

## UNDERCOVER

### NEWS

#### Consultants work on improving enrollment

College making changes in direct mailing, telemarketing and financial aid packages.

#### Only two candidates officially in upcoming Stuco election

Freshmen Roy Johnson and Jill Gibson currently unopposed for officer positions.

See page 8

## FEATURES

#### Desegregation in the heartland

Historic Civil Rights Movement began with Brown vs. the Topeka Board of Education.

#### Town and Gown

Read about the current relationship between McPherson College and the McPherson Community.

See Page 4 and 5

## SPORTS

#### Men and Women cagers end regular season

Men go on to conference tournament play as the number two seed behind Tabor.

#### Owens named Spectator Athlete of the Issue

Chris Owens, sr., basketball point guard, leads the Bulldogs into the KCAC tournament.



See Pages 6 and 7

# Hoffman legacy ends

By Michael P. Schneider  
Editor-in-Chief

President Paul Hoffman announced his retirement effective in August, after 20 years of service to McPherson College.

"There is never a perfect time to retire," Dr. Hoffman said in his formal announcement. "My head and heart are in some conflict about this—my heart wants to stay but my head tells me it's time to go. I look forward to writing several books I have in mind and to making more of a contribution to my family, especially after they've supported me in my work for 35 years."

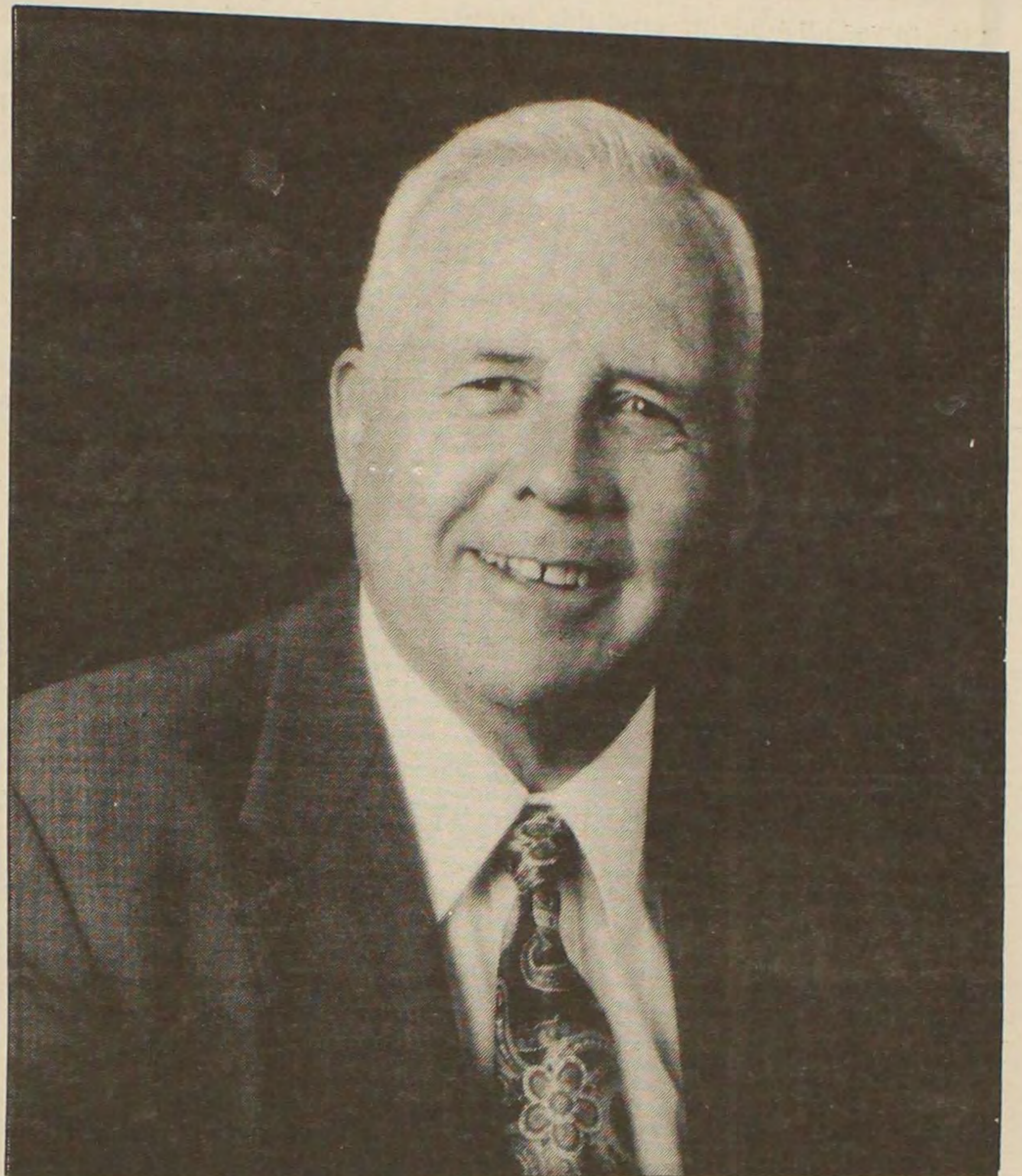
The process of searching for a new president will begin promptly, with initial discussion about the guidelines to take place when the Executive Committee of the Board of Trustees meets later this month, according to Dr. Lavon Rupel, chair of the Board of Trustees. Members of the formal search committee will be appointed at the March 8 meeting of the full board.

"President Hoffman is a recognized and respected leader in higher education, particularly among Kansas colleges. His leadership of McPherson College has been unique in that he combines professional and administrative expertise with pastoral care and personal sensitivity," Dr. Rupel said.

The Board is interested in receiving a wide range of input and interested in what the students have to say about who will be the next president of McPherson College, according to Sharon Knechel, vice president of student services.

"Because Dr. Hoffman's announcement was not unexpected, the Board feels ready to undertake the search process," Dr. Rupel said. "We will want to take as long as necessary to find the best person to continue to lead this institution."

Since Dr. Hoffman took office in June 1976, full-time faculty has increased by 35 percent, and endowment has risen from \$2



President Paul Hoffman announces his retirement after 20 years of service to McPherson College

million to nearly \$17 million. Nine buildings have been renovated, and the Sport Center was built in 1983. The college's debt was eliminated in 1986.

Dr. Hoffman has successfully completed three-year fund-raising campaigns in 1985, 1988 and 1993.

"I've seen people give with such a passion," Dr. Hoffman said, "a passion that has been created through many years and

generations. They believe in the idea of McPherson College, and that won't change with a new president."

Also among his many accomplishments are approximately 4,300 students who have attended McPherson College in his 20-year tenure.

See Hoffman retirement, Page 8

# Town and gown reveal relationship

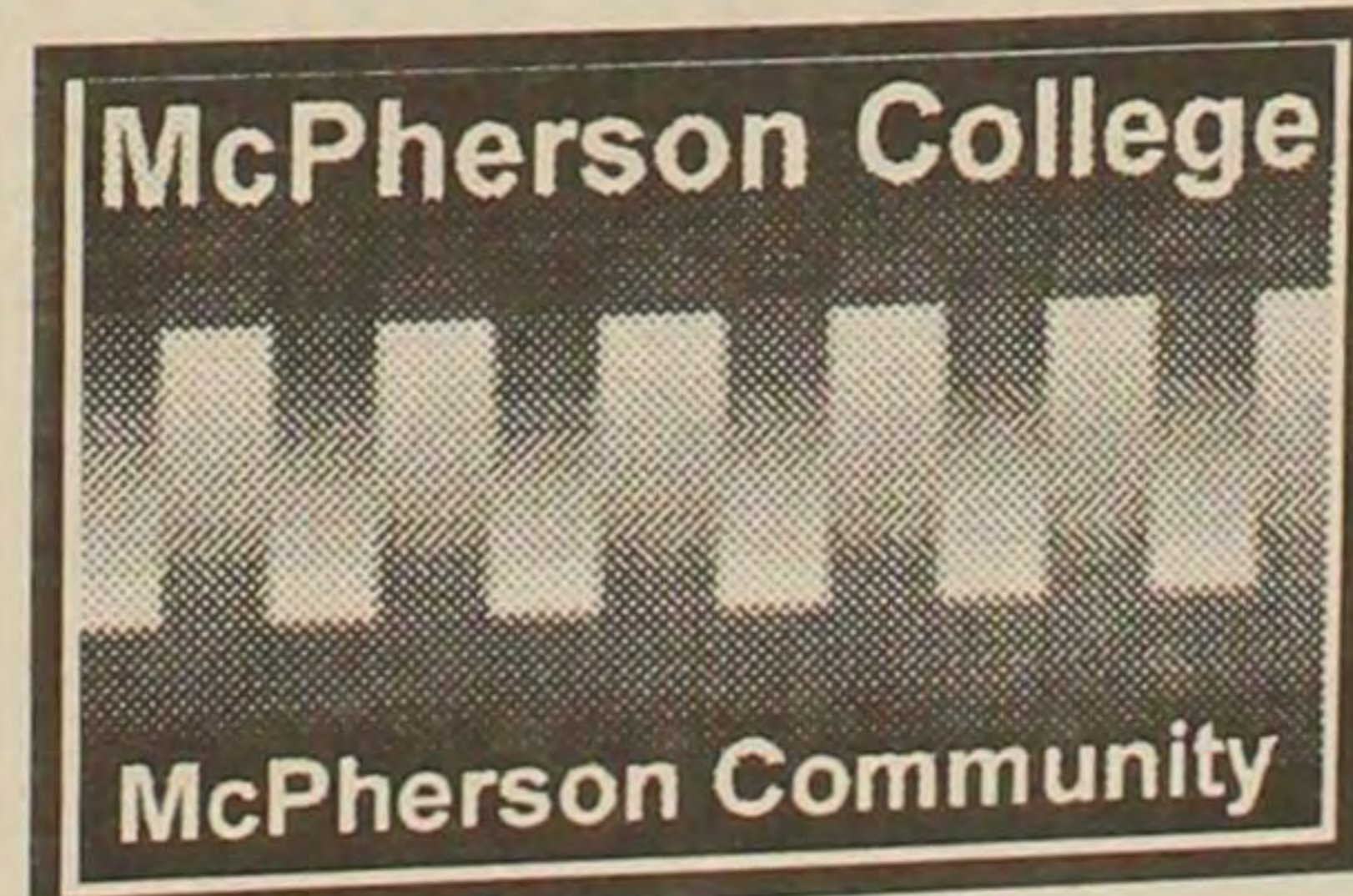
By Michael P. Schneider and Marylyn Matthaehi

Spectator Staff

*Editors note: This is the first in a series of three articles about the relationship between McPherson College and the McPherson Community. The next article will focus on the history of the relationship, while the final article will focus on the future of the relationship.*

McPherson ranks 33rd in "The 100 Best Small Towns in America" and offers a wide variety of opportunities, including McPherson College, a four-year liberal arts learning institution. While the college is an important part of McPherson, it is often seen as a separate body attempting to relate to the larger McPherson community.

"The relationship is very important," Erik Vogel, soph., McPherson resident, said. "There is so much to do here. I think we all too often get so caught up in our individual



lives that we separate ourselves, which creates two worlds in one town."

College and community or "town and gown" form a relationship that is often overlooked. What are people's thoughts about the relationship?

According to a Spectator survey, over 41 percent of the 157 students polled thought the relationship between McPherson College and the McPherson Community was "good."

