

Prairie View A&M University

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## **Announcing the Observance of the Centennial Year**

Prairie View A&M University

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# ***Prairie View A&M University***

**Commemorating**

**THE  
100<sup>TH</sup>  
YEAR**



***Serving People Now — and in the Future***

***Into the Second Century***

**1878**



**Announcing the Observance of the Centennial Year**

**of**

**PRAIRIE VIEW A&M UNIVERSITY**

*[Compiled and edited by C. A. Woods]*

**January 1, 1978 through December 31, 1978**

Prairie View had its beginning in 1876, the first year of the Texas Constitution, of the common free school system and at the dawn of higher education in Texas.

The 15th Legislature authorized the school for Negro youth, corresponding with the establishment of Texas A&M University and under the provisions of the Morrill Land Grant College Act. A three-man commission, working with an initial appropriation of \$20,000, purchased the Alta Vista plantation, east of Hempstead, as the site for the new state institution. Following needed repairs, the property and affairs of the college were turned over to the A&M College Board of Directors on January 18, 1878.

On March 11, 1878, the institution enrolled its first class of eight young men. Kirby Hall, the stately plantation house, which formerly housed a fashionable girls' school, was the college's first building — situated on a hill in the surrounding prairie.

Today, Prairie View is 100 years old and still a part of the Texas A&M University System. Its annual operating budget exceeds \$33 million and its enrollment is about 6000. The Physical Plant has grown to over 150 buildings valued at an estimated \$90 million. Its services now cover the length and breadth of Texas, the nation and the world.

**1978**



# **Centennial Year Kick-Off Banquet**

**The Grand Ballroom—Shamrock Hilton Hotel, Houston, Texas  
January 27, 1978 — 7:30 p.m.**

## **— PROGRAM —**

Presiding — Dr. A. I. Thomas, President, Prairie View A&M University

### **MUSICAL PRELUDE**

Dr. Robert Henry, Chairman — The Department of Music  
Prairie View A&M University

### **INVOCATION**

The Rev. W. Van Johnson, Dean of the Chapel

### **PIANO SOLO**

Jeffery Stirrup — Music Major — Prairie View A&M University

### **THE OCCASION**

Dr. E. Joahanne Thomas, Chairman, Department of English — Prairie View A&M University

### **D-I-N-N-E-R**

### **ACKNOWLEDGEMENTS AND INTRODUCTIONS**

President A. I. Thomas

### **MUSICAL SELECTIONS**

Miss Joan Holbert, Alumna  
Houston, Texas

Dr. Danny Kelly, Alumnus  
Baltimore, Maryland

Mr. Dorceal Duckens, Alumnus  
Washington, D. C.

### **CENTENNIAL SALUTES**

Mr. Clyde H. Wells  
Chairman, Board of Regents  
Texas A&M University System

Dr. J. K. Williams  
Chancellor  
Texas A&M University System

Dr. A. I. Thomas  
President  
Prairie View A&M University

Mr. Herbert Melton  
Alumni Representative  
Prairie View A&M University

Dr. Burnis L. Johnson  
Faculty Representative  
Prairie View A&M University

Mr. Kenneth Edmondson  
President, Student Senate  
Prairie View A&M University

### **THE ALMA MATER**

Song "Texas" (Prior to 1920)

"Away Out on the Prairie" (1921 to 1939)

"Dear Prairie View" (after 1939)

Dr. O. A. Fuller, Composer of the words for the present Alma Mater and Former Chairman,  
Department of Music, Prairie View A&M University

