

# State and Local

## MSC director finds job fun, exciting

By **ANDY RICHARDSON**  
Reporter

Jim Reynolds, director of the Texas A&M Memorial Student Center, could be classified as an unofficial yell leader for the University.

"You've got no business in this job if you don't operate at a 100 percent enthusiasm level all the time," he says.

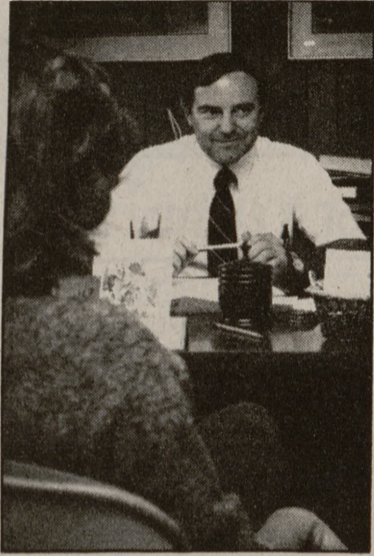
Reynolds, who came to A&M in 1978 and has been Memorial Student Center director since 1980, says he would like to invent a 30-hour day because there are so many good things in life to do and not enough time to accomplish them.

He sees the MSC as a common ground where everyone can come together and learn to deal with each other as human beings.

"Through the programs, services and facilities of the student center, quality of life at the University can be enhanced," he says.

Administering a student union is big business, Reynolds says. He oversees an operating budget of approximately \$3 million a year.

Approximately two-thirds of the student union budget is generated by student volunteers who raise \$2 million in operating capital through program ticket sales



Jim Reynolds

and program-related services, Reynolds says.

"That's good pressure when your job depends on the ability of students to generate \$2 million to produce 1,400 programs a year," he says.

Programs in the MSC include the MSC Opera and Performing Arts Society, MSC Town Hall,

MSC Political Forum and the MSC Student Conference on National Affairs. The MSC also sponsors several projects each year including the MSC All Night Fair and the MSC All University Variety Show.

"Students are fun people to be with and part of our friendship role is to give them the best we can give," he says.

In addition to administering the student activities program, Reynolds' responsibilities include the Print and Copy Center, the MSC Browsing Library, Rudder Box Office, the MSC Craft Shop, the Student Finance Center, the MSC Gallery and some meeting room facilities.

Reynolds says the joy of his job is watching students grow and develop as they accept responsibilities and make important decisions.

A prime example, he says, was Vice President George Bush's visit to A&M last year. The Political Forum committee had only three days to get ready and had to make very critical decisions quickly. This example is a real-world situation that the students had to deal with, he says.

Reynolds did not start out to be a student union director. After

graduating from high school, he enrolled in Southern Illinois University to major in zoology.

"I was reasonably certain that I wouldn't make it in college and was scared," he says.

He got involved by participating in student government, becoming president of the student center board, president of a social fraternity and a member of the General Electric College Bowl team.

He says he still did not realize that someone could make a living in his line of work.

Following graduate school, Reynolds accepted a position as an assistant in the Museum of Natural History at the University of Kansas. He worked with E. Raymond Hull, the scientist who authored "Mammals of North America."

He was introduced to A&M after leaving Northeastern Oklahoma State.

"I didn't know anything about A&M, but I was impressed with Wayne Stark, the first director of the MSC, who held that position for almost 31 years," he says. "I was impressed with the students of A&M. They convinced me that I wanted to raise my children in the shadow of A&M."

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## THE ASSOCIATION OF FORMER STUDENTS presents The Distinguished Achievement Awards

Each year the Association of Former Students in conjunction with Student Government and the Vice President for Academic Affairs generously makes funds available to provide faculty and staff at Texas A&M University with a number of awards. In the case of teaching awards, one category of competition is at the college level only; for the second category of teaching awards, and all other types of awards, competition is University-wide. These awards consist of a cash award, a framed certificate and in the case of the University level award, an engraved watch. These awards are one of the most cherished traditions and honors at Texas A&M.

Any student may make a nomination for individuals to receive awards in the categories of teaching and student relations. The purposes of these two awards are as follows:

**TEACHING** - To recognize, encourage and reward the superior classroom teachers— those individuals whose command of their respective discipline, teaching methodologies, pervasive caring, communication skills and commitment to the learning process exemplify the meaning of TEACHER/MENTOR in its highest sense. This program is not intended to be a popularity contest; rather, it is designed to distinguish those teachers who maintain high expectations of their students and who insure academic rigor in their courses. The distinguished teachers recognize their responsibility in motivating their students and relationship of their subject matter and attitude toward the total development of the student.

**STUDENT RELATIONS** - To recognize, encourage and reward those individuals whose professional relationships with students are particularly helpful and inspiring. The recipient of this award should be characterized by a genuine concern for the welfare and development of students. Their actions should demonstrate their willingness to meet the special needs of students while insuring that students, accept their responsibilities and stretch to meet their own potential. The recipients of this award make themselves available to students and provide opportunities for student growth and service. Guidance and encouragement are offered in a spirit of mutual quest and shared expectations.

### NOMINATION FORM

#### ASSOCIATION OF FORMER STUDENTS DISTINGUISHED ACHIEVEMENT AWARDS FOR TEACHING/STUDENT RELATIONS

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(Student, Former Student, Colleague, etc.)

NOMINEE

ELIGIBILITY: Three years on college level  
Five years on university level.

NAME: \_\_\_\_\_

DEPARTMENT: \_\_\_\_\_

AWARD BEING NOMINATED FOR: \_\_\_\_\_

QUALIFICATIONS (Please explain): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

STUDENT  
GOVERNMENT  
TEXAS A&M UNIVERSITY

SIGNATURE OF NOMINATOR

\* All applications should be turned in by November 27, 1985 in Student Government Office (219 Pavilion). Please Send nominations to the attention of Steve Mohrdey Faculty Senate Representative. If more space is needed, additional sheets are welcome.

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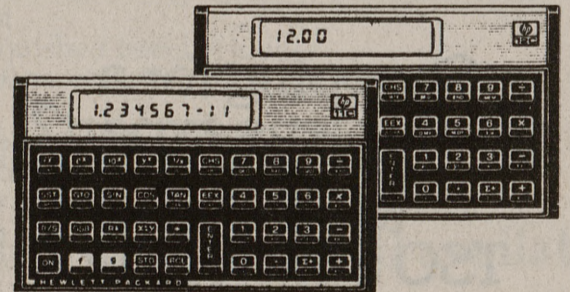
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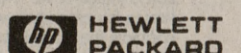
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