The community holds a wide range of attitudes toward the college, according to Gail Evans, an individual consultant work-

ing on a study regarding potential McPherson College partnerships with community businesses.

"Overall the majority of businesses are interested in some kind of relationship," Evans said.

"I think the relationship between USD 418 and McPherson College has been positive and mutually beneficial," Dr. Robert Shannon, superintendent of schools in USD 418, said.

Shannon notes evidence of cooperation, such as the opportunity high school students have to take McPherson College classes and the sharing of athletic fields.

College personnel helped others in the community following the tornado a few years ago, and community persons helped the college pick up and get back on its feet in short order, according to Dr. Robert Shannon, superintendent of schools in USD 418.

See Town and Gown, Page 5

# EDITORIAL

## Our friend retires

HIS SIGNATURE HAS GRACED THE DIPLOMAS OF HUNDREDS OF MCPHERSON COLLEGE GRADUATES.

He has traded handshake for degree for almost 20 years. And after all those ceremonies he still seems to remember each student's name.

However, this spring's commencement exercise will be the last time President Paul Hoffman signs his name to a McPherson College diploma.

After 20 years of service as president of McPherson College, Dr. Paul Hoffman will retire effective this August.

The longest tenure of all current college and university presidents in Kansas will end and so will a McPherson College legacy.

His accomplishments are unmatched by any of his predecessors.

His story begins in 1976 when he arrived from Manchester College at age 44, adorned with dark handsome sideburns.

The fall semester after President Paul arrived at McPherson College the *Wichita Eagle-Beacon* published an article listing McPherson College as one of the small private Kansas institutions that would not survive to the next decade. The game was on and, luckily for us, President Paul was up for the challenge.

By 1979, he balanced the budget, and in 1986 McPherson College became debt-free. Under President Paul our endowment has risen from \$2 million to \$17 million.

His efforts led to the construction of the Sport Center and the renovation of nine campus facilities.

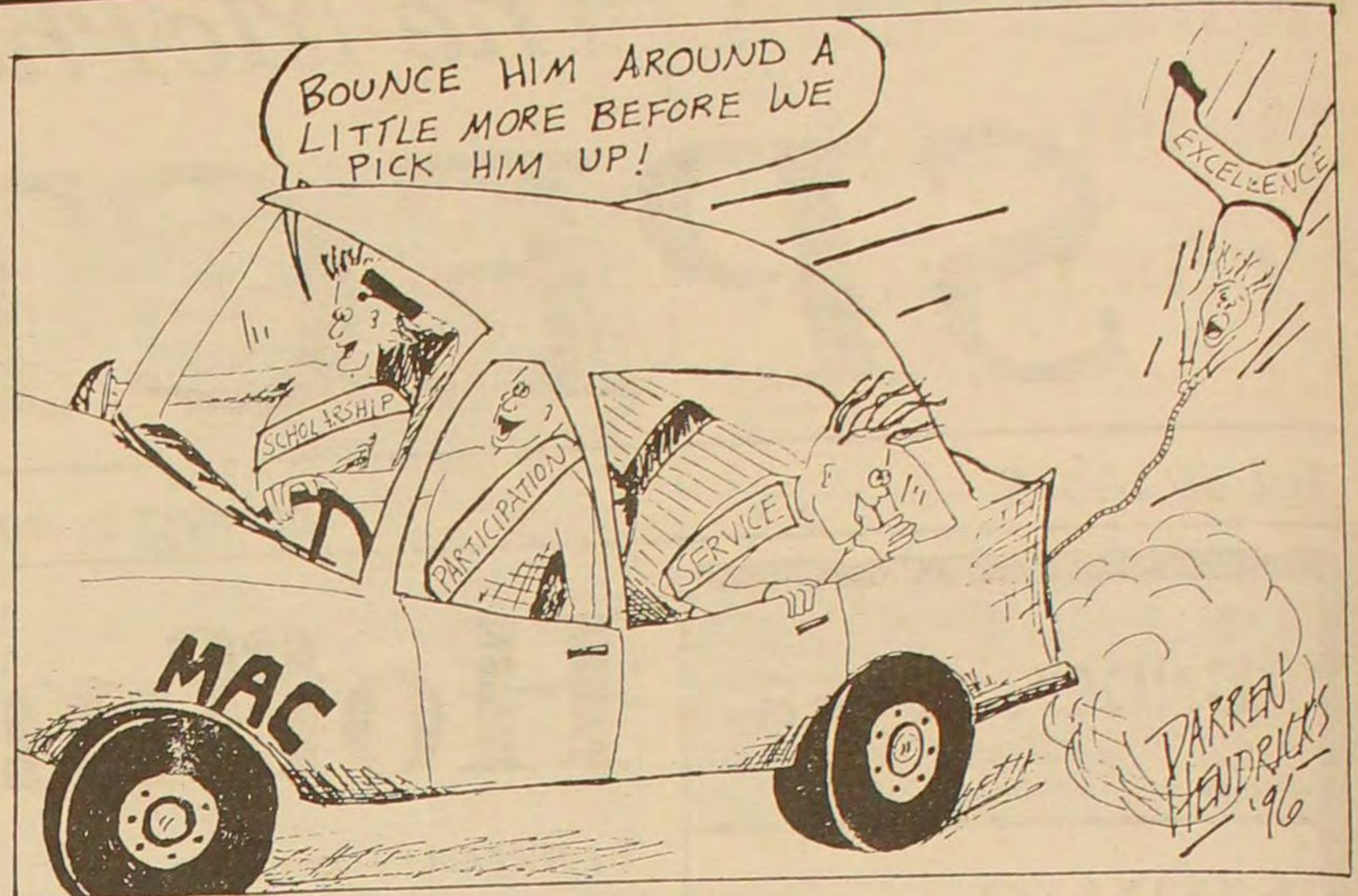
But most importantly, President Paul was and is well respected and liked by students and peers, not only as President of McPherson College but also as a friend.

Plainly stated, the man is fun to be around. President Paul is often surrounded by students and faculty trading stories and sharing laughs.

It is his efforts as a friend and equal that will be best remembered by McPherson College. President Hoffman knows the people he represents. He knows our names and interests. His sincerity and thoughtfulness stand at the top of his long list of accomplishments.

Thank you, President Paul. We wish you exactly what you have always wished all of us—the very best.

Michael P. Schneider  
for the Editorial Staff



## One month can't express 400 years

By Professor Reada Green

Guest Writer

Illustrated by Darren Hendricks

Layout Editor

As a middle aged black female, I have a few problems with the idea of "Black History Month."

As I understand it, blacks have been in America for about 400 years. My question is how can 400 years of history be explained and understood in one month's time?

And why during the month of February? Other than February being the shortest month of the year, is there something else significant about the month?

How do we separate black history from American history or American history from black history anyway?

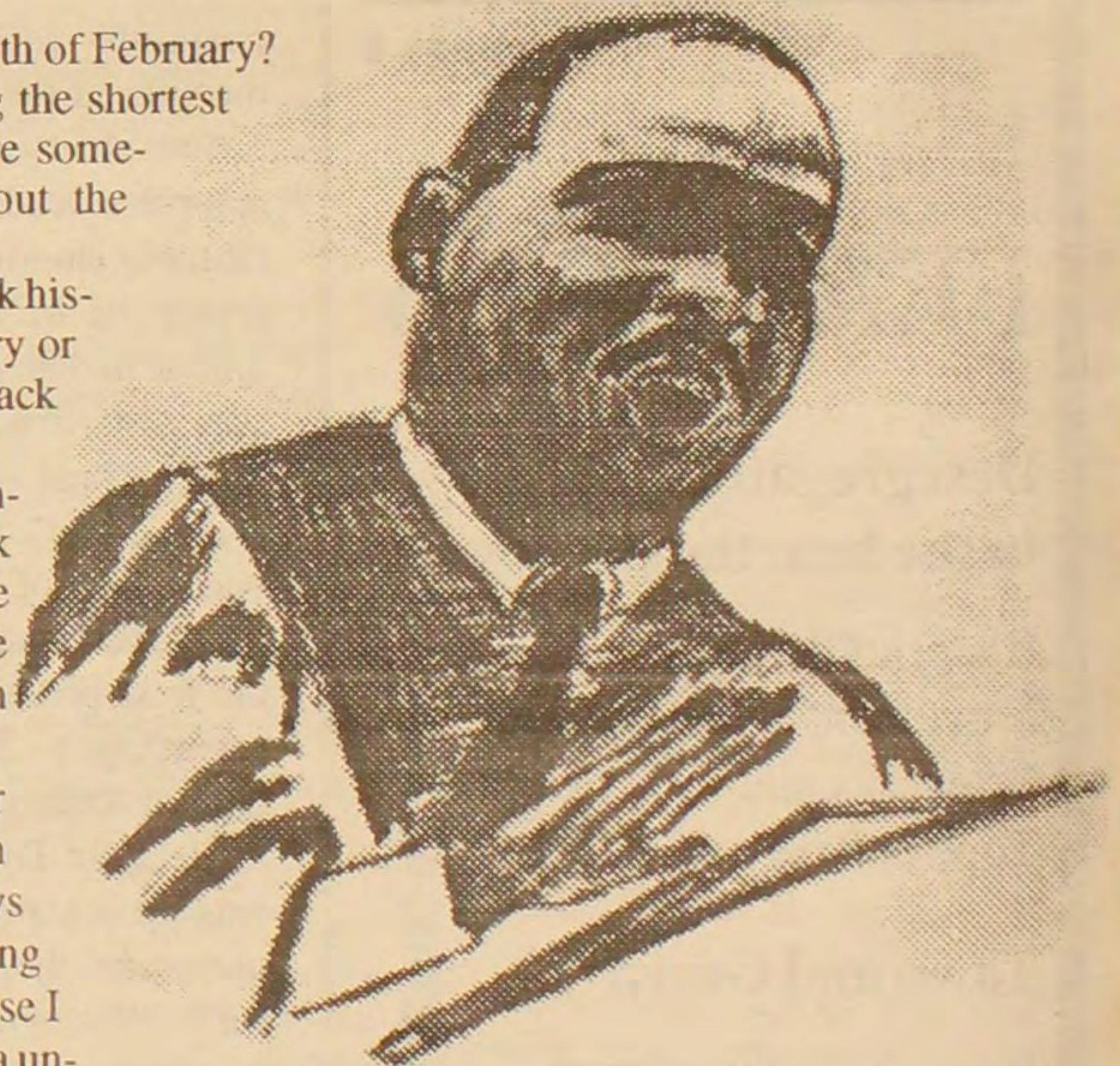
Another thing that bothers me is: Wouldn't "Black Review Month" be a more accurate description of the activities taking place than Black History Month?

It seems that any 400 year historical analysis that can be captured in 28 or 29 days is really not worth talking about. I say this not because I find our history in America un-

important, but because reviewing our history in selected bits and pieces is not the same as viewing it. This only serves to detract from the whole of it.

I want to leave you with this question: Is black America's forfeiture of 400 years of history really worth 28 or 29 days of symbolic rhetoric?

