

Luedecke Proposes Exchange

A dean of the university has proposed a faculty-industry exchange of personnel as an effective means of promoting understanding between the two groups.

Some professors hold the opinion that industry is too profit-minded, observes retired Air Force Gen. A. R. Luedecke, A&M's associate dean of engineering.

Many executives, on the other hand, charge that all too often university personnel do not understand the "real world" and cause prejudice among students against free enterprise, Luedecke adds.

"American free enterprise has nothing to hide and no reason to be apologetic," he emphasizes, "but even something good takes a lot of help just to stand on its own merits."

Last year, Luedecke recalls, a large company made arrangements with a substantial number of teaching staff at a major educational institution to work in its plants and offices during the summer.

In subsequent evaluation of the program, company officials expressed astonishment at the ignorance of those teachers concerning the "real world" aspects of the subject matter which they had been teaching.

"He may have been an able man on the teacher's platform in transmitting knowledge from a textbook, but he had nothing to really sell about the industry that used his technology," the dean points out. "It's too easy for a teacher to find himself in

this position." With the cooperation of industry and the active participation of the college administration, Luedecke believes a substantial program would be possible for summer employment of nine-month teachers in an area of related technology.

"I believe it would be mutually beneficial," he adds. "It should permit the teacher to talk to his students about the free enterprise system with sufficient background and knowledge that he could reflect some pride in the system."

"His even limited experience with industry would enable him, and should motivate him, to bring people from that industry to his classroom for exposure to his students," continues the general.

Luedecke suggests that industry should take a close look at implementation of a policy permitting "sabbaticals" for employees for campus assignments.

Pointing out that educational institutions already have such a policy, he contends a carefully planned industry program could "pay real dividends," with conscientious implementation in such

a manner that the employee's chances for advancement in his parent organization would not be hurt.

Noting other ways in which universities and industry can work together, the dean emphasizes the potential for greater cooperation in research and consulting activities.

The CSC also discussed plans for the Thanksgiving Day dinner to be held at 6 p.m. Nov. 25 at Sbsia Dining Hall.

The proposed Thanksgiving dinner plans suggest that a CSC member will host a TAMU dean to the dinner, with approximately half of the deans participating in the Thanksgiving dinner and half being hosted to a Christmas dinner.

The CSC agreed that each residence hall president should submit the names of two or three recommended freshmen to serve as freshman assistants.

Bookstore Policies Explained

A committee of four, Gary Mauro, Mark Olsen, Ed Donnell, and Allen Byrd, chairman, was named to compile a list of persons and information to be made available to high school seniors who visit the campus.

Ed Donnell, student chaplain, urged all students to contribute serviceable, used, clean clothing for distribution to area families during Christmas.

Donnell explained that the clothing will go to families who don't have the means to purchase clothes.

"We will have a list of families, with ages and sizes available in the near future," Donnell said. He also said students are working on the program in coordination with the YMCA.

All students who wish to have a room reservation for their dates for the Thanksgiving Day game are urged to contact Terry McClellan, vice president of McInnis Hall.

"Those who want room reservations will have to sign up personally and pay a \$3 reservation fee," Charles Hobizal, McInnis Hall president, said.

The girls can occupy the rooms starting at 6 p.m. Wednesday and must be out of the rooms by noon on Thursday.

Cultural Interest at A&M

Directors for Stage Center last year, said more careful consideration should be given to the choice of plays by both the Aggie Players and Stage Center.

"When you're running competition with football and basketball games, and top name performers at Town Hall," he said, "you've got to produce plays that people want to see."

Gaines said word-of-mouth advertising, when the students promoting the activity are enthusiastic about it and talk about it, is very effective.

He gave as an example the Johnny Rivers presentation, scheduled after the Bonfire. The show hasn't been advertised yet, but it's almost sold out, he said.

According to these people, the need for larger and more responsive audiences seems to require greater attention to advertising, getting more people involved and interested, and keeping the quality of the entertainment and instruction high.

Robert W. Wenck, Theater Arts professor, said he is concerned about the poor student response to the Aggie Player productions.

"I don't know if it's our fault or the fault of the campus," he said. "This is a suitcase campus and the students don't seem to have the image of being in a cultural society. They see the advertising but either don't read it or don't connect it with culture."

Although it shouldn't be, theater is possibly a cultivated taste, he added.

Ruth Reeves, Theater Arts secretary, said she doesn't feel enough teachers support the areas of culture or fine art.

"They aren't interested in amateur productions," she said. "The first play I saw directed by C. K. Esten, was 'Streetcar Named Desire.' I saw the same show again two months later at Kilgore, and it could not compare with the quality of our production."

Several suggestions were made on how to improve Aggie participation in these activities.

Wenck describes the cycle of quality versus attendance as being interdependent.

"Better student response," he said, "will automatically bring about better productions, and these will bring still more students. Theater is as much audience as it is actors."

Boone said one of the major problems is that not enough participation is available to the students. They tend to see the same types of things that they've been involved in, he said.

"What we need," he said, "is an orchestra, mixed chorus, groups for art, scenery, lights in the theater, and singing. The Aggie Band, Aggie Players, and Singing Cadets are all good, but they're limited. Not enough people can become involved with them."

The more activities students can become involved in, the more interest will be generated by students for all similar activities, he said.

Kroiter, also on the board of

very seldom go to an event when it's offered. They're also the first ones to bitch about the 'cultural vacuum' on campus."

Danny Ross, a senior in industrial technology from Houston, said he hasn't been to any activities not having to do with his major in the four years he's been here.

"I've never been impressed with how anything else would help me in my future field," he said. "All my activities are in a technical field. Right now, I'm a member of NAIT, the National Association of Industrial Technology. That's all I have time for."

Boone said he feels that this lack of importance to the individual has a lot to do with his not attending.

"A large percentage of Aggies aren't convinced they have anything to gain by attendance," he said. "They have immediate deadlines to meet and can't see how attendance to varied activities now will broaden their lives several years from now."

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Students Should Contact Dave Mayes At 845-2226 after 7:30 p. m.

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