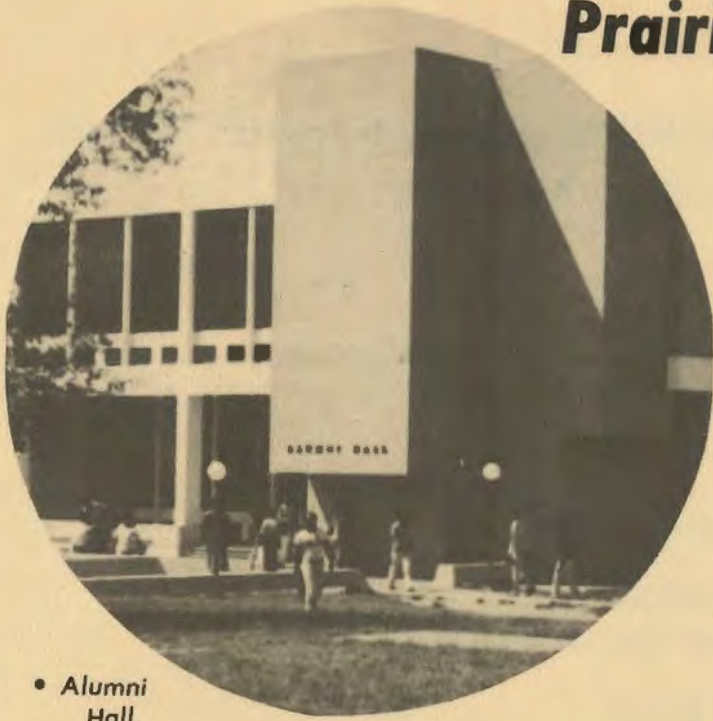
### **BENEDICTION**

The Reverend W. Van Johnson

# Prairie View A&M University

PAST-PRESENT-FUTURE

## A SUCCESS



• Alumni Hall.



• Old Evans Hall.  
(Destroyed By Fire)

Over the past 100 years Prairie View A&M has distinguished itself as an institution designed to serve the needs of Texas, the nation, and some areas of the world. Throughout the early years, Prairie View served Black students particularly and its many programs were aimed at building and improving Black communities across the land. The institution takes pride in the achievement of these goals.

More recently, the University has been called upon to provide open access to higher education for individuals regardless of race, age, creed, color, cultured distinctions, national origin or physical handicap. At the same time our mission as it relates to society as a whole has broadened and we are constantly seeking to achieve excellence throughout our broad range of services.

The success of our long service record is evident in the growth and progress of Texas itself, as well as in the productive lives of thousands whom we have touched. Very few would deny that Prairie View has served well in all the multiplicity of functions assigned to it, either officially or developing from an obvious need.



• Old Kirby Hall.

# Into the Second Century

## STORY

The University's Centennial Council (1970) submitted "A Development Plan: 1970-1980" projecting the mission and goals of Prairie View A&M throughout the Seventies. The Council, composed of leading citizens across the state and nation, described the period as "the decade of the people" and recommended goals for the university which included continued effort in the areas of STUDENTS, SOCIETY, KNOWLEDGE, LEADERSHIP, AND EXCELLENCE.

Prairie View has related itself successfully to these goals as the presentations to follow will indicate. Our program of "Operation VANGUARD" provides the opportunity for low-income students to enter the university. "OPERATION SUCCESS" is a major thrust aimed at helping the needy student succeed in completing his college requirements and in entering and advancing in his chosen career.

The mission of the University is clear. The challenge is for continued forward development as we prepare to move — INTO THE SECOND CENTURY" ahead.



• Music makers in the early days.



• Health and Physical Education Building ("Little Dome")

# Prairie View A&M University

Serving

## STUDENTS

Prairie View A&M has been successful in providing for the optimal development of the students it serves. Students at the University represent all sections of the state, with the highest percentages coming from Southeast Texas. A total of 29 other states and six foreign countries are also represented in the student body of 5381. The enrollment includes 11% white, 88% black and 1% other races.

Student development at the University has and will continue to take into account the hard facts concerning the socio-economic backgrounds of students enrolled. For a student clientele characterized by all the limitations that economic poverty brings, Prairie View provides opportunities for socio-cultural development as an integral feature of the student's education.

The University is committed to providing an intensive program of academic enrichment at the freshman level in the basic tool curricula areas in order to provide a foundation for student success. Also to meet the special needs of students, the University is utilizing its total resources in the creation of an environment and in the provision of programs and services which aid in the maximum development of its students.



• 1977-78 Tennis Squad.



• Tennis team  
in years past.

• Student Workshop.



# Into the Second Century

## Contributing to **SOCIETY**

Contribution to the advancement of our free society and the continued progress of our civilization are major goals of the University.