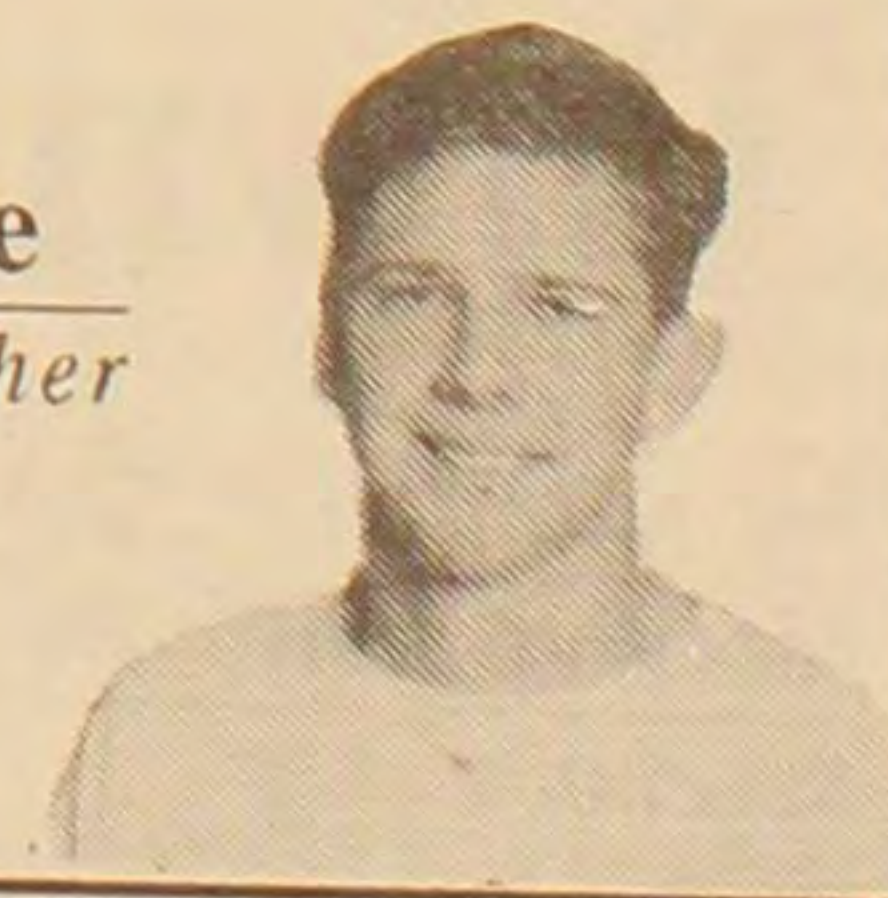
Maybe such a short focus on our history is worthwhile so that black Americans can become less fascinated by the past and focus their attention on the future.



## Take a different route

### Life Guide

By Christopher Amundson



A student with a backpack slung over one shoulder tracks a worn path through the brown winter grass from the north side of Brown Auditorium to the north side of Fanny. Minutes later a group of students follow in single file down the same path. The herd of students stops midway next to an elm tree. They lower their heads to the cold ground, graze on the grass for a moment, and continue on the trail.

Are we, McPherson College students, becoming cattle by following the same heavily trodden trails across campus? The laws of geometry prove that the shortest distance from point A to point B is always a straight line; the laws of campus planning prove that the shortest distance between any two buildings is not the sidewalk.

Americans have become vigilant seekers of time efficiency as we calculate the swift-

est routes to our destinations. Being five minutes late for an 8:30 a.m. class, I ask myself, "Do I take the sidewalk or cut across the grass?" The answer can mean the difference between being late and being even more late. I opt for time efficiency.

Hundreds of students trampling the same grass day after day has repercussions. I'm not one of those environmental radicals waving a banner and chanting, "Save the blades! Use the sidewalks!" But I am a member of our beloved Generation X, which is known for its intense environmental and social consciousness.

Friends, schoolmates, lend me your shoes: the time has come to reconsider the paths we choose. Chris's Credo #002 is: "I will observe the effects of the actions of the masses and do my best to minimize the negatives."

How does the credo fit into reality? Merrin Godfrey, director of maintenance, might recommend using the sidewalks, but I've never liked separating myself from nature.

Another viable solution is to take the grass but avoid the trails. Try the sidestep method: simply move off the path of dying grass either left or right only a few feet.

Go ahead, take the plunge and find your own way; I guarantee you'll see the results in the spring.

## The McPherson College

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# McPherson College is the best choice

## An Editor's Experience

By Sue Werner



Imagine walking into your freshman biology class, feeling a little nervous about your first college course, and finding yourself sitting in an auditorium surrounded by 500 of your classmates, staring at a speck of a professor who is speaking through a microphone and scribbling quick outlines on a huge glaring overhead.

Imagine having trouble with your schedule and being sent walking literally miles, from one building to another, only to be sent on to yet another because no one seems to have the answers you need.

Imagine going in to ask your professor for help after a not-so-successful exam and rattling off your social security number, not your name, mind you, this is not necessary.

These are only a few of my experiences at Colorado State University, where I went to take advantage of the "opportunities" that a large school has to offer.

Students have their complaints about McPherson College. There is no air-conditioning in Dotzour, students pay for meals they don't eat, there is a limit to the number of classes offered.

There will be problems at any school, but the kind of personal attention received and the quality of the education at a small college like McPherson cannot be matched.

At McPherson you can walk through Mohler Hall and be called by name by faculty, staff and administration members. The president of Colorado State never knew that I existed, and come to think of it, I had no idea who the president was either.

At McPherson you are likely to be invited to a professor's home at least once during your college career. I sincerely doubt that my Colorado State biology teacher has ever had her 500 students over for tea.

At McPherson you will never attend a class with 500 other people, and you will never start a conversation with your professor by telling him or her your social security number.

There are issues that need to be addressed at McPherson. Enrollment remains a concern, and the competition with large, cheaper state schools will always be a reality.

I would hope, however, that students don't take for granted what this school has to offer.

# CAMPUS FORUM

## What is the point of Student Council?

In the last issue of the Spectator, there were two articles dealing with the lack of awareness and excitement for the Stuco elections.

Considering that there had been no posting of this upcoming event, this unawareness should have come as no surprise. After reading the articles, I was left with one question that I will bluntly share with you.

What is the point of Stuco?

The purpose behind it is becoming more and more vague to me. Besides allocating funds, listening to students' concerns, giving reports to the Trustees and preparing for Homecoming and Family Weekend, what else is it supposed to do?

If the duties listed above are the only responsibilities of Stuco, then we should all be happy and content because for the most part, we HAVE a Stuco that does all those things. So why do I still get the feeling that many students think our Stuco is in a rut?

As you all know, Stuco has been an emotional roller-coaster for concerned students. After voting for Dennis Kingery last Spring, I was eager to see him do what any motivated president should do, that is not only ask the question "What are we supposed to do as the Student Council?" but also, "What CAN we do?" With a folder full of new events and ideas, Dennis was ready to find out just what our Stuco COULD do. Equipped with his enthusiastic spirit and his excited supporting crew, this president was ready to do something.

And he did. I heard more Stuco news and saw more Stuco spirit the first three weeks of school than I have the rest of this year. I'm sure many of you remember that new energy flowing around the first month of school. Do we feel that kind of bond now? What's missing?

It's a shame that we, as a college, lost the opportunity of having a president like Dennis, but there is no use crying over spilled milk. We'll never know how many campus events could have taken place. Those of us who felt Dennis' ideas and energies get shunned from the college could only feel for this institution. For the first time, many of us experienced the feeling of being completely powerless.

So now we've moved on and Shawn McGowen, after being bumped up into the position of president, has taken over. Last week, when asked why a person should consider running for office, Shawn said "You should run because you want to change things." My question is: "What THINGS are we talking about?" If we have nothing to change or we feel like we don't have the power to change things, then why should we run for a STUCO office?

What can we do to get out of our apathetic rut and get excited about our Stuco and our college? How much longer can we AFFORD to be apathetic? What specific issues do we want Stuco to address? Do we

still need "a place for students to express their concerns" or should Stuco just fade away into a Student Allocation Board? Whether you consider yourself apathetic or not, these are issues everyone on this campus needs to think about.

Jenny Stover

## Student body is responsible for lack of leadership

This college needs to wake-up!

Student Council elections are fast approaching. Surprisingly, there is little talk about it on campus. The signs are up and we know how to get petitions—if you don't then you're not paying attention!

So whose fault is it that nobody wants to run for an office? It must be Student Council's, let's blame them. It must be their lackadaisical attitude.

I don't know what everyone else is looking at, but I see problems that go way past the Student Council. One person has stated that leadership in Stuco is not ambitious. I disagree.

Capable and excited personnel have filled the positions in Stuco. The Council has tried and tried to do new things for the students and the college, along with their normal duties. Little is being accomplished, but is that the fault of Student Council?

My personal experiences in leadership roles at McPherson College are similar to that of a salmon trying to swim upstream in a river full of piranha. For example, in midsummer I asked permission from our maintenance department to plant flowers in front of Fahnestock Hall. It seemed reasonable, since we supplied both the flowers and the labor; all we needed was permission and a designated spot. Simple, right? Wrong.

Others in Stuco followed up on the request during the Fall. Still, as you can tell by looking at Fanny, we never got permission—only excuses from the head of maintenance. Sadly, there have been other cases involving similar results, and these situations don't only involve maintenance.

The Administration and maintenance need to understand that Student Council wants to work together with them for the common good of the school. Until this cooperation occurs, it is difficult for student leaders to stay ambitious.

Another problem is that there is little flexibility in the Stuco budget. Due to the large Quadrangle debt, fixed expenses, and a consistently dropping enrollment, very little money is left over in the budget for new ideas and campus improvements.

Less than 50 percent of student fees are given to the Student Council's budget. More of this student fee needs to be allocated to Student Council, thus allowing them to do more for the students. This, coupled with the overall lack of cooperation, can drain excitement and kill ambitions.

So who is crazy enough to try and take on all of these problems? Who can bring excitement and pride back to the college? Someone needs to help Student Council regain the respect it deserves.

Looking over the student body, I wonder if anyone out there understands the importance of leadership. Do we have any leaders?

Dennis W. Kingery

## Thanks to all who participated in the ACT COMP test

Thank you, 13 seniors, 60 Communication Studies students and 17 faculty and staff members who recently took the ACT COMP test.

This test measures critical thinking, communication and other "real life" skills that students need to succeed. The results will help us evaluate our general education program.

As we continue to implement our assessment plan, we will need your continued support. Your participation enables us to improve McPherson College and provide you with the quality education you expect and deserve.

Susan Taylor  
Assessment coordinator

## E-Mail

Please send your opinions to:  
spectamc@mcnet.mcpherson.edu

The Spectator's editorial pages provide a public forum for the campus community.

■ All comments will be published within the limits of space, good taste, and the laws of libel

■ To submit a letter to The Spectator, drop it in campus mail or contact us through our e-mail address. The final deadline is Monday before the Friday on which a paper is published.

■ Writers should include with their comments a phone number in case the editorial staff has any questions.

