

HILTON HIGHER EDUCATION

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functions of the faculty. Some of the terms are more technical than others, but each reader will be armed with additional knowledge that can be used in your 1994 roles as parents, leaders, students and/or friends of those needing information.

The primary source for this column comes from the book,

"American Professors: A National Resource Imperiled" by Howard Bowen and Jack Schuster.

RESEARCH: Faculties contribute to the quality and productivity of society, not only through their influence on students scholars, but also directly through "research."

The term "research" is used

as shorthand for all the activities of faculties that advance knowledge and the arts. Activities such as religious inquiry, social criticism, humanistic scholarship, etc. May be classified as "research" if they involve the discovery of new knowledge or the creation of original art.

The work of humanistic scholarship, for example, includes the discovery of past human experience, the preserved preservation of texts and artifacts, and transmission of this knowledge from generation to generation. Faculty members, on the whole, have

been free to choose their research programs in terms of scientific interests.

PUBLIC SERVICE: Society looks to the academic community not only for information and advice, but also in many cases for actual execution and administration of programs.

Some public services are performed by faculty in connection with their teaching and research, such as the operation of farms, dairies, hotels, restaurants and other enterprises related to instruction.

INSTITUTIONAL GOVERNANCE AND

OPERATIONS: faculties, individually and collectively, usually occupy a prominent role in the policies, decisions, and ongoing activities at colleges and universities.

For example, curriculum matters are dealt with through the curriculum committee and faculty matters are handled by the academic senate. One additional governance body also functions on many campuses and that is the union.

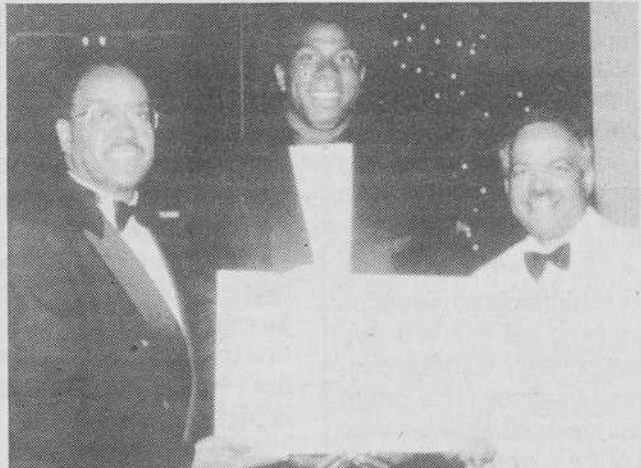
INSTRUCTION: Instruction or teaching is the overwhelming choice of most faculties. Many, if not most, professors agree that teaching effectiveness, not

publication, should be the primary criterion for promotion of faculty.

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Magic Johnson's UNCF Fundraiser Celebrates 10th Anniversary



Wayman F. Smith III (right), vice president of corporate affairs for Anheuser-Busch Companies, presents a contribution to former basketball great Earvin "Magic" Johnson (center), and William H. Gray III, president and CEO of The College Fund/UNCF, during Magic's 10th annual UNCF fund-raiser, "A Midsummer Night's Magic." The weekend event, which has raised more than \$9 million since its inception, includes a gala dinner and auction in Los Angeles and two charity basketball games featuring celebrities from music, television and film, as well as an all-star game between NBA players. Anheuser-Busch has been a major sponsor of the gala weekend since its inception and has contributed annually to its success. Proceeds from the event help to expand educational opportunities at 41 private, historically Black colleges and universities of The College Fund.

SEMINAR TO PROVIDE HELPFUL PARENTING INFORMATION

Parents looking for ways to increase their effectiveness in a demanding role will find some assistance at the Parent Pride seminar on Saturday, October 14.

Parent Pride will feature a morning of workshops offering helpful tips for parents of all children, from infancy to adolescence and the teen years. Topics include self-esteem, discipline that works, single parenting, communication techniques, listening skills and more. Some workshops will be offered in Spanish.

Parents will be able to select three workshops to attend, in addition to keynote speaker William Merchant, a local family and marriage counselor. Merchant, formerly of UNLV, is nationally recognized in the field of family and marriage counseling.

The seminar will be held from 8:30 a.m. to 12:30 p.m.

