughter of Mr. Henry Nance and Mrs. Marilyn Nance.

"Over 40% of the ISUE students are receiving some form of financial aid through our office," explains Harold Calloway, Director of Financial Aids. "It is the philosophy of the office that parents and the students retain responsibility toward paying for educational expenses," Mr. Calloway continued. "However, if after a realistic evaluation of the family's ability to pay for the student's education, there exists a financial need, we will attempt to come as close as possible to meeting the needs of each applicant."

A short term loan program is also in effect for qualified ISUE students. The Walter J. Wahnsiedler Student Loan Fund makes it possible for junior and senior students to borrow money through the Financial Aids Office. According to Mr. Calloway, "Loans are made to students who are employed part time. The due date of the loan does not extend beyond the end of the semester in which the loan is granted. The program greatly assists students who need financial help for a short time. Each semester about



**Senior Caroline Ferris rings up a sale in the ISUE Bookstore. Caroline works as a student assistant in the Bookstore to help meet her college expenses.**

(Continued on page 4)

# DARREL BIGHAM NAMED BICENTENNIAL CHAIRMAN

Assistant Professor of History Darrel E. Bigham has been named Chairman of the Evansville Bicentennial Council. On the ISUE faculty since 1970, Dr. Bigham also serves as Chairman of the ISUE Bicentennial Committee.

The Evansville Bicentennial Council is officially recognized by the American Revolution Bicentennial Administration. Evansville is designated an American Revolution Bicentennial community. The city was awarded a certificate and an official flag.

According to Dr. Bigham the Council plans to stimulate and encourage community participation in the United States Bicentennial celebration, and coordinate local Bicentennial activities, working with the Evansville Freedom Festival Foundation and other national and state Bicentennial organizations.

The ISUE Bicentennial Committee has plans for observing the 200th national birthday by using the expertise of the ISUE faculty members. A Speakers Bureau of ISUE faculty members is being organized and topics will emphasize historical perspective, but also relate to the meaning of America, the challenges this country faces in the next century, and the current state of the nation.

An interdisciplinary course, General Education 100: The Age of the American Revolution, will be offered in the 1975-76 academic year. The course will include.



not only demonstrations of colonial cooking and farming methods, but also lectures on revolutionary society, and is intended to evoke the feeling of age.

"The goal of the national Bicentennial celebration is to forge a new national commitment, a spirit which vitalizes the ideal for which the revolution was fought; a spirit which will unite the nation as it moves into its third century . . . in purpose and in dedication to the advancement of human welfare," Dr. Bigham explained.

"This can only be achieved," Dr. Bigham continued. "by personal participation and personal commitment by the maximum number of citizens."

In the official commencement of Evansville's participation in the celebration of the Bicentennial of the United States, Dr. Bigham expounded on the role of the local council: "The Evansville Bicentennial Council, representing a wide range of persons and groups in the Evansville area, pledges to this city its talent and energy in evoking the many meanings of America. It will not stress history or patriotic hoopla: it will do more than this. It will, through a variety of programs designed to involve as many people as possible, seek to vivify the community and assist it in establishing new goals as the city enters the third century of the United States. It will educate young and old on our history, celebrate the spirit of America, and encourage long-term improvements in the quality of the city's life."

## CHILDREN'S CENTER LENGTHENS HOURS

Directors of the Children's Center are planning to increase the hours of the Center during the spring semester. The Day Care Center, open to children aged three to six, will open daily beginning at 7:45 a.m. The Day Care Center will close at 3:00 p.m. on Monday, Wednesday, and Friday at 3:30 p.m. on Tuesday and Thursday.

The Pre-School program hours will remain the same, with school open from 9:00 a.m. to noon on Monday, Wednesday and Friday during the University academic year.

The Day Care Center will enroll children of ISUE students who have pre-school aged children. Children in the pre-school program attend the entire session.

### STUDENTS EXPENSES (Cont'd from page 3)

thirty-five students take advantage of this loan."

Funds are made available for financial aid from the University operating budgets, state and federal governments, business and industry, and from philanthropic groups and individual benefactors.

"A number of scholarship programs have been set up as 'in memoriam' donations," Mr. Calloway noted. "Often civic organizations donate money toward a scholarship in the area of their particular interest," he added.

"Students who are interested in financial aid should seek counsel as to the types of programs they are eligible for," Mr. Calloway emphasized. "And a student should do this well in advance of class registration, for time is an important factor in many of the aid programs," he concluded.

# A FAMILY AFFAIR

by John Emhuff, Director of Alumni Affairs

Lodato is a well known name on the campus of ISUE. Jim and Rosie are alumni and Angie and Phyllis are students now. "ISUE is growing very fast. It's great to attend school each year and be able to experience all the changes," says Phyllis. "It's great to be a part of its rapid and successful growth."

Jim "Mello" Lodato was in the first class to graduate from ISUE in 1971. He is teaching 4th grade in Oakland City, Indiana. Rosie Lodato graduated in December 1973 and is teaching Social Studies at Plaza School in Evansville. Rosie was a member of the Student Union Board and an organizer for Spring Week 1973. She was also a member of Phi Beta Chi Social Sorority, ISUE Pom Pon Girls and the Yearbook staff.

Angie Lodato is a senior at ISUE majoring in Social Science. She served as Secretary-Treasurer of Psychology Club and as Personnel Chairman of Student Union Board during the

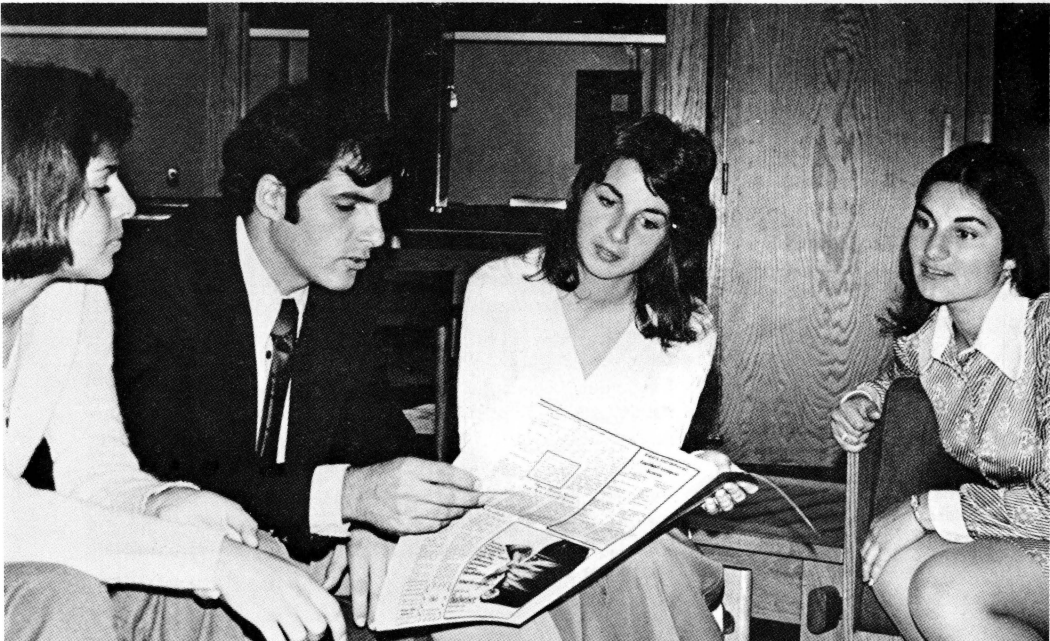
1973-1974 school year. Phyllis Lodato is a junior at ISUE majoring in Physical Therapy. She hopes to continue in the program in Indianapolis. She is Secretary-Treasurer of the Student Union Board this year.