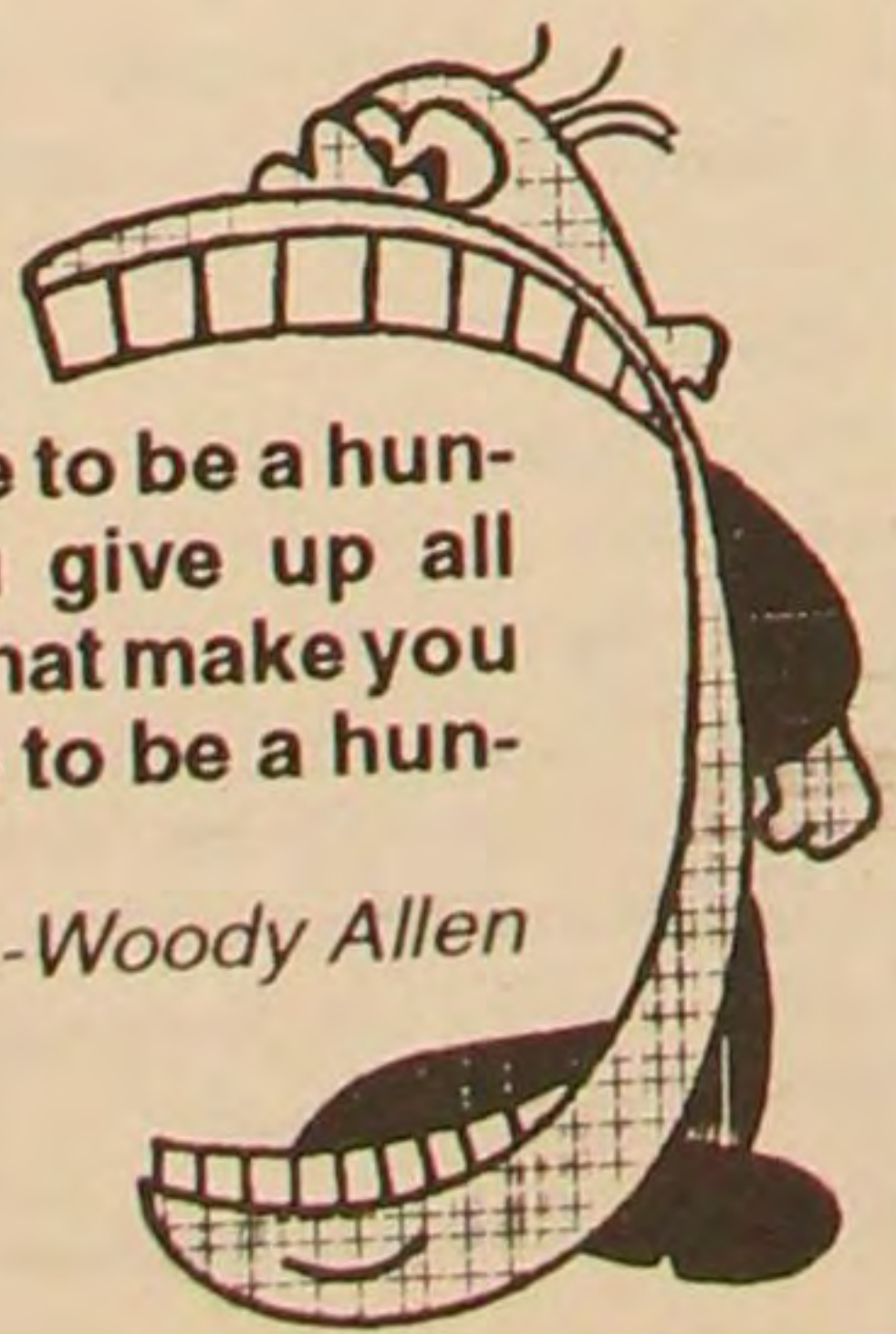
## Bygollygee U.



WE INTERRUPT THIS CARTOON TO BRING YOU A SPECIAL REPORT. CARTOONIST MIKE HORNER WAS RECENTLY ABDUCTED BY ALIENS, RENDERING HIM UNABLE TO WRITE A DECENT PUNCHLINE FOR THIS CARTOON. A FELLOW CARTOONIST, WHO ASKED TO BE IDENTIFIED AS "DARREN," HAD NO COMMENT. WE NOW RETURN YOU TO OUR REGULARLY SCHEDULED NEWSPAPER!

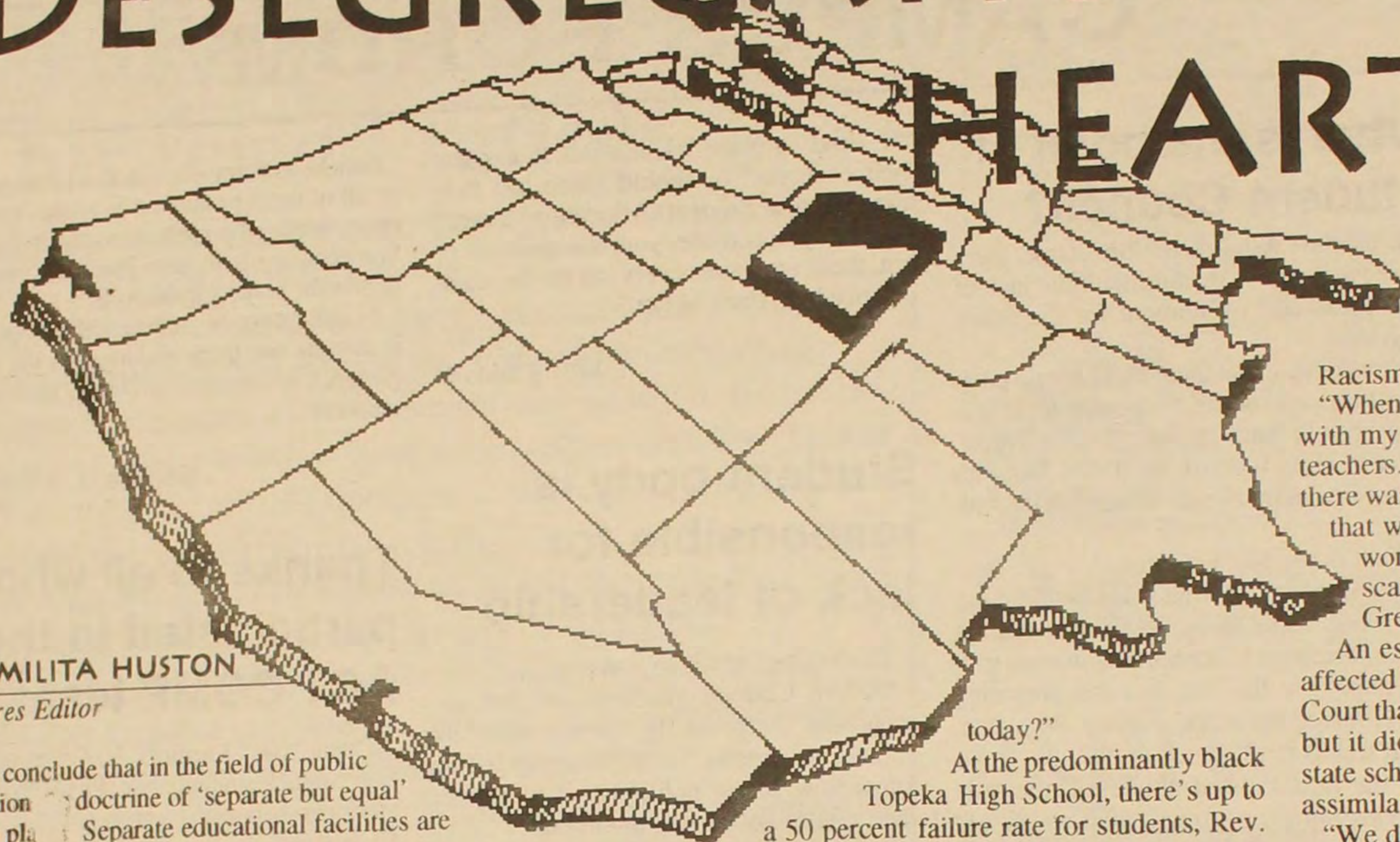
You can live to be a hundred if you give up all the things that make you want to live to be a hundred.

-Woody Allen



By Mike Horner

# DESEGREGATION IN THE HEARTLAND



BY EMILITA HUSTON  
Features Editor

"We conclude that in the field of public education the doctrine of 'separate but equal' has no place. Separate educational facilities are inherently unequal."

So read the ending of the Supreme Court's decision in the famous case of *Brown vs. the Topeka Board of Education*, the case that marked the "historical" beginning of the Civil Rights Movement.

In its unanimous decision, the Supreme Court reversed its *Plessy vs. Ferguson* decision of 1896 that "separate, but equal" did not violate the constitution and ordered schools to integrate "with all deliberate speed."

"I don't think there has been any deliberate speed in Kansas and the North," the Rev. Ken Hill, an associate prison chaplain and president of the NAACP branch in Topeka said during an interview with the Spectator. "What are we doing to improve the education of our young people

today?" At the predominantly black Topeka High School, there's up to a 50 percent failure rate for students, Rev.

Hill said.

But even in 1954, some Kansas schools were integrated. Reada Green, professor of sociology, who is black, lived in Hoisington at the time.

"The small town was segregated. The schools were integrated," Green said.

Wichita and Pittsburg had also already (and voluntarily) integrated.

But according to Professor Green, much of the difference in blacks' standard of living between Hoisington and Topeka had to do with money and the ruralness of the area.

"My family was treated pretty well because they had a stable income. I knew of whites there who were openly referred to as poor-white trash," said Green.

Racism was still a part of Green's life. "When I was nine years old, I went to live in Laurel, Miss., with my aunt and I attended all black schools with black teachers. I probably would've finished school there, but there was a black man whose children I went to school with that was electrocuted for having an affair with a white woman. He was lynched [Willie McGee Case] and it scared the beejesus out of my folks and I came home," Green said.

An estimated 8,000 blacks in the state of Kansas were affected by the *Brown* ruling. Topeka notified the Supreme Court that it was already desegregating schools voluntarily, but it did file a brief stating that "federal interference" in state schools was "neither necessary or justified." But the assimilation of black teachers was seen as a problem.

"We didn't go far enough [with *Brown*]. It wasn't until the middle 80s that a man named Edwards became the first black superintendent of [Topeka] schools. He made a marked difference in *Brown*," said Hill.

In the end, integration was not the cure-all many had hoped it might be.

"The idea of integration itself was devastating to the black community. Once integration came money left the community, but it didn't come back. Another result of integration was the demise of the all black schools," Green said. "Integrating schools, that's just token integration. Real integration comes when everybody has access to the American Dream, which is simply the opportunities for obtaining money."

## STUDENT EXPERIENCES: EDUCATION BEFORE MAC COLLEGE

"I went to a very diverse school. 30% Southeast Asian, 30% African American and 30% Hispanic. There were not enough of us Caucasians to be a recognized percentage."  
Erik Harmon, sr.

"At my high school, the high-class, preppy whites hung on one side of the buildings and the low-class whites hung with the blacks on the other side of the buildings."  
Rudolph "Turtle" James, jr.

"I won't go into a lot of detail, but in my high school there were no blacks. We had Indians, and a few Hispanics, but that's it. We don't have any black people in our community and haven't in several years. The Indians have always been there, but they seem to cause a lot of trouble. I won't say all, but most of them are prejudiced against the white students."  
Drew Hutchins, fr.

"My school was pretty large, 1500 for three grades 10-12, and it was pretty well integrated. At least 50% of the students weren't white. Of course we had some different crowds, where the African Americans hung together and the Mexicans, but most of the time everyone got along as far as it goes racially. We had a lot of mixed couples in our high-school, and we had several African Americans in my church. Overall I think we were well integrated."  
Amy Nordsworthy, so.

"I went to a small high school that had foreign exchange students once every three to five years. Other than those students, in the entire history of my high school I think there were three people who were not white! That's about as segregated as it gets."  
Jill Gibson, fr.

"There were blacks, Mexicans, Indians at my high school. The majority of the minority were Indians."  
Eddie Hester, sr.

