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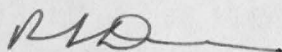
Dr. P. Merville Larson
Chairman
Speech Department
Campus

Dear Dr. Larson:

In our continuing effort to preserve the history of the College, we are soliciting copies of each departmental Report to the President, September 1, 1968.

May we have a preservation copy of your departmental report for our files?

Sincerely yours,



Roy Sylvan Dunn
Director

RSD:bes



TEXAS TECHNOLOGICAL COLLEGE
P.O. Box 4090, LUBBOCK, TEXAS 79409

SPEECH DEPARTMENT FIVE AND TEN YEAR PLANS

Preface

In making these projections for the next five and ten years for the Speech Department, one is constantly aware of at least eight negative factors influencing possible growth:

1. A generally negative, or at least apathetic, attitude toward higher education in Texas in spite of the valiant efforts of Governor Connally.
2. A relatively weakening position of the West Texas area in the State Legislature due to population-center shift to the south-east.
3. The adverse effect of "technological" in our name on attracting competent staff and students.
4. The general "anti-Humanities" bias of the "Graduate School Study" report, reflecting the non-representation of either Humanities or Fine Arts on the committee making the study (six members from Science and six from Social Science).
5. The perceptible increasing emphasis on science in the general tenor of the College, e. g. in grants, research funds, building plans, etc.
6. The general non-recognition of the importance of oral communication to the college graduate in this "Age of Oral Communication". Exceptions, the School of Business Administration and Education, the general attitude being "anyone can talk".
7. The tendency to regard theater as a kind of frill for a few to play with rather than as an integral part of a cultured society.
8. The failure to recognize the need for physical facilities necessary to being the department under one roof as reflected in projected building plans.

Opposed to these, and factors which have contributed to growth in spite of them are:

1. Increasing interest on the part of both students and residents in the Greater Lubbock Community in virtually every area of the department. For example, the forensics program, demand for oral interpretation and readers theater programs, speech and hearing clinic services, attendance at plays, etc.
2. Increased applications for and contributions to the speech scholarships. Contributions now about \$1000 annually as compared to nothing ten years ago.
3. Contributions to the Fine Arts by persons like Mrs. Helen Jones.
4. Support by the Junior League and the Board of City Development for the Rehabilitation Center.
5. Governor Connally's appointment of a State Fine Arts Commission and the holding of a State-wide Fine Arts Conference.
6. Dean Kammeyer's appointment of an Arts and Sciences Fine Arts Committee.

HISTORICAL SUMMARY

The Speech Department, one of the original departments of the College, was headed by Miss Ruth Pirtle from 1925-1941. She was also the only instructor for the first two years. A Diploma in Expressions was first offered in 1928-29 and in 1930-31 the Bachelor of Arts degree with a major in Speech was first offered. Graduate courses were first offered in 1938-39 and the first Master of Arts degree with a major in Speech was granted in 1952. From 1927 until 1937, only two persons constituted the staff. In 1941 Miss Anna Jo Pendleton, who had joined the staff in 1927, was named Acting Head and in 1942, Head, a position she held until 1950 when she was succeeded by Dr. P. Merville Larson, the present chairman, who was the first Ph. D. employed in the Department.

Complete data on the members of the undergraduate degrees are not available, but from 1950 to date the number of majors is tabulated on the attached sheet as are other data relevant to departmental development. Since 1952, forty-five Master's degrees have been earned in the Department. During the past six years graduate hours taught during a calendar year have increased 65%. At present, sixteen departments in the College have more staff members with doctoral degrees, five only one or two more, while thirty-one departments have fewer.

Major factors contributing to the development of the graduate program have been: 1). Sharp increase of doctoral degrees held by staff members (nine as of this time compared to two as recently as six years ago); 2). Federal funds for traineeships in the speech pathology-audiology area; 3). Improved facilities in the theater and speech pathology-audiology area; 4). Great improvement in the quality of work in public address and oral interpretation areas.