"It is a good feeling to know that you are a part of the future as a student at ISUE. That is, of course, part of the future of higher education in Evansville. With all the energy being generated by an ambitious but conscientious administration and faculty, the future of higher education in Evansville looks bright economically and qualitatively," Phyllis affirms.

Higher education is important to the Lodato family. An older sister Patty completed a BA and MA in English and is teaching in Argentina. Two older brothers Michael and Bob have completed Masters degrees. Michael is employed at SIGECO and Bob is in medical school at Johns Hopkins University.

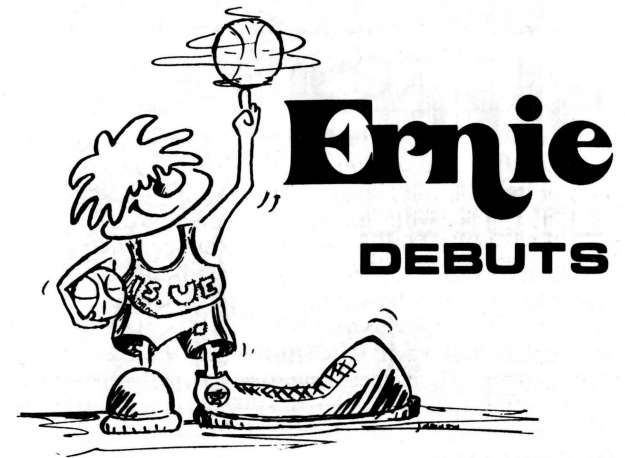
Parents of the ISUE Lodatos are Mr. and Mrs. Harold Lodato of 1104 Marshall Avenue in Evansville. A younger sister Barbara is a

*(Continued on page 7)*



## KEEPING UP ON ISUE NEWS

While on campus, the Lodatos visited the University Center and scanned the student newspaper. From left, Angie, Mel, Phyllis, and Rosie.



A star basketball player is invading the Eagle ranks to add spirit to the squad. "Ernie" is a small but mighty character with shoes as big as his ambition to play with the Eagles and basketball tricks that rival the Globetrotters.

"Ernie" will be used as a "pep" emblem for the Eagles. He's on the cover of the programs, and will crop up on numerous items - sweat-shirts, bumper stickers, and posters. The Student Union Board plans to stage an "Ernie" look-alike contest.

The cartoon character was designed by campus graphic artist/photographer John Dawson. John explains, "Ernie reminds me of a punk kid I grew up with, so full of mischief. And he's great for the Eagles total athletic program because you can also dress Ernie for baseball, golf and tennis. He's an all-around athlete."



# the GRADUATE ROUNDUP

by Elizabeth Buck  
Office of Alumni Affairs

The Graduate Round-Up features alumni of Indiana State University Evansville who are making noteworthy contributions in their respective fields. Information is gleaned from the Alumni Information Card, friends of alumni, and the Alumni Association officers and Executive Board. Alumni are invited and encouraged to record their accomplishments on the Alumni Information Card (found on page 7) and return it to the ISUE Office of Alumni Affairs.

**Randy Babb**, 1973, and his wife, Jane, are parents of a daughter, Jaymi Lynn, born October 17, 1974. Randy is employed by United Parcel Service in Evansville.

**Herdis Wayne Bauer**, 1974, Social Science major, is serving as a Rural Manpower Representative Specialist for the Indiana State Employment Service in Evansville. He is living in Wadesville, Indiana. He is active with the Posey County Conservation Club.

**Terri Stein Bell**, 1974, Dental Assisting, is working as a dental assistant in Newburgh, Indiana for Dr. Gary Meyer. Terri and her husband Bob make their home in Newburgh.

**Sarah Weber Block**, 1974, Elementary Education, is teaching at St. James School in Haubstadt, Indiana. Sarah and her husband Jack make their home in Haubstadt.

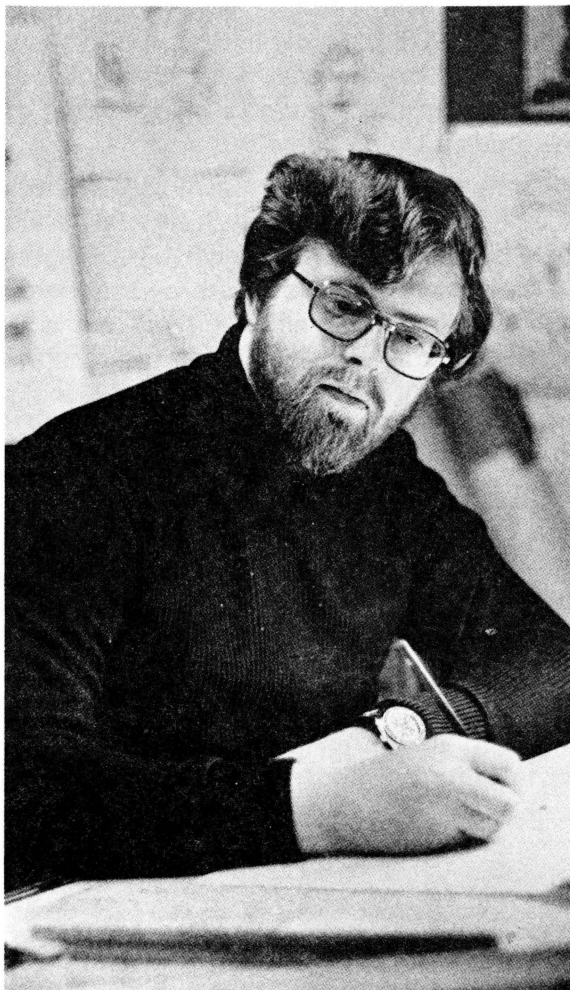
**Janice Braun**, 1973, is teaching 6th grade at St. Paul School in Tell City, Indiana. Janice and her husband Bob have two sons Robert, 13 and Rick, 9.

**Darrel Brown**, 1974, has accepted a position in the accounting department of Credithrift Financial Corporation in Evansville.

**Stan Campbell**, 1972, is working as Art Director at WFIE-TV Channel 14 in Evansville. Stan is also taking graduate classes in Art at Indiana State University.

**Joan Elaine Corressell**, 1974, has accepted a position with Catholic Charities Bureau, Diocese of Evansville as a case-worker. Joan received the Scholastic Achievement Award in May 1974.

**Kim Dean**, 1974, is teaching in Henderson County, Kentucky. Kim served as president of the Student Education Association August 1973-January 1974 and was instrumental in publishing the SEA calendar book sold last year.