"In my school we had like 40%-50% Turkish students in the lower grades and in junior high about 30%."  
Wibke Wojanowski, sr.

"I went to an all white school K-12, with the exception of some African Americans who joined our elementary when I was in high school."  
Chris Kunz, sr.

## Historic Dates of the Civil Rights Movement

- April 22, 1526—First American slave revolt
- Nov. 1, 1797—First African Free School established in New York
- Feb. 14, 1817—Frederick Douglass born
- Dec. 16, 1865—Slavery abolished
- Jan. 5, 1869—First black labor convention
- March 30, 1870—15th amendment, giving black men the vote, ratified
- Feb. 12, 1909—National Association for the Advancement of Colored People (NAACP) founded by W.E.B. Dubois and other black and white leaders
- May 17, 1954—Segregation in public schools outlawed
- Dec. 1, 1955—Rosa Parks arrested for refusing to give up her bus seat; Montgomery, Ala., bus boycott begins shortly thereafter
- Aug. 12, 1959—Nine black students finally admitted to Little Rock High School in Ark.
- Feb. 20, 1965—Malcolm X assassinated in New York City
- April 4, 1968—Martin Luther King, Jr. assassinated in Memphis, Tenn.

## McPherson Past...

The "big picture" is often confusing and disorienting. What about life on the local level. How far has McPherson College come since the Civil Rights Movement?

In 1961, Alfredteen Brown graduated from McPherson College with a degree in history. She is now Dr. Harrison.

"I don't remember any [racism] on campus," she said.

But she did remember some ignorance.

"People assumed that because I was black I knew all the answers to the problems [facing the black community]," Harrison said.

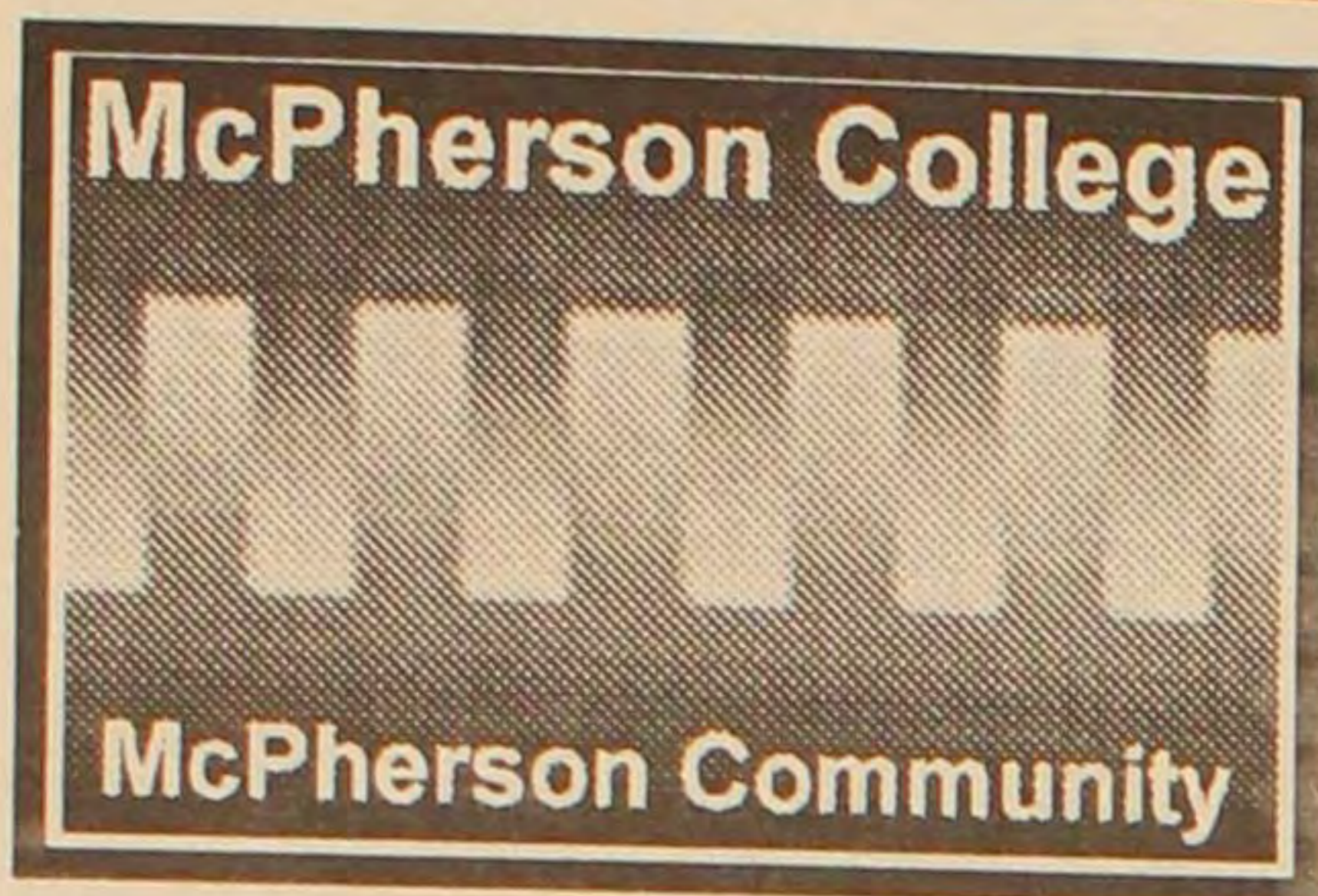
She recalls that at the time there were only two other black students on campus and a few other minority students.

"I think people knew what the problems were and they were really determined to treat me as an individual," Harrison said.

# TOWN AND GOWN

## Same town, different worlds

Continued from Page 1



"McPherson College has worked very aggressively under President Paul Hoffman's leadership to enhance its relationship with the McPherson area community," Dr. Steven Gustafson, vice president of academic services, said.

According to Gustafson the college has enhanced the relationship in a number of ways, such as the hiring of quality faculty and staff persons, and the involvement of faculty and staff persons with ministries of area churches. Other ways include faculty and student service projects and availability of facilities to public and service organizations, such as the Ministerial Alliance and the McPherson Arts and Education Council.

"Faculty and staff contribute their professional expertise in a number of ways in the community. For instance, Dr. Jonathan Frye is a member of the McPherson Area Solid Waste Utility Board and analyzes statistical data for well water testing purposes for the community. In addition, Mr. Merrin Godfrey, maintenance director at McPherson College, is actively involved with the Tree and Park Board in McPherson," Gustafson said.

Individual faculty and students have different perceptions of the quality of the college's relationship with the community.

Sarah Wagoner, soph., and McPherson resident, said the relationship is "weak."

"I don't know how welcomed I'd feel by this community if I were from out of town," Wagoner said.

However, Rick Tyler, associate professor of theatre/speech, says the town and gown relationship is "nice."

The theatre department began its relationship by working with the community theatre. This effort expanded into "First Nighters," which consists of 140 community members who regularly sponsor and attend McPherson College drama productions.

Two concerns continually plague the town and gown relationship. Visibility and communications both play integral roles in the relationship.

"People overall have good feelings about the relationship, but perhaps we are not visible," Amanda Gutierrez, coordinator of giving programs, said.

Gutierrez, along with other development staff members, is currently working on the McPherson College Business Campaign, which focuses on enhancing relationships with area businesses.

"We seem to have a good relationship with the community, although I don't think the college is as visible as it could be. I think we could offer more cultural and social events," Dr. Jonathan Frye, assistant professor of biology, said.

Frye suggests offering "real movies" that are unavailable elsewhere, such as foreign films. He also suggested offering a concert series and more guest speakers on campus.

College visibility is a concern of community members also.

"I don't feel the college is visible in the community. I used to look forward to students arriving in the fall, but now I can't tell the difference," Charles Scharf, co-owner of Scharf's Hallmark and Miller Office Supply, said.

According to Craig Holman, financial planner for American Express Financial

Advisers, the college is perceived as being out there doing its own thing, isolated from the rest of the community.

Holman said the coaches are some of the best ambassadors the college has. "Without them the college would be an island," Holman said.

Athletic events have the ability to draw people from the community, and the coaches are good at lifting up the McPherson community, according to Holman.

Monday athletic booster meetings, summer league basketball and high school all-star basketball/volleyball games are specific ways the coaches are working to build the relationship.

"We all try to be active in the community," Roger Trimmell, athletic director, said. "It's hard to capture attendance at basketball games, because of the high school's success and deservedly so. As we start to improve we'll capture more spectator interest."

"It (relationship) has been neglected in the past, and we need to reach out to the community and get feedback," Bruce Grose, head football coach, said.

Visibility obviously plays a factor; however, over 76 percent of the students in the Spectator poll said they are out in the community at least three times a week.

"When I tell people where I work and I say 'McPherson College,' they answer, 'Is that the two-year college?'" Charlotte Giesel, campus ministry and residence life secretary, said. "The problem seems to be that we are not easily recognizable by people in the community."

These visibility concerns may be a result of miscommunications or even an inability of the community to distinguish McPherson College from the rest of the community.

The college is working hard, but not everyone knows it exists except for sporting events, according to Tom Throne, publisher of the McPherson Sentinel.

"There doesn't seem to be a push by the college to get the information out there to the community except through news media," Throne said.

"We get excellent front-page coverage in the Sentinel," Del Bonney, director of college communications, said. "All of us in the development office are conscious of the need for visibility and connections."

When communication is successful, students find good reception by the community in areas that showcase their talents, such as art, music and theatre, according to Sharon Knechel, vice president of student services.

"The college continually strives to improve communication and relationships with the larger McPherson community. Communication needs to be a priority," Knechel said.

Historically, perceptions of the town and gown relationship have varied among individuals, but currently both town and gown realize the importance of sustaining this vital relationship.

"McPherson College fosters a long heritage of quiet service, and it's a challenge for us to remember that we sometimes need to blow our own horn to let people know we are out here working for the community in a number of ways," Dr. Steven Gustafson, vice president for academic services, said.

"By the very nature of the academic institution, we are often too self-critical. We need to emphasize the positive things that we do," Gustafson said.

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The McPherson College/McPherson Community Relationship Student Survey					
157 students surveyed n 39 freshman n 37 sophmores n 34 juniors n 47 seniors					
What is your impression of the relationship between McPherson College and the McPherson community?	Excellent	Good	Average	Below Average	Poor
	7	65	55	20	10
How often do you go out into the McPherson community?	Once a day	6 times a week	3 times a week	Once a week	Less than once a week
	46	20	54	25	12
How often do you recognize a McPherson community member (not a college employee) on campus?	11	5	33	45	63

<p><b>Wichita</b></p> <p>"The Best Little Whorehouse in Texas" Musical Comedy Through March 24th \$17.95-\$23.95 (316) 681-1566</p> <p>"Always... Patsy Cline" Musical Through April 1st, 8 p.m. Cabaret Old Town \$15 (316) 265-4400</p>	<p><b>Topeka</b></p> <p>"All-4-One" concert April 6, 8 p.m. Landon Arena, Kasas ExpoCenter Tickets \$16.50</p> <p><b>Salina</b></p> <p>Women's Big 8 Tournament Conference Tournament March 2, 3 &amp; 4th Salina BiCentennial Center Tickets (913) 826-4400</p>	<p><b>Hutchinson</b></p> <p>Kansas Cosmosphere &amp; Space Museum "Titanica" 3 &amp; 7 daily 3, 4 &amp; 7 on Saturday &amp; Sunday "Living Sea" 1, 2 &amp; 8 Daily 11, 12, 1, 2, &amp; 8 Saturday (316) 662-2305</p> <p>McGraws Cowboy Casino "Showdown" Live Music February 23 &amp; 24 1000 E. 4th Street</p>
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# Women's season ends with loss to Bethany

By Melissa Sharp  
Staff Writer

The Lady Bulldogs basketball team experienced a tough loss to the Bethany Swedes, ending their season on their home court this past Tuesday, Feb. 20, 31-65. The Lady Bulldogs finished their season with a 3-23 record.