As an institution established to meet the needs of Black Americans and one now serving a predominantly minority clientele, Prairie View is undoubtedly serving a special need of society. The University admits society's "high-risk students (along with the academically able and socially responsive) and has demonstrated success in producing a representative number of competent and mature citizens who are contributing in many ways to the goals of this nation.

To cite only a few examples, the University graduates more Black engineers than any other of the 307 colleges and universities offering engineering. Prairie View is the major supplier of the nation's Black Army and Navy officers and a leading supplier of minority professionals to the federal government.

Prairie View's services to Texas are substantial in all areas, particularly in agriculture and in education. Our services to developing international countries are "outstanding" and are expanding.

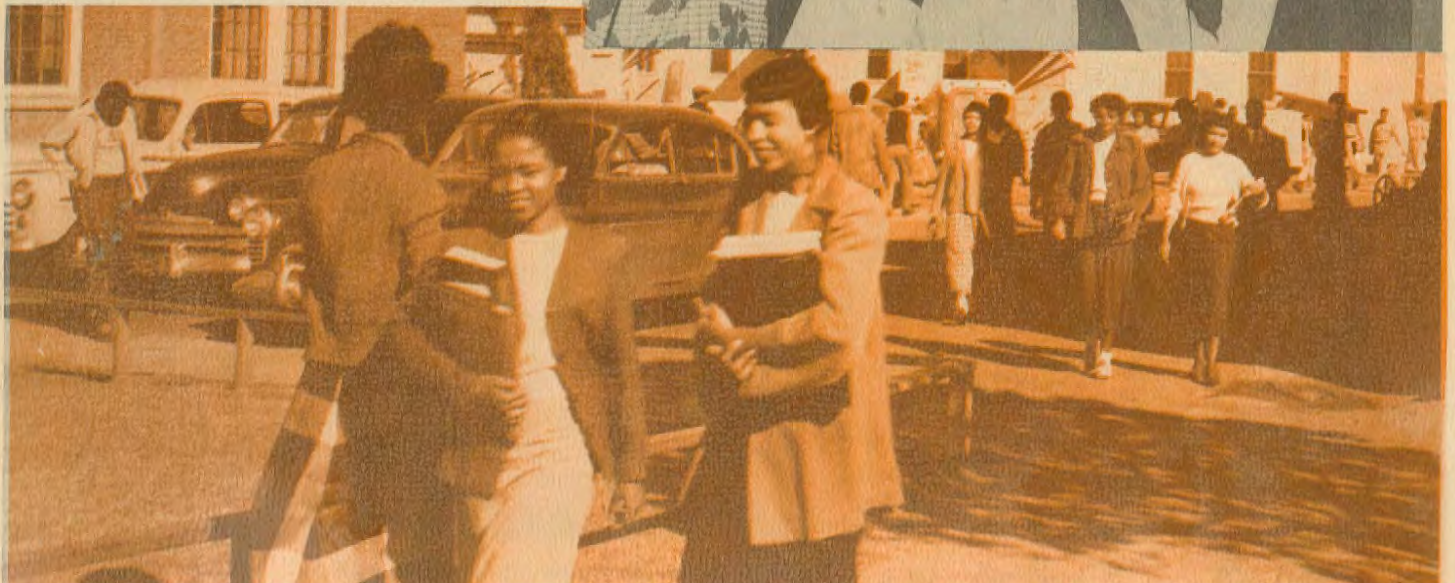


• President A. I. Thomas working with children.



• Career festival.

• Campus scene — 1951.