**Stan Campbell**

**Steven Deckard**, 1973, was recently appointed Regional Coordinator for the North Central Region in Data Processing for Rural Electrification Administration (REA). Steve is employed at Southeastern Illinois Electric Cooperative, Eldorado, Illinois.

**William Lewis Dixon**, 1974, is serving as a supervisor of Phase I at Breckinridge Job Corps Center, Morganfield, Kentucky. He graduated with a major in Sociology and minor in Psychology.

**Robert Driggs**, 1972, and his wife, Phyllis are parents of a son, Michael Adam, born August 9, 1974. They have a daughter, Patricia, 8 years old. Bob teaches on the elementary level in Carmel, Indiana.

**David Eidson**, 1974, Finance major, has accepted a position in the commercial loan department of Citizens National Bank of Evansville.

**Richard Elliott**, 1974, was married on September 21 to the former Kathleen Nalin. Rick is employed at Welborn Hospital as an accountant.

**Larry Farmer**, 1972, has been awarded the Marion Ring Award by the Pharmaceutical Division of Marion Laboratories for outstanding sales volume and performance. Larry joined Marion Laboratories in April, 1973, and makes his home in Evansville.

**Mary Beth Farny**, 1974, is teaching at Sacred Heart School in Evansville. Mary Beth was active in the Sigma Kappa Sorority on campus, serving as rush chairman, panhellenic delegate, and first vice-president. She also served as secretary of the Student Education Association during the 1973-74 school year.

**William Fisher**, 1973, has earned a masters degree in business from the University of Nebraska and Certified Public Accountant status. He is employed as research associate and project director at United of Omaha.

**John P. Fitzgerald**, 1974, is attending Southern Illinois University in Carbondale, Illinois where he is working toward a master's degree in Philosophy. He has served in the U. S. Marine Corps.

**Thelma Gable**, 1974, is a junior high math teacher in Williams Port, Indiana. She is also co-sponsor of the 7th grade class. Thelma is making her home in Attica, Indiana.

**David Gray**, 1974, is advertising representative for the Mt. Vernon Democrat. He is a charter member of the new Optimist Club of Mt. Vernon and serves as bulletin editor. Dave served as editor of the Shield during his senior year on campus. He and his bride, the former Cathlin Dwyer, were married August 31, 1974.

**Ernest Hicks**, 1974, is assistant news photographer for WTVW, Channel 7. Ernest is married to the former Sharon Gogel. He was active in ISUE Theatre and TKE fraternity. Ernest is a member of the Board of the Vanderburgh County Heart Association.

**James Jaquess**, 1971, was elected to the Board of Directors of the Babcock & Wilcox Management Club for 1974-1975.

**Leonard (Skip) Jochim**, 1973, has been promoted to Sales Manager of the new Key Ford East located at 881 S. Green River Road, Evansville, Indiana. While attending ISUE, Skip was employed as a salesman at Key Ford Downtown, Evansville.

**Paul Krack**, an August 1974 graduate in Respiratory Therapy, has accepted a position as respiratory therapist at the Owensboro Daviess County Hospital. Paul was active on campus with the Mid-America Singers, Alpha Omega Psi fraternity, and the Student Union Board. He served in the U. S. Air Force 1967-1970 and has been a Water Safety Instructor Trainer.

**Imogene Schmitt Kurre**, 1973, has accepted a position as Lab Technician in the Pharmacology Department of IU Med School in Indianapolis. Imogene served as laboratory technician in the Life Science labs at ISUE during the 1973-1974 school year.

**Ronald Mc Croskey**, 1974, has accepted a position as accountant with the Foremost-McKesson Systems Division in Skokie, Illinois. Ron and his wife Ruth Ann make their home in Des Plaines, Illinois.

**David Mooney**, 1974, is employed as an Investments Counselor-Registered Securities Agent with E. L. Kanady Investments, Inc. in Evansville.

**Allen Mounts**, 1974, is presently Personnel Director for Holland Dairies, Inc. Current job responsibilities include labor relations, wage and salary administration, medical and life insurance administration, public relations, and manpower planning. Allen and his wife Rebecca make their home in Holland where he is a member of the Kiwanis Club. Allen served as a member and Vice President of Alpha Kappa Psi.

**Michael Petty**, 1972, and his wife Susan are proud parents of a daughter, Christina Elizabeth, born early in October.

**James Scarlett**, 1972, has returned to Evansville after having served in the U. S. Army 2 years. He worked as a surveyor for a Lance Missile system.

**Nancy Thornberry**



**Stan Scarlett**, 1974, is teaching 6th grade science, math and social studies in Shelbyville, Indiana. Stan and his wife have a 1-year-old son, Keith.

**Dennis Seib**, a December 1973 graduate, has a position as accountant with McGlandrey, Hansen, Dunn, and Company in Springfield, Illinois. Dennis and wife Karen and son Mark live in Athens, Illinois.

**Helen Marie Slaton**, 1972, is the new Teen Program Director at the YWCA in Evansville. Marie graduated with a history major and previously taught at Memorial High School in Evansville.

**John Stocker**, 1972, was recently installed secretary-treasurer of the Optimist Club of Mt. Vernon, and is a charter member. John teaches at Hedges Central Elementary School in Mt. Vernon.

**George Sutherland**, 1972, has recently returned to Evansville. He served two years in the U. S. Army, 101st Airborne Division at Fort Campbell, Kentucky. George received a certificate of appreciation for Superior performance with 801st Maintenance Battalion October 15, 1974.

**Nancy Thornberry**, 1972, is a sales representative with Metropolitan Life in Henderson, Kentucky. She recently won a trip for total production during a specific time period.

**Michael James Waterman**, 1974, is serving as a state trooper with the Indiana State Police. He served in the U. S. Marine Corps 1966-1967 and was a member of Chi Gamma Iota. He was a member of the Eagle Gran Prix bicycle championship team in 1973 and 1974.

**Richard Lee Weber**, 1974, is teaching and coaching at Huntingburg, Indiana. He and his wife Mary Sue are formerly from the Ft. Branch-Haubstadt area.

**Monica Weinzapfel**, 1974, is beginning graduate study at Northwestern University in Evanston, Illinois. Monica has an assistantship in Costume Design and is working toward a Master of Fine Arts Degree.

**Robert Williams**, 1971, was recently promoted to a new position with IRS in Cincinnati, Ohio. Bob served as a Revenue Officer with IRS in Anderson, Indiana after graduation from ISUE.

**Charles Wittmer**, 1972, serves as advertising manager for the Purdue University Exponent, the campus newspaper. Charles and his wife, Miki, have a ten-month-old son, Scott Charles, and make their home in West Lafayette, Indiana.

**Patrick Ziemer**, 1972, was recently promoted to vice president of Fountain Terrace and manager of the Fountain Terrace West Chapel. He has been associated with the firm since 1973.

**Alumni Information Card**

Please complete the Alumni Information Card with updated material and send to Director, Alumni Affairs, ISUE.

**NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Present position (list title and date you started this position):**

**Recent personal information (Include marriage, births, awards received, business promotions, and other pertinent personal information.)**

\_\_\_\_\_

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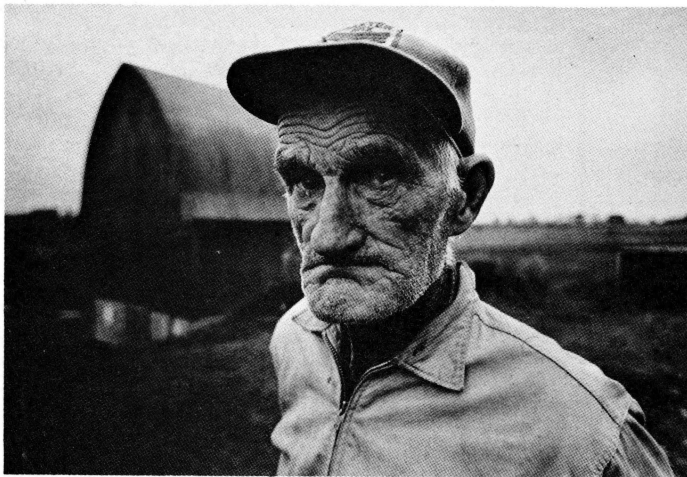
**Year graduated and major field of study:**

*FAMILY AFFAIR (Continued from page 5)*

senior at Retiz Memorial High School. "It would not be unlikely for her to enroll at ISUE come fall of 1975," Mrs. Lodato remarked.

"Most of the teachers we've had are young, with fresh, new and enthusiastic approaches to their teaching. The enthusiasm, growth, cost and size have a lot to do with . . . making it so inviting to attend school here. We are proud to be a part of an institution which is working to produce better citizens and well-rounded individuals," the Lodatos agree.

ISUE and the Alumni Association congratulate the Lodatos on their many achievements and appreciate their continuing support of ISUE.

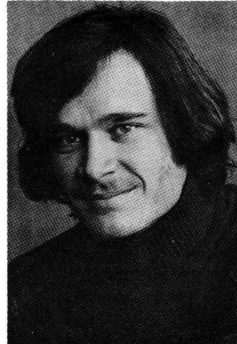




# MICHAEL PUGH, Photographer

Former Indiana State University Evansville student Michael Pugh was the big winner in the 11th Annual Atlanta Press Photographers Association Photo Contest held in Atlanta in November. Competing against over 800 entries, Mike won six Individual awards plus two major awards.

The newest member of United Press International's Atlanta Bureau, Mike won four 1st place awards and two 2nd place awards. In addition, his first place picture in the Architectural, Industrial, and Scenic category won



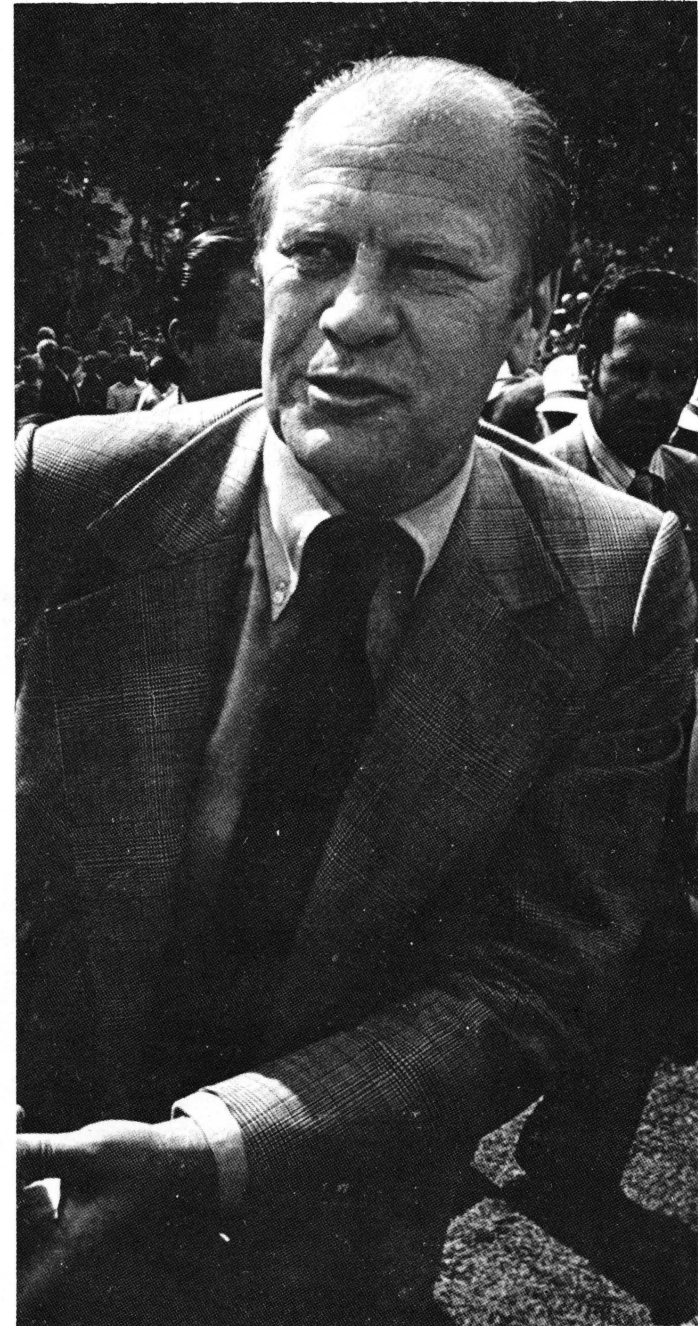
Best in Show. His portfolio was judged the "best exemplifying outstanding performance by a press photographer." This won him the coveted John Bent Memorial Award.

Mike moved to UPI's Atlanta Bureau in July 1974 after working as a newspaper photographer in the Lorain Journal in Lorain, Ohio for two years.

With an avid interest in photography since high school and 4-H Mike began to seriously pursue a career in photography while at Indiana State University Evansville. Mike was a student photographer and also worked on the Sunday Courier and Press photography staff.

His job with United Press International allows him many exciting assignments from covering an Atlanta Falcons football game to a presidential visit. He photographed President Gerald Ford in North Carolina.

Mike is the son of Mr. and Mrs. Tom Pugh of Browning Road.



# Corporate Social Responsibility: A VIEW FROM THE EXECUTIVE SUITE

Harlan C. Van Over  
Associate Professor of Business

*Harlan C. Van Over is an Associate Professor of Business at Indiana State University Evansville. On the faculty since 1973. Dr. Van Over was Director of Industrial and Manufacturing Engineering with Oak Industries of Crystal Lake, Illinois before coming to ISUE. Dr. Van Over received his undergraduate degree in mechanical engineering from the University of Colorado and his MBA from Utah State University. He earned his PhD degree from Saint Louis University 1974. This article is a capsule report of his dissertation for that degree. Dr. Van Over and his wife Joan reside in Mt. Vernon, Indiana.*