Seriously limiting factors are: 1). Understaffing in the department generally, especially in theater, speech pathology-audiology, and radio-television. Universities with comparable theater academic and production programs and with a comparable number of students have 25-50% more teaching staff and 50-100% more student assistants, especially in the technical area. In the speech pathology-audiology area we have been told by examining and standards committee of the American Speech and Hearing Association that one obstacle to our being accredited is the overload of our staff members. In radio-television, with 147 students taking courses, we have had the half-time service of one person and half-time of one teaching assistant where we should have had two full time staff members to be compared with universities having comparable programs. 2). The spread of our departmental staff, small though it is, in offices among four buildings and teaching classes in six to eight others. This makes impossible the use of equipment which cannot be easily moved from building to building, which is essential to keeping the quality of our instruction on a high level.

We believe that speech proficiency and both speech and hearing diagnostic tests should be administered to every entering student during his first semester at Texas Tech and that he should be required to take such course(s) or remedial action as is recommended by the tester. This is impossible and should be implemented. By 1969 there should be a firm requirement of three semester hours of speech for every Arts and Sciences student, and by 1971 for every Texas Tech student. Such a

requirement now applies to every student in Business Administration and Education.

Increased services to the speech-handicapped College students, such as stutterers, cleft palate cases, lisps, etc., are urgently needed, but heavy teaching loads prevent this. The same applies to residents of the area served by the College, a generally accepted responsibility by comparable institutions in other states and other colleges in Texas. It is hoped that this may be increasingly accomplished during the next decade. On the level of the average and superior student and residents of the area, there is a need for increased cultural contributions through theater, radio, television, and public address and debate. This is an even more widely accepted responsibility of institutions of higher learning. It is hoped that the new facilities made available in 1964 will make possible our taking up the responsibility as it should be. By 1970 we should be reaching an annual audience of at least 20,000 with our plays. In this way theater could make a cultural impact comparable to that of music. It is also hoped that Channel 5 will make possible taking events and programs similar to that of "Young America Speaks" into the homes of the region. Not only would these serve the region, but they would broaden the educational experiences of the students.

Below are past data and projected estimates relating to Texas Tech and the Speech Department from 1950 through 1968 in six year intervals except for the inclusion of 1965 and the 10 year projection. The 1950, 1956, 1962, and 1965 data are for the fall semester.

	1950	1956	1962	1965	1968	1978
College enrollment	5,473	8,055	11,183	16,305	19,900	45,600
Total speech course enrollment	469	694	1,048	1,500	2,200	5,200
Service course enrollment	131	122	87	157	118	300
	133	65	70	116	117	235
	239	0	42	191	279	700
	338	179	299	317	357	550
Majors (undergraduate and graduate)	33	69	115	210	300	600
Graduate students	1	3	12	26	50	175
Offices for X number of staff members	5	7	10	21	22	40
Laboratories	1	2	3	4	5	8
Research Laboratories	0	0	0	0	2	6
Classrooms (30-35 students) total in use	23	30	38	63	77	350
Number of different classrooms used	6	9	12	19	?	?
Needed, based on 14 cycles	2-	2+	3-	4+	6-	20
Workrooms (Costume room, radio, clinicians, make-up etc.)	0	4	12	12	25	50
Auditorium (used as a classroom)	1	1	1		1(2?)	
% college growth over preceding 6 yr. period		47.5	38.9		77.4	
% dept. growth over preceding 6 yr. period		48.0	51.0		101.0	
% college growth 1950-1965				180.		
% dept. growth 1950-1965				240.		