The team had a tough night on the offensive end of the floor. They had no one in double figures with Nikki Adler leading the scoring with seven. Jenni Richardson, Staci Shoemaker and Paige Watkins added six apiece.

On Feb. 17, the Lady Bulldogs hosted the Friends Falcons during alumni weekend and dropped a tough loss, 52-74. Watkins led the offensive attack with 11 points and Amy Ross added 10.

The team did have a bright spot on Feb. 13 when they traveled to Oklahoma to take on Mid-America Bible College. The Lady Bulldogs brought home a victory, defeating Mid-America 67-64.

Amy Ross led a balanced scoring effort with 14 points. Jenni Richardson added 13 and Paige Watkins 10. Jennifer Williams also had a tremendous night on the boards, pulling down 13 rebounds.

"This was a team that had beaten us earlier in the year, but we came back and won our second match-up with them," Wright said. "We had some different players step up and make some things happen.

Richardson, Kelly Thaxton and Williams stepped up their game and gave us some leadership."

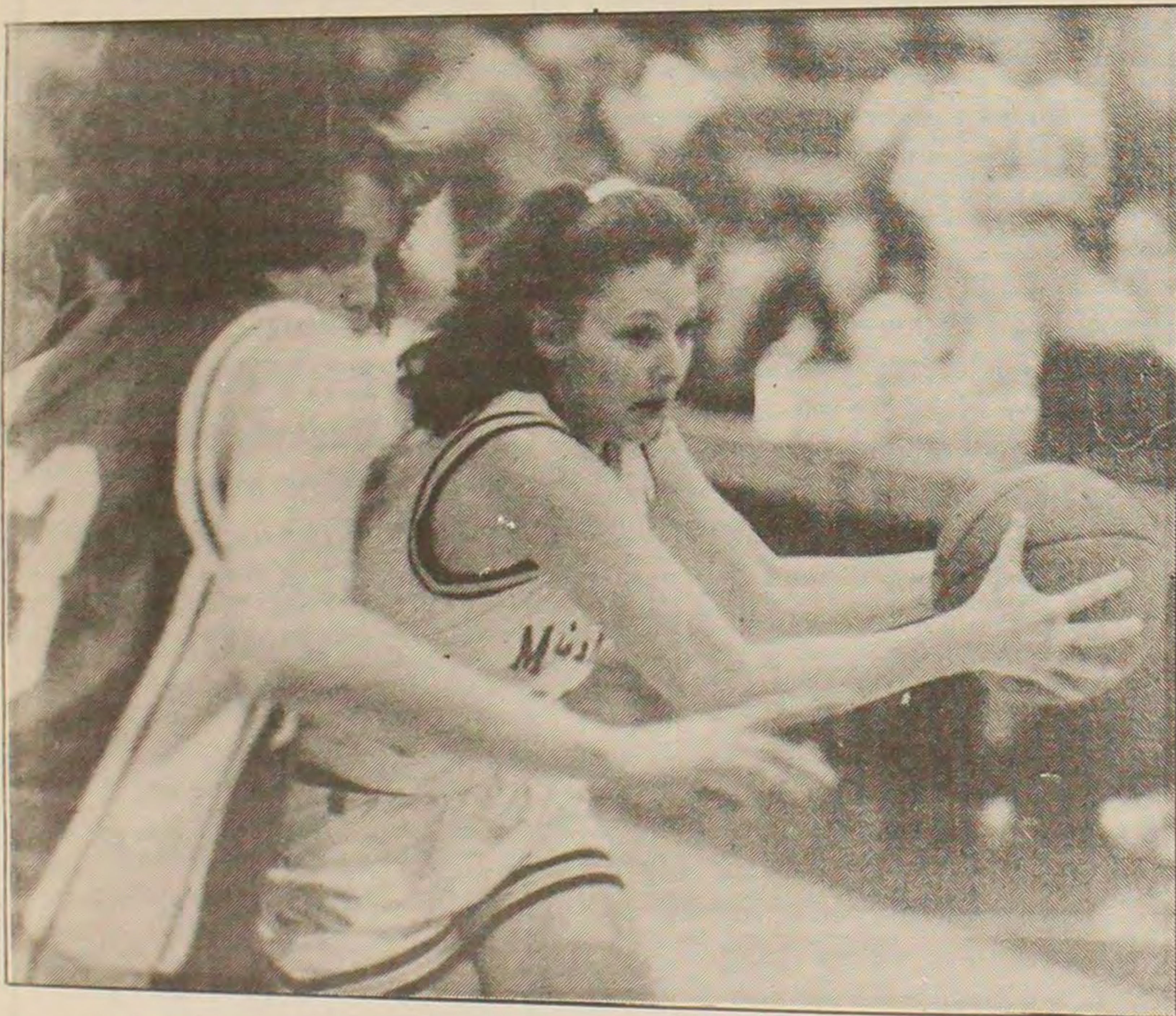
With the loss of only two seniors, Kelly Thaxton and Jennifer Williams, the Bulldogs should be back next year in full force.

"We have a really good foundation made for next year because this year our younger girls have really picked up their game," Wright said. "As a team we know each other better, both as coaches and players, and our chemistry is there. We'll be starting an off season program soon so each player can improve their weaknesses for next year."

The seniors were pleased with Coach Wright and what he brought to the team.

"I think Coach Wright has been the best thing that has happened to this program; he provides the competitive nature that this program has lacked," Williams said. "I wish our season was just starting because we finished so well. I think the girls will do an excellent job next year with returning players and some recruits with height."

"As for my experience, this has been the best group I've ever worked with as far as coaches and teammates are concerned," Thaxton said. "Even though we didn't win in numbers, we won this season continuously. We didn't just fight battles that were with the scores, but we fought a lot of other battles that I feel like we won. It was a great way for me to go out."



Kelly Thaxton, sr. drives to the hoop against the Bethany Swedes in Tuesday's 31-65 loss. Thaxton finished her basketball career Tuesday.

Photo By Jon Henrikson



Nikki Adler, soph., looks for a passing lane against the Swedes. Adler led the Bulldogs in scoring with seven points.

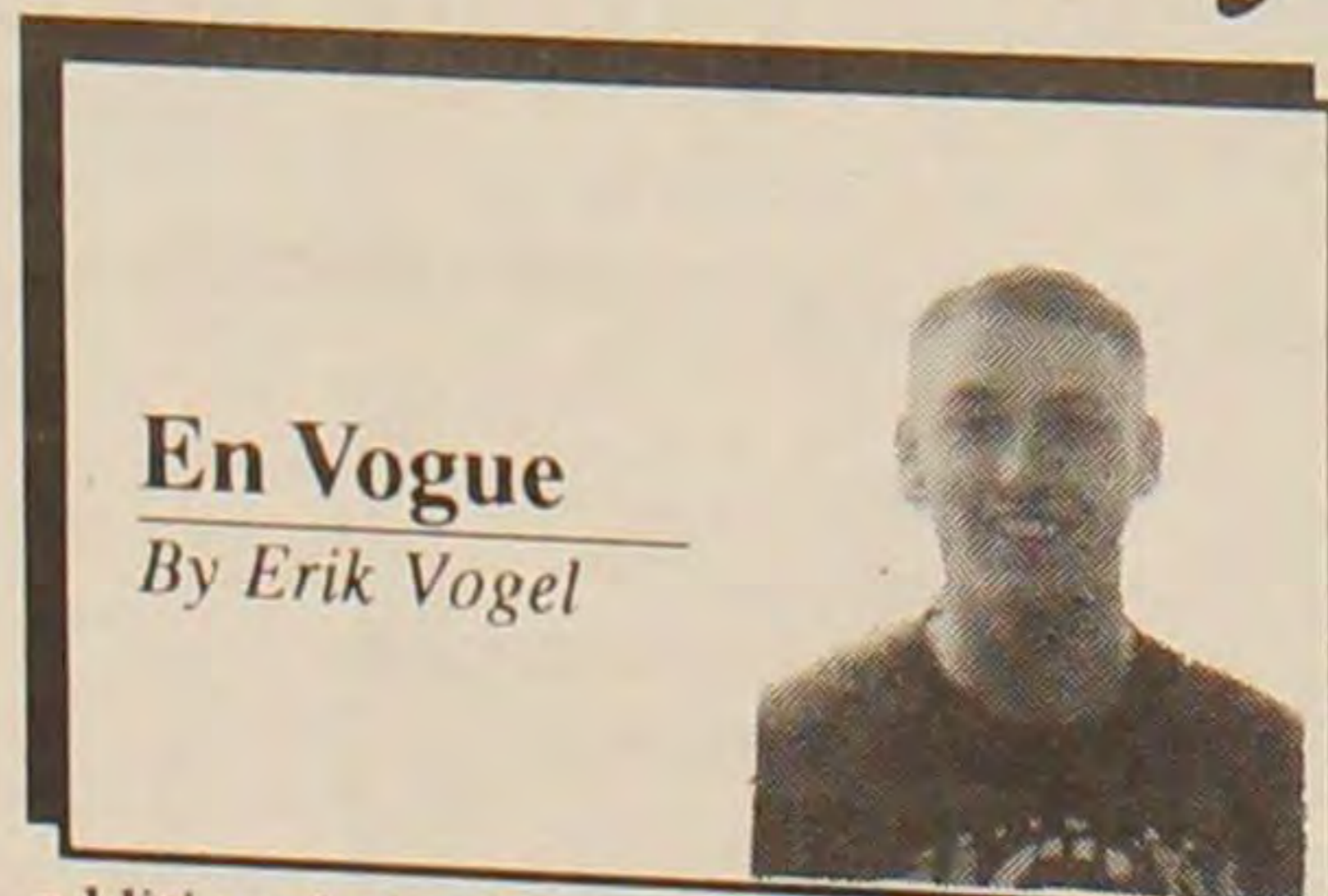
Photos By Jon Henrikson

## Exorcism of "The Jinx" key to wins over Moundbuilders

Superstitions have played an active role in the world of sports for a long time. From players refusing to step on chalk lines to athletes wearing the same pair of socks for each game, it is not uncommon for competitors to battle their own supernatural antagonist.

On the eve of Feb. 23, 1995, the McPherson College men's basketball team traveled to Winfield for its first-round conference tournament match-up against the Southwestern Moundbuilders. Since the Moundbuilders possess a large front line as well as some solid perimeter players, the Dogs knew that they faced a worthy opponent.

Another foe that night was a small, black-haired, domesticated animal known as "The Jinx." A resident of the Moundbuilder's gym, this cat serves as a good-luck charm for the host, but as an



En Vogue

By Erik Vogel

additional rival for the visiting team. And you can't find many scouting reports on black cats.

Defeated earlier in the season by "The Jinx," the Bulldog team turned to thorough preparation, a good night's sleep and a hearty pre-game meal in advance of the contest.

However, senior forward Adam Clark turned to a game-plan of a somewhat different nature.

Upon entering the Shakespearean-like

gym, Clark came face to face with the Bulldog's nemesis: The Jinx.