*The profit ethic is one of the principal motivating forces behind the dynamic growth of the American corporation and free-enterprise. It has served as a measure of efficiency and a goal to be achieved. It is inherent in the capitalistic system under which the United States developed into a producer of economic output unparalleled in the history of man, and whose citizenry enjoy a standard of living unequalled in most parts of the world. Yet these achievements are not without costs. The basic economic philosophy "there is no such thing as a free lunch" still holds. And here, it seems, the problem of corporate role conflict in society begins. In pursuing economic gain, the corporations are externalizing many of the costs of production. These externalized costs are termed social costs and are borne by someone other than the corporation. While the proper role of the corporation in society has been questioned throughout its history, the last decade has seen an increase in this questioning from the citizenry at large, the government, and the corporation through its executives. The specific questioning has focused on the social relationship between the corporation and society.*

*The issue of corporate social responsibility is not without controversy. Many rational, straight-forward intelligent, and respected businessmen become red-faced and vehement in their opposition to any philosophy or doctrine which opposes the profit ethic. Yet many rational, straight-forward, intelligent, and respected businessmen strongly favor corporate involvement in finding solutions to social problems, even if some profit must be sacrificed. The astute manager, regardless of his personal feelings on the subject, will not let his emotions dictate his actions. He will act based on understanding, knowledge, and what he believes to be best for his corporation's total environment.*

*The presentation which follows is based on an empirical study made by the author on the subject of corporate social responsibility to society. The empirical data collected reflects the attitudes and opinions of leading corporate executives on a number of issues which involve the corporation and its interaction with society.*

The ideologies upon which the modern-day corporation is founded are based on principles and philosophies set forth in the Protestant ethic and classical economic theory. The traditionalists who accept these tenets hold that the corporation has but one role in society: to maximize profits for the shareholder-

owner. If the corporation is successful in following this profit ethic, it will maximize social welfare and promote the best interest of society without a conscious effort to attain these ends. The critics of the profit ethic hold that the corporation does not take the full cost of production into account in the pursuit of economic output. That is, corporation generates social costs which are externalized and borne by third persons and the community as a whole or by both. The philosophy of these critics of the traditional position is encompassed in a relatively new school of thought: the social responsibility ethic. The proponents of the social responsibility ethic emphasize the proper role of the corporation as one dedicated to serving society at large rather than serving specific interest groups. Advocates of these opposing doctrines see a downfall of the free enterprise system as it now exists, unless their individual principles are adopted. These principles would serve as supreme guidelines for the corporation to follow in its relationships with society. It is these two opposing views on the role of the corporation which form the background against which this empirical study was founded. A series of issues that are central to the two schools of thought were investigated in an effort to clarify and bring into a clearer perspective the proper role of the corporation in society. For example, do corporate policies and actions foster the profit ethic or the social responsibility ethic as the most dominant force which motivates executives to high levels of achievement? Are these same policies and actions conducive to long-term profit maximization, or do they lead to short-term profit maximization and sub-optimization of the use of the resources of society?

The relationship of shareholders to the corporation was reviewed in light of the doctrine of private property. Traditionally, the concept of private property requires that the owners of private property receive the full rewards produced through its use. How does the contemporary corporate executive view the relationship of the shareholder to the corporation; that is, does the executive perceive the shareholder to be an owner, investor, or residual claimant? The classical view that executives and the corporation are the alter ego of the shareholder was investigated, and whether or not the responsibility and accountability of the corporate executives transcends the shareholders. The philosophy that many constituents have rights in the corporation and whether or not these rights are preempted by the rights of shareholders was questioned. How corporate executives perceive their individual participation in solving problems of society compared to how these executives perceive

*(Continued on page 11)*

**CORPORATE RESPONSIBILITY (continued)**

the involvement of most executives in solving social ills was reviewed. Numerous questions were searched in an attempt to determine the dominant ethic--profit or social--being employed by executives as a basic operating philosophy in conducting the affairs of the corporation. The aim of the questions and hypotheses investigated was to obtain empirical data through executive responses, responses which enable the author to reach conclusions regarding the interaction of the executives and their corporation with society.

The empirical data for this study was collected via the mailed questionnaire technique. Questionnaires were sent to the presidents of the 1,000 largest industrial corporations in the United States ranked according to sales in the May and June, 1972 issues of Fortune magazine. The top 500 corporations were divided into groups of 250 each by means of random numbers. These groups were designated as Group A and Group B. Similarly, the second 500 corporations were divided into two groups of 250 each by means of random numbers. These groups were designated as group C and Group D. Questionnaires which contained questions of the type "As chief executives, what would you do in a given situation?" were sent to the presidents of the corporations in Groups A and C; alternate questionnaires which contained questions of the type "In your opinion, what would most chief executives do in a given situation?" were sent to the presidents of the corporations in Groups B and D. The first mailing resulted in the return of 114 usable questionnaires and 75 letters of nonparticipation. A follow-up questionnaire was then sent to all presidents in each group who did not respond to the first mailing. This second mailing resulted in 87 usable questionnaires and 41 letters of nonparticipation. A total of 201 usable questionnaires and 116 letters of nonparticipation were received as a result of the survey. The make-up of executive respondents by corporate group consists of 54 from Group A, 52 from Group B, 47 from Group C, and 48 from Group D. The data were combined and tabulated with appropriate ratios calculated and a statistical analysis of the findings conducted. The chi-square statistic and the Z statistic were used in testing the sample data.

The large majority of participants in this study are well educated and are representatives of top level management. Ninety percent of all the respondents have attained a formal education level of at least a bachelor's degree, and 82 percent of all respondents have achieved a management level of vice-president or higher. The earnings level of all respondents is high. Sixty-three of the respondents earn \$100,000

or above annually and over eighty percent of all respondents earn \$40,000 or above annually. Seventy-seven percent of the participants are in the 40-59 age bracket. Executive respondents come from many different industries and have served in a broad range of functional responsibilities through their career. The four leading career functional responsibilities of the respondents are marketing, manufacturing, finance, and public relations. The executives have been promoted to their present positions from many different managerial disciplines. In general, all respondents may be considered seasoned and successful executives.

The majority of the executive respondents do not fully agree with the classical doctrine of private property under which the corporation was nurtured. Shareholders are looked upon as investors rather than owners by a ratio of 2.5 to 1. Furthermore, the executives do not believe their jobs are to do whatever the shareholder would like to see done. While the shareholder is viewed as a group to which the corporation is most responsible, many other constituents have rights in the corporation; stock ownership does not preempt the rights of these other constituents. Seventy-five percent of all executive respondents are of the opinion that their responsibility and accountability transcends shareholders' interests.

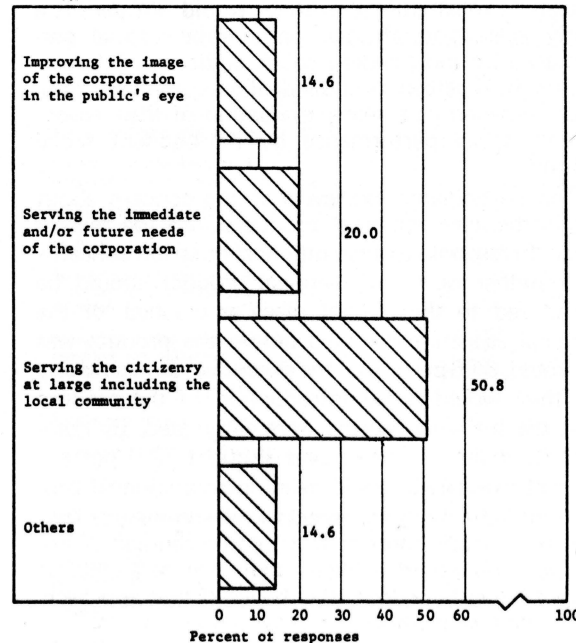


Figure 1.--Summary of one hundred ninety-one executive respondents reflecting their opinions of the principal aim of corporate giving programs.