YEARS	1950-51	1951-52	1952-53	1953-54	1954-55	1955-56	1956-57	1957-58	1958-59	1959-60	1960-61	1961-62	1962-63	1963-64	1964-65	1965-66	1966-67	1967-68
MAJORS Undergraduate	33	50	54	56	56	71	69	64	63	72	85	104	110	101	130	185	211	220
Graduate	1	4	5	7	3	2	3	5	4	6	6	6	5	18	18	26	31	37
Graduate Hours Taught									102	42	111	255	465	411	615	582	708	
Faculty F.T.E.									7.40	7.40	7.20	7.60	9.20	10.68	11.18	13.0	16.21	18.8
Student Ratio									17.44	20.05	21.44	22.97	22.09	19.74	21.00	22.73		

Faculty members who have served with rank of assistant professor or above:

Ruth Pirtle (1925-41)
 Anna Jo Pendleton (1927-60)
 Helen Blattner (1942-46)
 John R. Upshaw (1946-50)
 Marion McGuire (1947-48)
 Helen A. Lindell (1948-68)
 Dr. Cecilia Thompson (1949-56)
 Dr. P. Merville Larson (1950-)
 W. F. Halvorsen (1952-55)
 Ronald E. Schulz (1952-)
 Dr. John A. Manning (1953-54)
 Dr. Patti Grubb (1954-56)
 Leslie E. Davis (1955-56)
 Sylvia D. Mariner (1956-61)
 Dr. Bernard A. Landes (1957-60)
 Dr. Ernest O. Nalle (1960-)
 Martha June Bearden (1960-67)
 Charles E. Bazzard (1960-64)
 Dr. William K. Ickes (1962-)
 Dr. Clifford Ashby (1963-)
 Dr. Alfred A. Funk (1965-68)
 Vernon R. McGuire (1965-)
 Dr. Jamil Tombbeh (1965-66)
 Larry Randolph (1966-)
 Dr. Robert Olson (1967-68)
 Dr. George Swenson (1967-)
 Dr. Earl Blank (1967-68) visiting professor
 Dr. Patrice Costello (1967-)
 Dr. John Desthardt (1968-)
 Dr. Jean von Redlich (1968-)
 Dr. Mary Erin Porter (1968-)

Dr. Clifford C. Ashby (1963-)

I. Academic Preparation

B.A. State University of Iowa Major: Drama
 M.A. University of Hawaii Major: Drama
 Ph.D. Stanford University Major: Drama
 Master's Thesis: "A Municipal Auditorium for Honolulu"
 Doctoral Dissertation: "Realistic Acting in America and the Advent of the Group: 1899-1922"

II. Publications

"Alla Nazimova and the Advent of New Acting in America." Quarterly Journal of Speech, XVI (April, 1959), 182-188. (Publication of the Speech Association of America).

"Ibsen of the New York Stage During the Nineteenth Century". Submitted to Speech Monographs (Publication of the Speech Association of America).

"Minnie Maddern Fiske: The Imperfect Ibsenite." Theater Survey. IV (1963), 41-50. (Publication of the American Society for Theater Research).

"The Technique of Clara Morris". Educational Theater Journal, XVI (May, 1964), 134-141. (Publication of the American Theater Association).

"William H. Crane: "The Old School of Acting and the New"" Drama Survey, III (Winter, 1964), 402-08. (Publication of the Bolingbroke Society).

Review of The Context and Craft of Drama, Southern Speech Journal, 31 (Fall, 1965), 63-64.

Production designer, Street Scene, by Elmer Rice and Kurt Weill. Presented: University Theater, University of Nebraska, Lincoln Nebraska (1963).

Production designer, NOAH, by Andre Obey. Presented: Southwest Theater Conference, Midland Community Theater, Midland, Texas (1965).

Designer of four University Theater Productions, and Director of two University Theater Productions, Texas Technological College (1963-65).

Buzzard, Charles E. (1960-64)

I. Academic Preparation

Eastern Illinois State College	AA
George Washington University	Speech
DePauw University	Speech
State University of Iowa	B.A.
University of So. California	M.A.
Texas Technological College	Education

II. Publications

"An Analysis of Help Wanted Advertising in Broadcasting, Broadcasting, p. 5, (August, 1955).