# Prairie View A&M University

Seeking

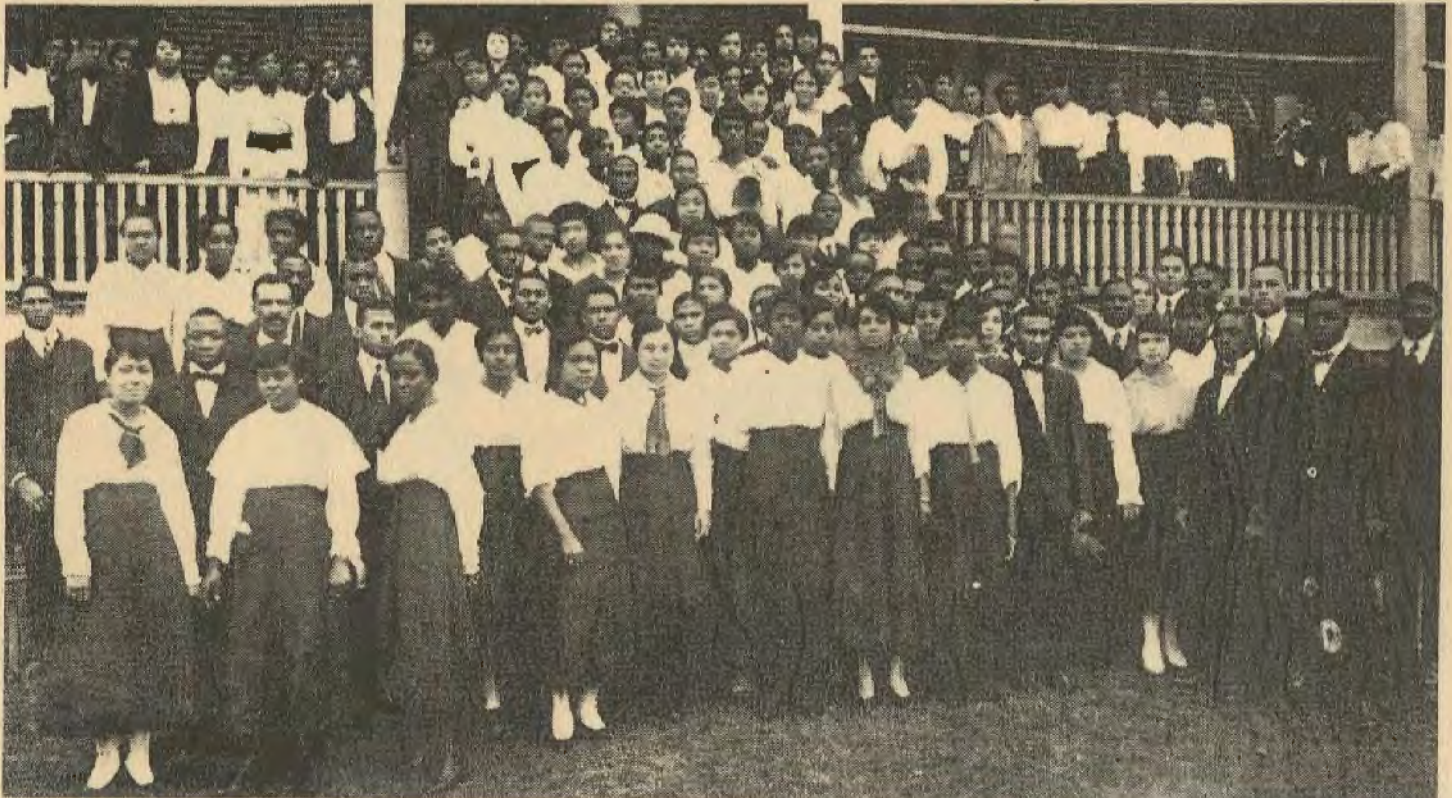
## KNOWLEDGE

The University continues to expand its interest in research and experimentation, particularly in applied fields of study. Prairie View has a commitment to developing the individual, to improving the society, and to discovering, preserving, and disseminating knowledge.

Prairie View currently receives in excess of \$5.5 million annually in federal funds to support research, college improvement, student financial assistance and other programs. The University's Agricultural Research Station is the only one operating at a predominantly Black institution. An Experimental and Demonstration Manpower Project is the only one in Texas offering vocational training to rural people.

The university's Cooperative Extension Program is an example of how knowledge gained in the fields of agriculture and home economics is disseminated to the towns, cities, the farms and ranches throughout the state and nation. Similar activities are demonstrated in programs of research and experimentation in nursing, health, family planning, science, nutrition and several divisions of education.