The sample data indicates that executives do not see themselves or the corporation as the alter ego of the shareholder.

The classical view that corporate philanthropy and giving programs are not in the best interest of the shareholder is rejected by 91 percent of the respondents; financial support to universities, hospitals, and charities does not represent an ultra-vires act or a breach in the ownership-control relationship that may exist between the stockholder and the corporation. In fact, over 80 percent of the executives are of the opinion that shareholders should not be permitted to vote on the percentage of earnings to be contributed to various social projects. Ninety-nine and one-half percent of the corporations represented by the respondents do not solicit the vote of the shareholder on the percentage of earnings to be contributed to social programs. The data show that large corporations (those in the top 500) give financial support to a greater number of recipients while a lesser number of groups receive financial support from the smaller corporations (those in the second 500). As a group, 50.8 percent of the executives are of the opinion that corporate philanthropic programs serve the best interest of society at large while: 20 percent perceive the philanthropic programs as serving the needs or purposes of the corporation (see Figure 1, page 11). The general view of executives implies that corporations may be moving away from the quid pro quo concept associated with corporate giving in past decades.

Executives as individuals perceive they are more highly motivated and responsive than most executives in helping eliminate social ills. Personal values and beliefs in the Christian ethic are the primary factors which motivate executives the most toward helping alleviate social problems (see Table 1, page 13). Factors which have negative influence on individual executive motivation are inefficiency and the waste associated with the administration of social programs (see Table 2, page 13). Individual executives are of the opinion that lack of time and money are the primary factors which minimize the inclination of most executives toward combating social ills. Two other principal factors which have a strong negative influence on the motivation of the majority of executive respondents are pressure groups and violence.

The idea that success in a corporation is measured by how well near-term profit objectives (one to three years) are achieved is strongly supported by the respondents. Seventy-five percent of the respondents in corporate Groups A and C perceive their continued success as chief executives with the same corporation

(Continued on page 12)

**CORPORATE RESPONSIBILITY (continued)**

is determined by how well they achieve near-term profit objectives. By comparison, 78 percent of the respondents in corporate Group B and D perceive the continued success of most chief executives with the same corporation is determined by how well they achieve near-term profit objectives. Generally, individual executives and most executives would feel they had failed in their tenure as chief executives if the corporation did not show an improvement in profitability compared to that achieved by their predecessor.

Participants in this study demonstrate a feeling of responsibility toward the consumer. Over 90 percent of the respondents say the corporation is responsible for keeping the consumer informed of products and services offered for consumption. Also, the executives were unanimous in their opinion that the corporation should state the facts about products offered for consumer use. And 94.5 percent of the executives believe the Federal Trade Commission should enforce strict regulations to protect the consumer from false or misleading advertising of consumer products.

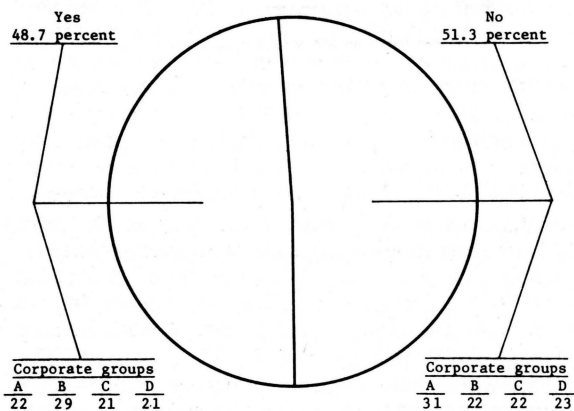


Figure 2.--Summary of executive responses concerning whether or not they believe the corporation can best serve society by adhering to the profit maximization motive.

Government should not be pressured by corporations to delineate what is government responsibility and what is corporate responsibility in solving social problems, say the executives. Concurrently, 68 percent of all respondents believe the government should offer tax related incentives to industry to encourage all firms to become more active in the social arena.

Ninety-one percent of the executives are of the opinion that special interest groups should not be represented on the board of directors. By comparison,

60 percent of the executives are of the opinion that the public constituency at large should be represented on the board of directors. When the top 500 corporations and the second 500 corporations are considered as separate groups, the opinion of executives who believe the public constituency at large should be represented on the board of directors changes significantly. Forty-six percent of the executives from the top 500 corporations are of the opinion that the public constituency at large should not be represented on the board of directors, while 71 percent of the executives from the second 500 corporations believe the public constituency at large should not be represented on the board of directors.

The executives name many different social projects in which their corporations are active. The four categories of social programs most frequently mentioned are a) programs which promote the betterment of the disadvantaged and minority groups, b) local community projects including fund raising drives and charities, c) corporate giving programs for education, and d) environmental improvement and pollution control. These four major groupings were listed a total of 267 times. By comparison, all other grouping combined (nine in total) were listed 143 times

Individual executives are of the opinion that 81.2 percent of most chief executives would not permit a yearly evaluation of their corporation's social performance by independent social auditors. By comparison, 61.4 percent of individual executives say they would not permit a yearly evaluation of their corporation's social performance by independent social auditors.

The participants express a strong concern about not introducing marginal products into the market place. In response to a hypothetical question concerning whether or not a marginal product should be introduced to the market place as planned, or the marginal aspects eliminated before the product was marketed, 84.6 percent of the executives as individuals say they would delay introduction of the product until the marginal aspects were eliminated. By comparison, individual executives thought 73.9 percent of most executives would delay introduction of product until the marginal aspects were eliminated. This view is in sharp contrast with the percentage of executives who would publicize their firm as a socially responsible enterprise if they believed that approach would increase profits.

Sixty-five percent (59 of 90 respondents) of the

individual executives say they would publicize their firms as socially responsible enterprises if they thought that approach would increase profits, and 81 percent (77 of 95 respondents) of the individual executives are of the opinion that most executives would publicize their firms as socially responsible enterprises if they thought that approach would increase profits.

The participants from corporate groups A and C are strong in their opinion that a highly profit-oriented candidate would and should be selected over a highly socially-oriented candidate to fill a vacant position of chairman of the board and chief executive operating officer. Seventy-eight of 91 executives believe the profit-oriented candidate should get the job, and 88 of 91 executives believe the profit-oriented candidate would actually get the job. Of the executive respondents in corporate groups B and D, 77 of 89 say they would cast the deciding vote in favor of the profit-oriented candidate. The executives as a group believe corporate policies and internal criteria used to select candidates for promotion to top management positions are biased toward selecting those candidates who exhibit a strong tendency toward accepting and practicing the profit ethic rather than the social ethic. Of 192 respondents, 43.4 percent say yes, policies and criteria are biased; 23.6 percent say policies and criteria are strongly biased, and 20.9 percent say policies and criteria are moderately biased. Of 191 respondents, 93 agree that the corporation can best serve society by adhering to the profit maximization motive and 98 do not agree (see Figure 2, page 12).