Clark immediately grabbed the cat and headed for the shower stall. Minutes later, loud hissing gave way to shrill cries and a soaked cat emerged from the showers.

Puzzled and somewhat disoriented, the cat raced past Bulldog players and coaches, out of the locker room and back to its safe surroundings behind the stage in the rear of the facility.

The Jinx had been broken.

That night, McPherson College was victorious by 25 points. Exactly seven months later—to the day—the Bulldog football team ended a 21-game losing streak—ironically at Southwestern.

This season the men's basketball squad is 2-0 against the Moundbuilders. It very well could be because of excellent physical and mental preparation, pinpoint execution and

tough defense.

Nonetheless, for those whose superstitions interfere with their rational thinking, maybe by removing a curse, good fortune has been the result.

For all those animal rights activists, fear not, the cat is in good health and still ominously watches over the games held in its ancient gym.

Adam Clark even made amends with "The Jinx" later that evening, petting the cat and explaining his motives to the feline creature. You could almost sense that the animal, although still sour from the previous incident, was amazed at the efforts of the Bulldog senior cager.

So, I say "Thank-you" to alumnus Adam Clark for removing the curse that haunted Bulldog athletes when competing against the Moundbuilders.

It makes one wonder if Tabor College has a bluejay living in its gym? Just a thought.

# Bulldogs storm into playoffs

By Jenni Richardson  
Sports Editor

After a solid performance against the Bethany Swedes Tuesday night, the McPherson Bulldogs will carry a 16-10 overall record into the conference tournament where they will have the second seed behind Tabor.

Tuesday night the Bulldogs came out on fire to defeat the Swedes 106-73. Head Coach Roger Trimmell feels that the win was a total team effort. "We had a lot of guys make a positive contribution. It was good to see the team finish the regular season strong, and hopefully the win will give us some momentum to carry into the tournament," Trimmell said.

The Bulldogs had five men in double figures. Matt Richardson led the way with 17 points and 13 rebounds. Chris Owens and Ryan Wenzel scored 15 and 14 respectively, with Brandon Rice and Mike Walker also scoring 13 and 11 to round out the offense. The team shot an outstanding 64.7 percent from the field for the game.

On Feb. 17, the men dropped their fourth conference loss to the Friends Falcons, 56-64.

"We had a rough second half on the offensive end of the floor," Trimmell said. "When you only score 14 points in the half, it's hard to expect to win the ball game even if you're playing well on the defensive end of the floor."

Brandon Rice was the only player in double figures with 10.

Valentine's Day was also a tough day for the Bulldogs as they traveled to Fort Hays State University. McPherson lost the contest, 71-104. "It was a good experience for the guys to play in that kind of contest. Hays is ranked second in NCAA Division II. They're a good ball club," Trimmell said.

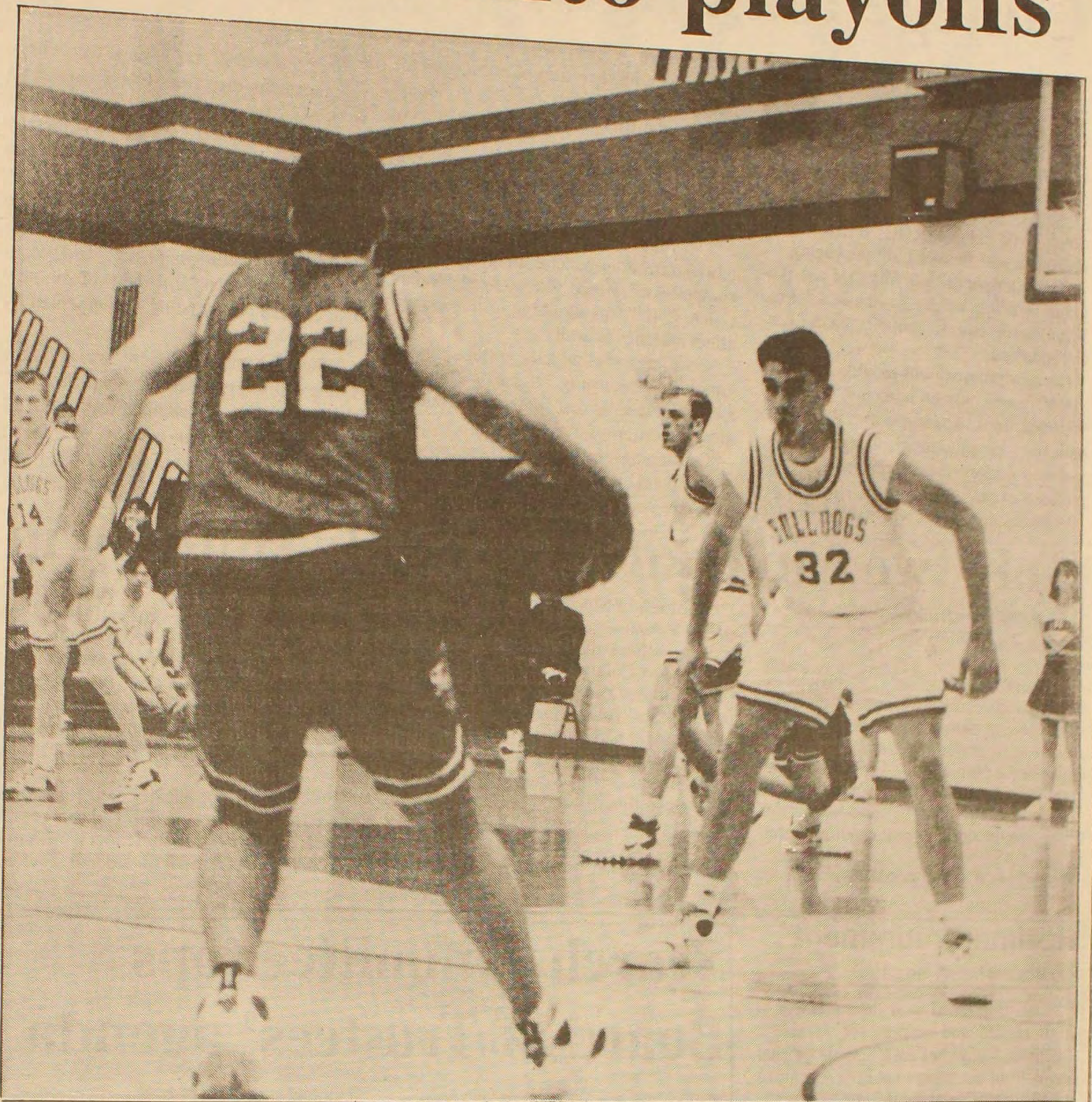


Photo By Jon Hennison

Brandon Rice, jr., keys in on his man while Mike Walker, fr., and Chris Owens, sr. anticipate the Swedes next move. The Bulldogs had no problems topping the century mark beating Bethany 106-73. The Dogs boost their record to 16-10 as they move into the KCAC tournament seeded second behind the Tabor Blue Jays.

## Tracksters look to outdoors

By Wes Balen  
Staff Writer

The indoor track season has been completed, and despite not sending any competitors to nationals the season is viewed as an overall success.

"We did well considering the amount of talent and number of people we had out," Head Coach John McNamara said. "Our people all performed very well, but we need to get more people involved in track and field because our team is too small."

The team got one last chance to qualify individuals for nationals at Hays on Thursday, Feb. 15. Top performers at the meet for McPherson College were Brett Johnson, who ran a 6.93 in the 60-yard dash, and freshman O'Brien Byrd, who completed the mile in a time of 5:19.

Notably absent from the list of those taking their last crack at making the national meet was Roy Johnson, considered one of the Dog's strongest hopes for nationals.

Johnson skipped the meet for academic reasons. "I'm taking 16 and one-half hours

this semester and I had five classes and a four hour lab on that day. To me it's more important to keep up with classes than go to an athletic event," Johnson said. "I've still got outdoor nationals to shoot for and I'm really excited because the meet is going to be held in Marietta, Ga., just about thirty-five minutes from my home."

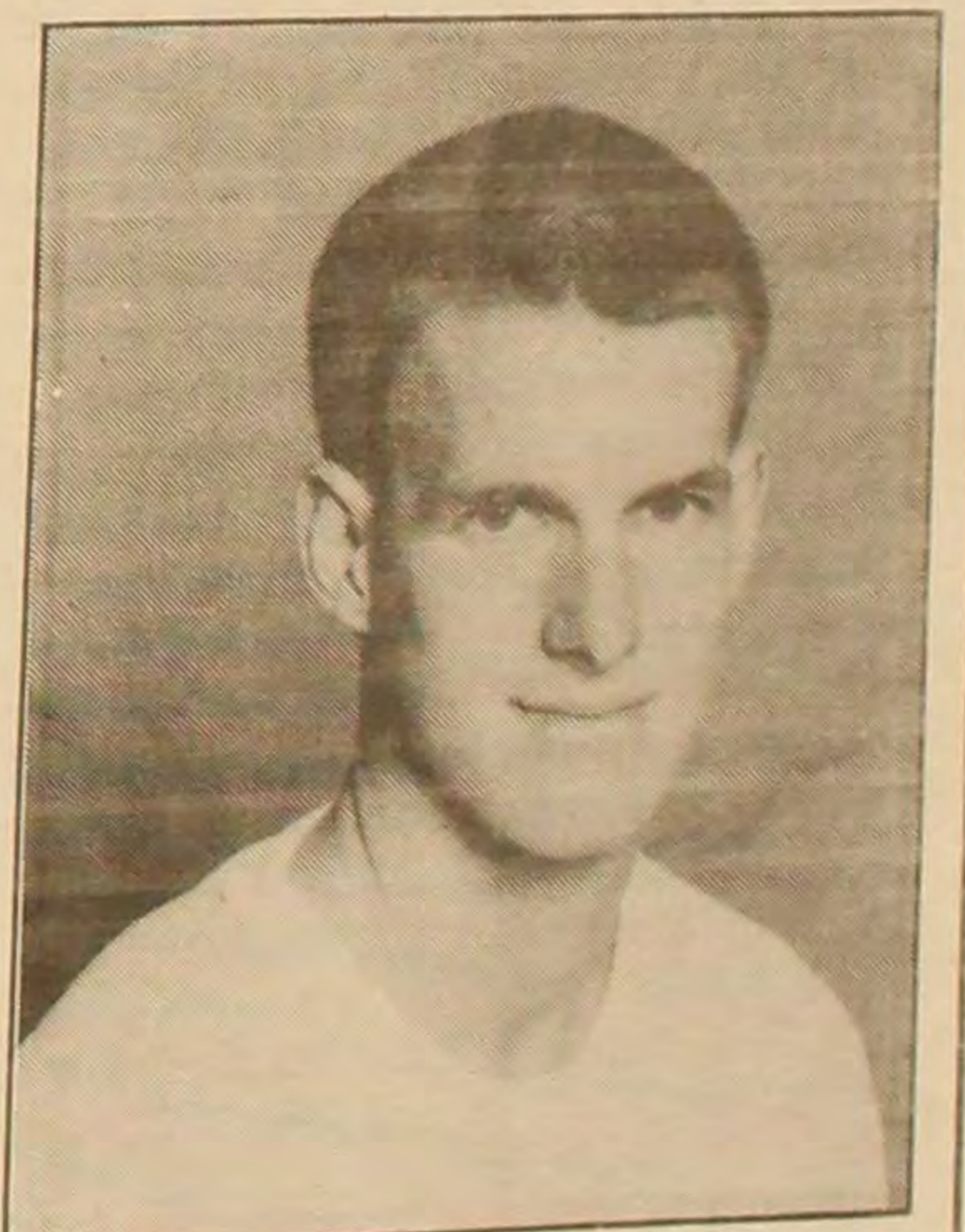
Back on Feb. 3, at the Tiger Classic held on the campus of Doane College in Crete, Neb., Johnson reached the finals in the weight throw with a toss of 35'3". Other notable performances were turned in by freshman Melanie Messick who ran the mile in 6:48, Byrd who finished the mile in 5:16 and Alfredo Ingelmo who ran a 6.96 60-yard dash.