Saturday, October 14, at Clark High School, 4291 W. Pennwood. The cost is \$3 per person, with scholarships available. Free child care for youngsters three and older will be available during the seminar at Rex Bell Elementary School, 2900 Wilmington Way.

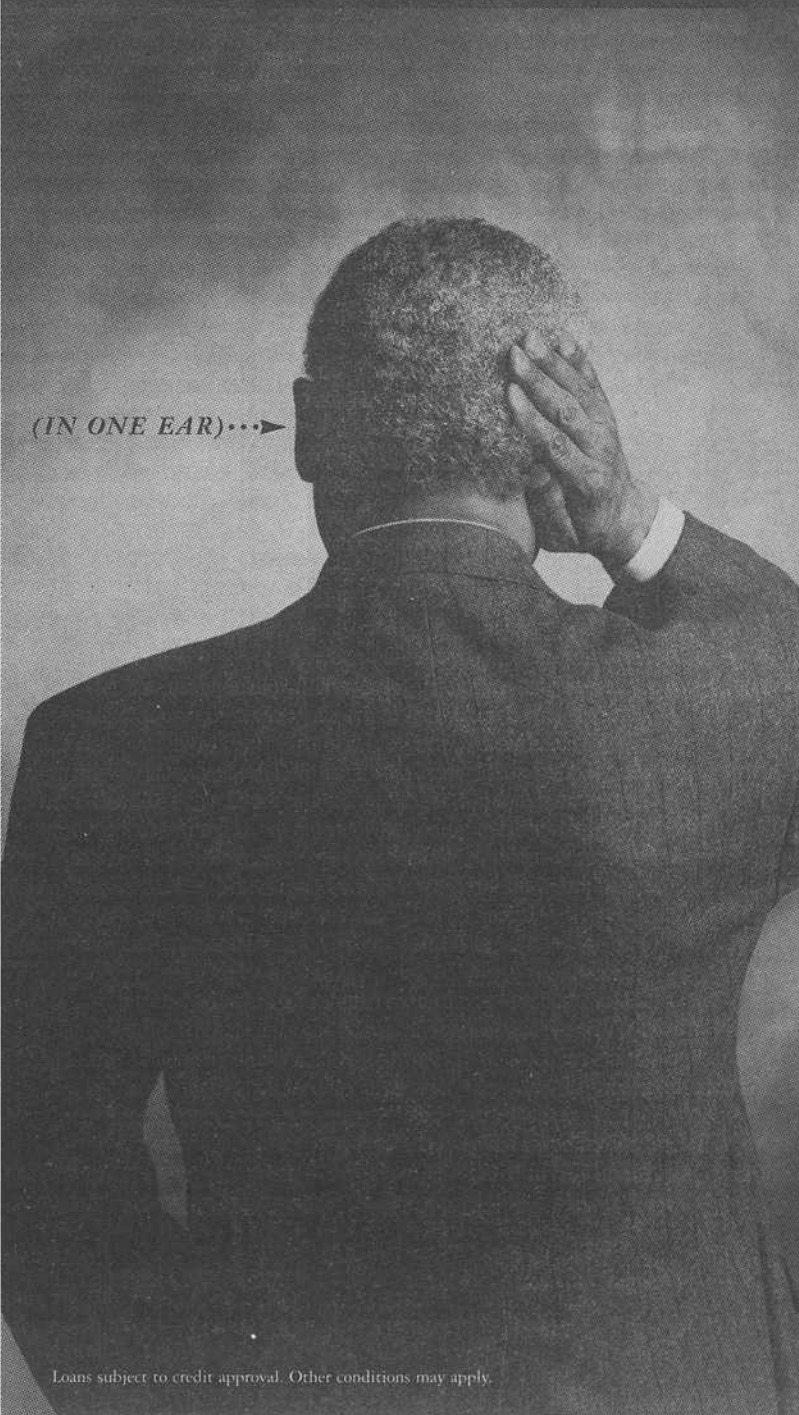
"This is a great opportunity for all parents," says Joyce Woodhouse, director of the CCSD School-Community Partnership Program, which coordinates the parenting event. "Parenting is a demanding role, but one for which people usually receive very little training."

Parent Pride offers information that can help parents and their children, and, we hope, improve family relationships in the long run.

Parent Pride is sponsored by the Radio Council of PTA and the Clark County School District, in association with Phi Delta kappa and the Southern Nevada Counselors Association.

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