Of 184 executives, 118 are of the opinion that their corporations are willing to accept the challenge and responsibility associated with solving social problems. And 50 percent of the corporations represented by the participants have a member of management in charge of corporate social responsibility.

One hundred eighty-nine of the corporate executives participating in this study outline a number of guidelines which they believe can be used in measuring the degree of corporate involvement in the problems of society. The principal guidelines include a) measuring public opinion as evidenced by the attitude and feelings of the community where the corporation operates, b) measuring the combined human and other resources committed to solving social problems based on corporate capabilities as compared to its competition, c) measuring the number of executive and employee manhours devoted to social projects as a percent of total manhours available in the corporation, d) measuring the number of jobs provided and the

(Continued on page 13)

**CORPORATE RESPONSIBILITY (continued)**

amount of taxes paid because of the corporation, e) determining how well the corporation performs its basic function of profit making and economic growth, f) determining the number of products and services produced that are basic to the needs of society and the corporation's involvement in pollution control and promoting a better working and living environment, and g) measuring quantitative results which accrue from social involvement when compared to the cost incurred.

This study produced a considerable volume of empirical data which are based on answers supplied by executives in response to questions on the subject of corporate social responsibility. While the questions and responses are limited by the research design and the nature of the study, the author is of the opinion that the findings and analyses of these data support a number of conclusions.

These are the principal conclusions resulting from this analysis:

1. The majority of executives of large industrial corporations are not in agreement with the classical doctrine of private property as it relates to the corporation and the shareholder. These executives do not see themselves or the corporation as the alter ego of the shareholder. While the executives perceive the shareholders as the group to whom they are most responsible, they are of the opinion that the responsibility or accountability of corporate executives transcends the shareholder.
2. Corporate charitable contributions and giving programs which are unsanctioned by shareholders do not represent a misuse of ownership funds. The general view that society would be more fully served through reasonable corporate giving to worthwhile causes is strongly supported by the executives.
3. An individual executive perceives himself as more highly motivated and responsive than most corporate executives in helping alleviate social problems. The individual executives in corporate groups A and C perceive themselves well above the mid-point in their motivation and responsiveness to the problems of society. Executives in corporate groups B and D perceive most executives to be below the mid-point with regard to their motivation and responsiveness to the problems of society. Personal values and belief in the Christian ethic are the most important factors in motivating executives toward helping alleviate social ills. Two factors

which tend to lessen motivation are a) inefficiency and waste associated with the administration of social programs and b) the lack of time and money to devote to social projects.

4. Chief executives believe the achievement of near-term profit objectives is paramount to their continued success with the same corporation and these executives would feel they had failed in their job if the corporation did not show an improvement in profitability over that achieved by their predecessor. The primary reason why executives would feel they had failed if the corporation did not show an improvement in profitability, is that profit and economic growth are the traditional criteria used to measure efficiency and success in the corporation.
5. Corporations have not accepted the social ethic as a basic operating philosophy as opposed to the profit ethic. While the corporations through their executives recognize the existence of social problems and indicate a willingness to participate in finding solutions to these problems, corporate policies and operating philosophy continue to support the profit ethic as a basic doctrine in decision making.

TABLE 1.--Factors which motivate individual executives toward helping eliminate social problems

Factors	Groups		Frequency	Percent of total
	A	C		
Personal values and belief in the Christian ethic	23	15	38	31.9
Survival of our present social and economic system	10	7	17	14.3
Concern for the long-term progress of the corporation	5	6	11	9.2
Recognition that I have the ability and resources to help	7	1	8	6.7
Recognition of the need for a better social environment in which to live	5	6	11	9.2
Recognition that government agencies and religious institutions have failed to do the job effectively	4	2	6	5.0
People who strive to help themselves in the face of adversity	2	3	5	4.2
Guilt feeling	0	4	4	3.4
Arm twisting and pressure from outside sources	2	2	4	3.4
The need for people to get involved	2	1	3	2.5
Others	4	8	12	10.7
Total	64	55	119	100.0

The conclusions of this study may be viewed individually and evaluated as such, or they may be viewed collectively. When the collective or broad view is taken, a continuum is formed. The classical doctrine of profit maximization is at one end of the continuum and the social responsibility doctrine is at the other end. The aggregate data supplied by the executive respondents to this study seem to indicate that executives and their corporations are nearer the profit ethic end of the continuum. Yet, awareness of social ills and participating in finding solutions to problems of society in recent years seems to be causing a shift in position on the continuum. Evidence indicates the shift in position is toward the mid-point of the continuum. This indicates a balanced consideration is developing for the needs of all constituents of society.

The intent of this study was not to determine the ideal position of the corporation or its executives on a continuum; society will ultimately make that decision. One point does seem reasonably clear: executives and their corporations will become more concerned with problems in the social arena. A durable, viable, free-enterprise system may depend on how well this transition is accomplished.

TABLE 2.--Factors which do not motivate individual executives toward helping eliminate social problems

Factors	Groups		Frequency	Percent of total
	A	C		
Inefficiency and waste associated with the administration of social programs	15	11	26	20.5
Pressure groups and violence	11	12	23	18.1
Lack of time and money to devote to social projects	9	4	13	10.2
Government interference and ineffective relief programs	7	6	13	10.2
Lack of motivation and interest of the recipients to help themselves	8	4	12	9.5
Lack of social guidelines and knowing where to start and whom to help	6	3	9	7.1
The feeling that my effort will not have a positive impact on solving the problems	4	3	7	5.5
Insincerity of "do gooders"	5	2	7	5.5
Misguided and unfair criticism by "do gooders"	4	1	5	3.9
Request for financial assistance only	2	1	3	2.4
Others	4	5	9	7.1
Total	75	52	127	100.0



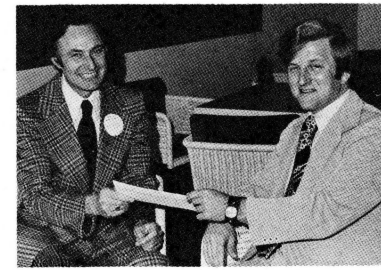
**Charles Bertram, Acting Chairman of the Division of Education, greets education alumni to the Alumni Breakfast held in the Conference Center at ISUE.**

## UNIVERSITY CENTER OPENS WITH GALA BUFFET ALUMNI EXCHANGE FELLOWSHIP, IDEAS

Fall semester hosted a variety of events that kept alumni and Foundation members' calendars filled. In early October the Indianapolis area alumni assembled for two social events. Mr. and Mrs. John Fehrenbacher hosted a dinner for alumni who are currently enrolled in a professional school in the Indianapolis area. Mr. and Mrs. Robert Roeder hosted a poolside reception for ISUE alumni living in the Indianapolis area. Fifty-eight alumni of ISUE reside in the Indianapolis area. John Emhuff, Alumni Affairs Director; William

Straeffler, Admissions Director; Wayne Boultinghouse, Athletic Director; and Melvin Denner, Associate Professor of Life Science, brought alumni up-to-date on activities and general development of ISUE. Both parties were successful as alumni agreed future events of the same nature would be planned.