"Film Operations Manual", National Broadcasting Co., p.35, (June, 1957).

"Promotional uses of TV by the Boy Scouts of America", 125 (October, 1956).

William K. Ickes, Ph. D. (1962-)

I. Academic Preparation

B.S. University of Utah Major: Speech Correction
M.S. University of Utah Major: Audiology Minor: Psychology
Ph.D. Southern Illinois University Major: Speech Pathology
and Audiology Minor: Psychology

Master's Thesis: An Investigation of the Effect of the Audiogram of Starting Points in Pure Tone Audiometer Testing
Doctoral Dissertation: A Clinical Application of an Accuracy Indicator for Testing Hearing

II. Publications

Ickes, W. K. & Fisk, Charlotte, "A Study of Response Decrement Under Drug Influence", Convention Abstracts, ASHA, Vol. 3, October, 1961, p. 371.

Ickes, W. K., "An Accuracy Indicator for Testing Hearing," J. S. H. D., Vol. 27, May, 1962, pp. 144-149.

Reger, S. N.; Hensel, O. J., Ickes, W. K.; Steiner, S. J. "Changes in Air Condition and Bone Conduction Sensitivity Associated with Voluntary Contraction of Middle Ear Musculature," Report No. 576, Middle Ear Function Seminar, U. S. Army Medical Research Lab., Ft. Knox, Kentucky, May, 1962, pp. 171-180.

"A Palmar Sweet Measure of the Effect of Drugs on Stuttering Behavior," Convention Abstracts, ASHA, Vol. 6, No. 10, October, 1964.

Conservation of Hearing Committee, State of Iowa, "The Incidence of Hearing Loss," Journal Iowa Medical Association, July, 1962, pp. 431-432.

"Professional Staff (Unit Two), "Training Handbook for Hearing and Speech Personnel", Published by the American Hearing Society, Washington, D. C., July, 1964.

"Why Not an Accuracy Indicator," Journal of Speech and Hearing Research, 8 (1965): p. 315.

Bernard A. Landes, Ph. D. (1957-61)

I. Academic Preparation

Evanville College B. A.
Purdue M. A.
University of Michigan Ph. D.

II. Publications

Selected Bibliography on Voice Disorders, Journal of Speech and Hearing Disorders, August, 1959, Vol. 24, No. 3.

Landes, Bernard A. and McCabe, B. F., Dysphonia as a Reaction to Cigarette Smoke Laryngoscope, St. Louis, 67, 1957, pp. 155-156.

P. Merville Larson, Ph. D. (1950-)

I. Academic Preparation

B.S. Kansas State University Major: Educational Administration
M.S. Kansas State University Major: Sociology
Ph.D. Northwestern University Major: Speech
Area of Specialization: Public Address
Master's Thesis: A Study of Social Attitudes of High School Students
Doctoral Dissertation: A Rhetorical Study of Bishop Nikolai Frederik Severin Grundtvig

II. Publications

"A Streamlined Approach to Developing Democratic Communication in Prospective Teachers," Education, 77: 98-102.

"Objectives of Junior College Debating," Junior College Journal, III, 141-43, (December, 1932).

The Dalton Plan in Social Sciences. New York: Columbia University Press, 1937, 125pp.

"Junior College Speech Contests," Junior College Journal, VIII, 77-80 (November, 1937).

"Speech Co-operation," The Speaker, XXII, No. 2, 5-7 (January, 1938).

"Remedial Reading for Freshmen," Junior College Journal, XI, 250-253, (January, 1941).

"Speech Courses for the Junior College Terminal Curricula," Quarterly Journal of Speech, XXIX, 360-363, (October, 1943).

"Speech Education, Your Challenge," Junior College Journal, XIV, 163-166 (December, 1943).

"The Junior College: A Challenge to Speech Educators," Quarterly Journal of Speech, XXIX, 499-501, (December, 1943).