"Bulldog track teams would be very successful if we could get more people out. The key thing is numbers. I could see that in Nebraska," Johnson said. "We had a young team and a small one, but I believe each individual accomplished what they wanted. Personally, I was just using indoor to get ready for outdoor."

## ATHLETE OF THE ISSUE

Chris Owens is this week's Athlete of the Issue. Chris is the senior starting point guard for the Bulldog basketball team. He is currently second on the team in scoring and led the offensive attack at Fort Hays with 15. He also scored 15 points in the team's recent win over the Bethany Swedes.

"Chris does a good job for us at the point. He handles the ball extremely well, but also poses a scoring threat to other teams so they have to guard him as close as anyone else," head coach Roger Trimmell said. "Chris demonstrates good leadership on the floor and has a good work habit in practice. He sets a good example for the younger guys to follow."



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# College making changes to boost enrollment

By Sue Werner  
News Editor

McPherson College is working with Miller/Cook Associates to increase enrollment by fall 1996.

Changes being implemented include the direct mail campaign, the telemarketing approach, and financial aid packaging.

"The admissions and financial aid program is being totally overhauled," Fred Schmidt, director of admissions and financial aid, said.

The new program will provide monetary awards based only on academic merit and financial need. Academic awards will be based on their previous grade point average and their performance on the ACT or SAT entrance exam.

"Athletes and others will still be eligible

for financial aid, but it won't necessarily be identified with their area of participation," Schmidt said. "It will be our goal to attempt to meet the financial need of any student who wants to come here."

According to Schmidt, increasing the number of students will have a positive effect on the entire campus.

"Our first intuition is that it will bring in more students in general, making us more competitive," Bruce Grose, head football coach, said. "This should in turn assist and affect athletics as well."

According to Schmidt the college plans to honor any returning student's financial awards as long as that student continues to meet the criteria for that award.

"Continuing students should be confident of our intent to make it possible for them to continue to pursue their degree here,"

Schmidt said.

The consultants are helping the college reorganize its direct mailing approach as well. Mail will be targeted to individuals and will include a series of letters written by alumni informing potential students about the college.

The next month will include an intense telemarketing campaign as well. Admissions staff are calling applicants and potential applicants to inform them of the new financial aid policy being implemented by the college.

"When we call a student we are now calling with a very specific mission in mind," Marilyn Sexton, assistant director of admissions, said. "A big concern of a lot of people is how they are going to pay for college. We are trying to calm their fears

about private higher education very early in the process."

The college will work with the consultant to develop the specific mailing procedures as a next step in the process.

"There's an excitement among the admissions counselors about what the results will be from our efforts and I think we're all hoping that our long hours are going to pay off," Sexton said.

"The goal is to clearly focus on 1996 enrollment and help us get everything into place for 1997," Knechel said. "As much as people can be disorientated by change, I've been impressed with the financial aid and admission staff and their willingness and support. The consultants are doing a good job of making us believers that this can be accomplished."

## Only two candidates currently running in Stuco election

By Shelly Hendricks  
Spectator Staff

Student Council has only two official officer candidates for its March 11 election.

Executive positions include president, vice president, treasurer and secretary. According to Amy Norsworthy, soph., four petitions have been taken for executive positions, but Roy Johnson, fr., and Jill Gibson, fresh, are the only official candidates thus far.

Roy Johnson is unopposed at this time for

the position of Stuco president.

"I am running for president to become more involved with the student body at McPherson College. There is great potential to improve campus life from a student's perspective," Johnson said. "I believe it is important for people to run for office so that they can maximize the student life at Mac."

Jill Gibson, fresh., is currently unopposed for the position of Stuco treasurer.

"This past year on Stuco has been great, but it has also opened my eyes to campus problems and frustrations in accomplish-

ing things," Gibson said. "I would love to be in the position where I can really work with the administration and keep other Stuco members excited. This way, everyone can be involved in keeping good projects going and making changes for the better."

Stuco has publicized the election with signs, convo announcements and electronic mail.

"Students do not usually step forward to run until they are encouraged by others, generally other student leaders," Sharon Knechel, vice president for student services,

said. "If people don't run, there is less student representation."

Some students raised concerns that the student body is not fully aware of what an officer's responsibilities are.

"I think that people should be aware of what the responsibilities are for the positions in Stuco" Sarah Wagoner, soph., said. "More people would be interested if they could learn more about Student Council."

The president presides at all meetings of the Student Council and the student body. The president must propose all ideas of the council to appropriate bodies, including the Board of Trustees. The president votes on Stuco business only in the case of a tie. Also, the president must coordinate the Annual Awards Convocation in the spring. His/her pay is \$530 per semester.

The vice president serves the president's duties in his/her absence, is a voting member of the council, and is a member of the Student Activities Board. He/she is also the student coordinator of Homecoming Activities. The vice president's pay is \$230 per semester.

The treasurer acts as chairperson of the Board of Publications. He/she pays all bills, records the financial transactions of Stuco and reports the financial state of the treasury at each meeting. The treasurer must conduct a semester audit of the Spectator, the Quadrangle, the Student Council, and other Stuco related organizations. He/she must have completed three semester hours of accounting to qualify for the position. The treasurer receives \$250 per semester.

The secretary of Student Council keeps a record of the attendance and business of all Stuco meetings, prepares a summary of transacted business of each Stuco meeting, and chairs the election committee. The secretary's pay is \$275.

### Hoffman retirement

Continued from Page 1

"I am impressed with their (student's) high regard and respect for President Hoffman," Knechel said. "Some of that stems from his effort to at least recognize every student on campus."

"He was a great president. He had a good feel for the students needs," Shawn McGowan, jr., Stuco president, said. "We're going to miss him, but we respect his decision to step down."

Dr. Hoffman travels six out of 10 days of the year fulfilling his off-campus responsibilities

"In 20 years I've never seen a Super Bowl," Dr. Hoffman said in regards to his busy travel schedule.

"Those who have been closely associated with the college realize the tremendous impact that Dr. Hoffman has had on the institution in all areas," said Jim Dodson, executive vice president and treasurer.

Dodson, who came to McPherson in 1979, worked with Dr. Hoffman previously at Manchester College (Ind.) where Dr. Hoffman was the dean of students.

"As time passes, many more will recognize his genius at integrating the college, the Church of the Brethren, academic interests, student development and community concerns to enable the college to educate young persons for life. His personal integrity, values and genuine compassion for each individual mark him as an outstanding leader that will be truly missed," Dodson said.

Dr. Hoffman is the eleventh president of McPherson College and has the longest tenure of any current college or university president in Kansas.

## Search committee tops Board of Trustees' agenda

### Trustees will discuss President Hoffman's replacement and enrollment issues

By Jessie Miller  
Spectator Staff

President Hoffman's retirement and the search for a replacement will be a major discussion item at the meeting of the McPherson College Board of Trustees March 7-8. Hoffman announced his retirement last week after 20 years of service to the college.

"A priority for this board meeting will be considering the president's retirement and determining the search process for a new president," said Steve Mason, vice president for financial services.

Members of a search committee will be appointed at the March 8 meeting of the full board.

The Student Services Committee will meet with a representative of Miller/Cook and Associates, Inc., to discuss changes being made within the admissions and

financial aid departments to help boost enrollment.

The consultants are working with the college to make changes to the direct mail campaign, telemarketing, and financial aid to improve enrollment by fall, 1996.

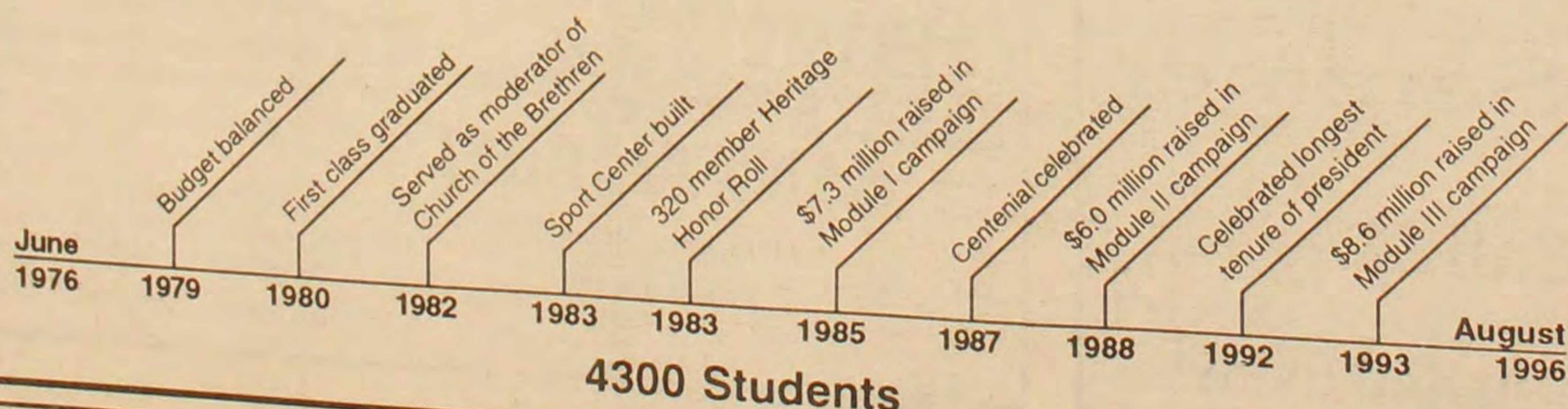
The Academic Services Committee meeting will be making decisions on tenure and promotion questions and faculty salary for the fiscal year 1997.

They will also meet with the KSBE steering committee, chaired by Dr. Marilyn Kimbrell, associate professor of education, to be updated on the institutional self-study for reaccreditation. The self-study is designed to look for strengths and concerns within the college curriculum, making sure that the curriculum is in compliance with the Kansas State Board of Education regulations.

Dr. Steve Gustafson, vice president for academic services, will provide an update on the changes made to the general education curriculum in the Global/Cross-cultural component.

The Financial Services Committee will review and approve the preliminary budget for the 1996-97 fiscal year and review the 1995-96 year-to-date budget. It will also be updated on the state of the endowment.

## THE HOFFMAN YEARS



### NEWS BRIEFS

#### Dancers on campus

The Deeply Rooted Chicago Dance Theatre will be part of a "Dance in the Gym" hosted by McPherson College Monday, March 4, at 4 p.m. The combination performance and workshop will be held in the large gymnasium of the Sport Center.

The "Dance in the Gym" is designed around college and high school students' enjoyment of dance in social situations and will include an opportunity for voluntary participation by audience members. The event is free of charge and open to the public.

The Deeply Rooted Chicago Dance Theatre (DRCDT) is a 10-member, culturally diverse ensemble that uses the disciplines of ballet, modern jazz and African dance techniques as tools for artistic expression, teaching and community development.