- *Science Laboratory (top)*
- *Nutrition Laboratory (at left)*



• *Sophomore Class — (photo from 1917 Prairie View Yearbook)*

# Into the Second Century

## Developing

# LEADERSHIP

Prairie View's commitment to the developing of leadership is considered its major function and one which it is justifiably proud.

The popular slogan "Prairie View Produces Productive People" takes note of the fact that the University points with pride to the countless thousands of outstanding citizens and leaders in many fields throughout the nation. In earlier years, the institution served as the Educational and Cultural Center for Black Texans, and still today, many special state-wide functions are centered here or emanate from this base.

The University places considerable emphasis in its ROTC training programs now extending to females as well as male students. Leadership development is the first objective of these programs, and they have tended to set the tone of conduct throughout the campus.

In all of its effort, the University will continue to provide those forces, ideas, individuals and systems which will foster constructive and positive action. A continuing goal is to move into a more advanced leadership posture aimed at an ever improving society.



• General Becton accepts honor from staff.



• Prairie View graduates (above and right, middle photo) in positions of leadership.



• First females to receive commissions from Army and Navy ROTC programs.

# Prairie View A&M University

- University faculty members who recently received doctorate degrees.



- Outstanding students in public speaking pictured with the president and their teachers.

## Developing

## QUALITY

Prairie View A&M is seeking to develop its own model for achieving distinction in those aspects of the educational enterprise which will ensure a position of prominence in higher education.

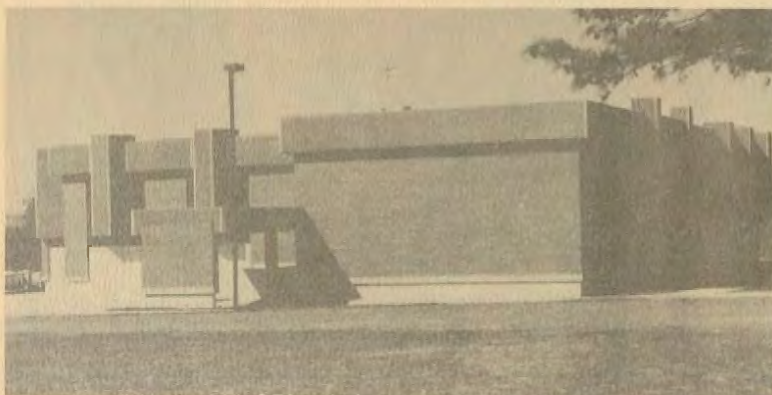
The University continues to improve its instructional staff through the addition of many faculty members holding the highest degrees from major institutions across the nation. All University programs are fully accredited by the Southern Association of Schools and Colleges and instructional divisions and departments are approved by their respective state and national associations. i.e. Engineers Council for Professional Development, National League for Nursing, N.C.A.T.E. etc.

Instructional quality is also evident in the recent addition of 14 chapters of National Honor Societies. Prairie View students continue to show excellence in state, regional and national competition in a wide variety of fields, such as public speaking, community service, vocal and instrumental music, military and naval science, beauty and talent and athletics.

Excellence at Prairie View is also being achieved in terms of campus facilities and in the provision of student services. The university goal is to relate excellence to its own purpose, to its own mission, and its own goals.



• Football team in 1917



• The new Owens-Franklin Health Center

# Into the Second Century



• State legislators on campus.

## STATE LEGISLATIVE FUNDING

The Centennial Year must be a focal point for working closely with State Legislators to develop a master plan for providing adequate catch-up, sustaining, and quality achievement funds for the University. Commitments must be made during the Centennial Year by the Board of Regents, University officials and influential leaders to follow-up the plan during biennial legislative sessions.

## FEDERAL FUNDING

The University recognizes federal funds as essential support for its programs. During the Centennial Year an expanded effort will be made to double or triple funds presently coming to the University from federal sources.

## PRIVATE AND PHILANTHROPIC FUNDING

To achieve its fiscal goals as it . . . enters the second century . . . the University must realize full financial support from the State Legislature, Federal Government, private corporations, foundations, the alumni and friends.