"Whither Discussion? Or Will Discussion Wither?," Speech Activities, VII, 27-28 (Spring, 1951).

"Discussion: A Basic Procedure in Teaching English," The English Journal, Vol. 40, No. 7 (September, 1951), pp. 379-381.

"Some Suggestions for High School Forensics," The Speech Teacher, Vol. 1, No. 1 (January, 1952), pp. 52-55.

Review: How to Talk with People, The Speech Teacher, Vol. 3, No. 1 (January, 1954), pp. 64-65.

Vera J. Simpson (Mrs.) 1962-

I. Academic Preparation

B.S. Texas Technological College Major: Speech-Drama
M.A. Texas Technological College Major: Speech-Interpretation
Additional work:
Northwestern University - 12 hours
University of Denver - 12 hours
Wayne State University - 33 hours
Proposed date for completion of Ph. D., August, 1970.
Area of specialization: Oral Interpretation
Master's Thesis: A Reader's Theater Production of Sophocles' Electra

II. College Teaching Experience

Texas Technological College (first two years as teaching assistant)

III. Graduate Courses Taught at:

Texas Technological College - Interpretative Reading
Creative Dramatics

STAFF DEVELOPMENT
Five Year 1968-9 to 1973-4

1969-70

Leave of absence for Mrs. Vera Simpson for doctoral
Addition of a Ph. D. in Theater
Addition of a Ph. D. in Speech Pathology-Audiology

1970-71

Return of Mrs. Simpson with a Ph. D. in Oral Interpretation
Addition of a Ph. D. in Radio-Television
Addition of a Ph. D. in Public Address

1971-72

Addition of a Ph. D. in Speech Pathology-Audiology
Addition of a Ph. D. in Public Address

1972-73

Addition of two Ph. D.'s in Theater
Addition of a Ph. D. in Speech Education

1973-74

Addition of a Ph. D. in Public Address
Addition of a Ph. D. in Speech Pathology-Audiology

STAFF DEVELOPMENT
Ten Year 1974-75 to 1978-79

1974-75	Addition of a Ph. D. in Theater Addition of a Ph. D. in Public Address
1975-76	Addition of a Ph. D. in Radio-Television Addition of a Ph. D. in Oral Interpretation Addition of a Ph. D. in Speech Pathology-Audiology
1976-77	Addition of a Ph. D. in Theater Addition of a Ph. D. in Public Address
1977-78	Addition of a Ph. D. in Speech Pathology-Audiology
1978-79	As required by enrollment

FIVE - YEAR PLAN FOR GENERAL DEVELOPMENT

1. Implementation of the "Deiry Barn Theater" to handle storage and instructional facilities for the Theater area.
2. Co-operation of Speech Pathology-Audiology area with the Rehabilitation Center and the Lubbock School for the Mentally Retarded.
3. An effort will be made in scheduling staff members to allow two to have the relief of the equivalent of a three-hour course to devote to research. Hopefully this can be increased as the years progress.
4. The use of the videotape recording in speech service courses to improve the quality of instruction.
5. The development of a Ph. D. program, with fields of concentration in Public Address, Speech Pathology-Audiology, and Theater, hopefully to be implemented by 1970-71 or 1971-72.
6. The development of a joint program with the Houston Speech and Hearing Center culminating a two-year Masters degree in Speech Pathology-Audiology.
7. Hopefully more laboratory space will be available for radio-television, speech pathology, and theater. In five years we will need at least 50% more space and in ten years at least double the present facilities. We hope the once suggested enlarging and joining of the Theater-Clinic and Psychology Buildings may be consummated, a project which would meet our needs for the next decade.
8. Implementation of the Speech Association of America recommended Radio-Television curriculum.

TEN - YEAR PLAN FOR GENERAL DEVELOPMENT

1. Construction of facilities which will make possible bringing all departmental operations under one roof.
2. Increased research program as reduction of student-teacher ration can be made to allow this.

Respectfully submitted
Dorville Larson