In mid-October Indiana State University Evansville Foundation Donor Recognition Program participants gathered for the formal opening of the University Center, the third



**ISUE President David Rice accepts a check from Alumni Pres. Pat Hinkle. The check is the Alumni Assoc's second payment on their Donor Recognition Program pledge.**



**Donors to the University Center examine the modern wall mural that recognizes the various contributors. Donors were special guests at the opening of the University Center.**

campus building. A gala buffet, featuring a swan ice carving, greeted guests.

Alan C. Rankin, President of Indiana State University since 1965, and James D. Acher, President of the Indiana State University Board of Trustees in 1965 when the Evansville Campus was initiated, were awarded recog-

*(Continued on page 15)*

Recognition plaques for their service and dedication to Indiana State University Evansville. The plaques were presented by Joseph E. O'Daniel, first President of the Indiana State University Evansville Foundation. The plaques carried an etching of each man along with a recognition paragraph.

Following the buffet, donors toured the University Center, and received a first hand look at the rooms furnished with their gifts. Recognition plaques of copper, mounted on walnut frames designate the room donors. Donors also enjoyed seeing a 6 x 11 foot modern mural that displays the individual names and art emblems of companies and industries who participated in the Foundation sponsored donor program. The mural has a center hub with wrought iron spokes stretching out in a sort of wheel arrangement. The donor emblems are framed in oak and attached to the end of the spokes.

The University Center is a tri-level building that houses student organization offices, student service offices, University bookstore snack bar, cafeteria, recreational areas and lounge facilities.

The Division of Education sponsored an alumni breakfast for education graduates in late October. The breakfast was arranged to bring education alums together to exchange viewpoints and to see the new University Center. The breakfast was hosted by Dr. and Mrs. Charles Bertram. Dr. Bertram is acting chairman of the Division of Education.

Alumni President Pat Hinkle and the ISUE Alumni Association presented ISUE President David Rice a check for \$1,000, the second on their Donor Recognition Program pledge, immediately following the breakfast.

Food service in the University Center is provided by Saga Food Service, which operates the snack bar and cafeteria.

A Sunday buffet has become a feature of the University Center. The Sunday buffet is open from 11:00 a.m. to 2:00 p.m. with a variety of foods available.

Catering services are also available to groups planning a dinner, seminar, or company party. According to Sam Cookman, Food Service Director. "We can plan the food for a group of 20, 200 or larger. We can assist with all phases of planning."



**Alan C. Rankin, right, and James D. Acher, left, received recognition plaques for their service to ISUE in its First Decade during the University Center Opening activities. Joseph E. O'Daniel, middle, of the ISUE Foundation presented the plaques.**



**Indianapolis area alumni gathered for social events to renew old acquaintances and meet new friends.**



Other

# News Around Campus SUB WINS FIRST IN WATER GAMES

The ISUE Student Union Board won a first place honor in a series of water game relays at the fall regional conference of the Association of College Unions. The ISUE team gained first berth in the ping pong in spoon relay and second place in the series that included beach ball push, inner tube relay, and an exchange clothes relay.

The Conference, held on the ISU-Terre Haute Campus, featured sessions for college union board members interested in publicity, leadership programming, recreation, and professional development.

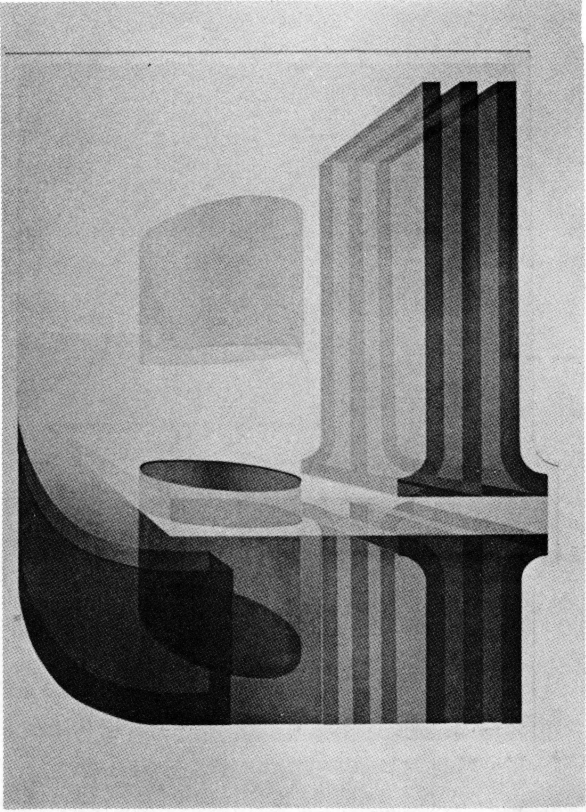
Three members of the ISUE History Department, Darrel Bigham, Asst. Professor of History; Donald Pitzer, Professor of History; and Daniel Scavone, Assoc. Professor of History, contributed a total of more than fifty articles to *The New International Dictionary of the Christian Church* which was published on November 18, 1974. This volume is the work of scholars from several countries, over a five-year period, and is being printed simultaneously by Zondervan Publishing House in Grand Rapids, Michigan and by the Paternoster Press in England.

Charles Barber, Asst. Professor of Political Science, wrote the lead article, "Non-Swiss Directors-General of the Universal Postal Union," in *The American Philatelist* (journal of the American Philatelic Society), 88: 928, 930, October, 1974.

Kenneth Bradfield of Hahn, Inc. was the fall semester Executive-in-Residence Program featured executive. The program, sponsored by the Division of Business, is designed to bring the business world into the classroom and allow business students the opportunity for interaction between education and business. Mr. Bradfield is Marketing Manager at Hahn, Inc.

A public access television program is available to ISUE students through the efforts of the Communication Arts Club. "ISUE Open Channel", as the program is called, broadcasts news from the ISUE campus. Students volunteer to appear before the camera, write their own copy, and help produce the half-hour video-taped news program. Candy Mulkey, a communications major and Director of ISUE Open Channel, explains that regular features of the program are debates on controversial subjects, man-on-the-street interviews with ISUE students, and polls of students on a topic of the week, plus a run-down of campus activities for the week. Special entertainment features of ISUE Open Channel have included a magic demonstration and poetry readings.

ISUE Open Channel is taped on Wednesday evening and aired the following Thursday and Friday. "Interest in ISUE Open Channel is increasing," Candy happily admits. We have over ten students appearing on each program. It takes three students to produce the show. ISUE Open Channel has been in operation since the beginning of this fall semester.



## CASCIONE AWARDED MID-STATES PRIZE

Jack Cascione, an ISUE art faculty member since September, received the Tri Kappa Inc. Epsilon Theta Chapter Graphic Arts Purchase Award in the 1974 Mid States Art Show sponsored by the Evansville Museum.

Over seven hundred pieces were submitted. Judge for the show was Henry Lowe, Assistant Director of Operations of the National Collection of Fine Arts in Washington D. C. He chose 194 pieces by 163 artists for the Mid State Show with thirteen pieces receiving awards.

The entry which won the purchase award was a senigraph entitled Fire and Ice, (pictured above).



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