The Centennial Year will focus on establishing the first major endowment for the University in its 100 year history. A 12 million dollar Centennial Endowment Fund will be raised from private sources between January 1, 1978 and December 31, 1981. One million dollars will also be raised through the Annual Giving Program during the Centennial Year. The Centennial Endowment fund will provide for the following: See Chart. ➔



• Gift from Gulf Oil Company.

# A CHALLENGE

## THE CHALLENGE . . . ADEQUATE FUNDING

One of the most critical challenges facing Prairie View A&M University as it moves . . . into the second century . . . is to obtain sufficient funds to achieve present and future goals relating to the students, society, knowledge, leadership and quality.

The Centennial Year will place major focus on the financing needs of the University in terms of :1) catch-up funds, 2) sustaining funds, and 3) quality achievement funds.

## CATCH-UP FUNDS

The University has suffered seventy-five years of extreme fiscal neglect and twenty-five years of limited fiscal neglect by the State and other funding sources. Catch-up funds are needed to catch-up and place the university in a position of minimum equality with other state universities which have not suffered such neglect.

## SUSTAINING FUNDS

Sustaining funds are needed to sustain the quality of present programs and personnel against erosion of high prices, inflation and normal competition.

## QUALITY ACHIEVEMENT FUNDS

Funds are needed to bring all areas of the university to minimum levels of quality and to provide for high levels of quality in selected, if not all areas of the University.

## CENTENNIAL ENDOWMENT FUND

I.	Endowment for Faculty and Staff . . . . .	\$ 3,000,000
	a. Faculty Chairs	
	b. Faculty Salary Supplements	
	c. Teaching Excellence Awards	
	d. Faculty — Staff Development Grants	
II.	Endowment for Students . . . . .	2,000,000
	a. Scholarship and Education Grants	
	b. Professional Concepts Institutes	
	c. Operation Success	
	d. Student activities	
III.	Unrestricted Endowment . . . . .	2,000,000
	a. Long-Range Planning	
	b. Current Operations Supplement	
IV.	Capital Improvements Endowment . . . . .	3,000,000
	a. Campus Landscape & Beautification	
	b. Residence Halls Improvement	
	c. Dining Hall and Memorial Student Center	
	d. Auxiliary Facilities	
V.	Endowment for Ventures . . . . .	1,000,000
	a. Research and Development	
	b. Innovation and Experimentation	
	c. Demonstrations	
VI.	Endowment for Effective Learning & Quality Instruction . . . . .	1,000,000
	a. Center for Learning and Teaching Effectiveness	
	b. Minorities and Standardized Testing	
	c. Freshman Studies Program	
	d. Tutorial Program	
	e. Academic Enrichment Program	

\$12,000,000

# Activities For The Centennial Year

1. Banquets:
  - a. Kick-off Banquet in January
  - b. Founders Day Banquet in March
  - c. Homecoming Banquet on Friday before Homecoming Game
  - d. Mini-Banquets by Prairie View Alumni Clubs in their Hometowns.
2. Founders Activities during the month of March.
3. Dedication of New Buildings to include: Hobart-Taylor Hall; Owens-Franklin Health Center; and the Engineering Annex.
4. Arbor Day(s) to include planting of trees.
5. Exhibits [both internal and external].
6. Lyceum Program to include performing artists.
7. Monthly convocations involving nationally recognized speakers.
8. Scholarly Seminars involving scholars from each discipline.
9. Establishing a time capsule to be opened each 25 years.
10. Centennial Recognition items to include:
  - a. Centennial Seals
  - b. Centennial Flags
  - c. Centennial Decals
  - d. Centennial Certificates
  - e. Special degrees for graduates, etc.
11. Centennial Jewelry to include: medallions, charms, pins, pendants, and others.
12. Centennial Mementoes: Key chains, Mugs, Plates, etc.
13. Scale models of the campus at intervals: (a) 1878, (b) 1903, (c) 1928, (d) 1953, (e) 1978.
14. Unveiling of portraits of founders of the University and other early personalities.
15. Centennial Art objects to include paints, etchings, photographs, etc.
16. Oral history project including audio and video conversations with persons who helped to make history at Prairie View.
17. Centennial Brochures and Calendars.
18. Centennial Proclamation by President Carter, Governor Briscoe, Chairman of the Board of Regents, Mayor of Cities, President of the University.
19. Centennial Press Conferences.
20. Centennial Success Seminars.
21. Opening of a Hall of Fame for: (a) Athletics, (b) High Achievers.
22. Launching of a Centennial Study Commission to develop a University plan from 1980 to 1990.
23. Special Days: i.e., Legislators Day, Governor's Day, Counselors Day, Principals Day, Industry Day, Bankers Day, etc.
24. Centennial Fund Raising Campaign
  - a. Establishing the 5 million dollar University endowment.
  - b. Establishing the Achievement Funds.
  - c. Conducting the Centennial Annual Fund Campaign.
  - d. Conducting special fund raising activities.
25. Establishing milestones for each year in the history of the University.
26. Collecting artifacts for the Archives.
27. Operation Roots: Identification of Key Staff Administrators and students in each academic and non-academic area of the University since its founding. (Securing of photographs)
28. Establishing short range (1 to 2 years) and long range (6 to 10 years ) goals for each area of the University and the University as a whole.
29. Alumni Activities in local cities corresponding with campus activities.
30. Planting of flowers and other campus beautification efforts.
31. Billboard advertisements; decals advertisements; bumper stickers; etc.
32. Year long media blitz.
33. Announcement of major new programs, degrees and/or new University thrust.

## MONTHLY SUMMIT TOPICS:

- January — Prairie View A&M University Centennial  
February — Religion and Moral Values  
March — Education  
April — Transportation  
May — Art, Music and Drama  
June — Agriculture and Commerce  
July — Health Care  
August — National Security and Defense  
September — Free Enterprise and Creative Capitalism  
October — Criminal Justice and the Law  
November — Research, Science and Technology  
December — The Family (Man, Woman and Child)

# CENTENNIAL YEAR KICK-OFF BANQUET COMMITTEES

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Mr. Alonzo Sargent  
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Dr. Juanita Carter  
Mrs. Ezell Hawkins  
Mr. Herbert Elmore  
Mrs. D. M. Hunt  
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Shirley Staples  
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Mr. Harold Brown\*

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Galveston  
Waco  
Beaumont [Golden Triangle]  
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Austin  
Carpus Christi

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# CENTENNIAL KICK-OFF BANQUET

## — ACKNOWLEDGEMENT —

The Prairie View Development Fund is pleased to acknowledge its sincere appreciation to the individuals, organizations and companies listed below for their financial support of the Centennial Kickoff Banquet. Appreciation is also expressed to each person for this special event in the life of the Prairie View A&M University.

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# THE OFFICIAL CENTENNIAL SEAL

The Centennial Seal is one of the official symbols of the 100th Anniversary of the founding of Prairie View A&M University. The seal is to be used throughout the Centennial year and will be retired to the University Archives after December 31, 1978.

The outer circle of the seal represents the continuity of teaching, research and public service as the primary purposes of the University during the past one-hundred years.

The words "One-hundred Years of Service to People" is visibly spelled out in the outer circle. This statement emphasizes "people" as the major concern of the University throughout its existence. The eight stars represent the first eight students to enroll at the University on March 11, 1878. The inner circle represents the completion of the first one-hundred years and encloses the name PRAIRIE VIEW A&M UNIVERSITY OF TEXAS, the 1878 founding date, and the 1978 anniversary date. The wreath symbolizes the distinction and honor with which the University and its students and alumni serve Texas, the nation and the world. The open book represents the University's eternal quest for academic excellence through learning, and the open attitude of the students, faculty and administration to new facts, information and ideas.

The PVAMU logo imposed upon an outline of the State of Texas symbolizes Prairie View A&M University as one of Texas' oldest and most distinguished state and land-grant universities.

The complete seal forms a system of integrated ideas reflecting the spirit and purpose of Prairie View A&M University from 1878 to 1978.



## PRAIRIE VIEW A&M UNIVERSITY OF TEXAS

1878



1978

THE  
CENTENNIAL  
FLAG

**"PRODUCER OF PRODUCTIVE PEOPLE"**

The Centennial Flag will be publicly flown and displayed from January, 1978 to December 31, 1978. At the end of the Centennial Year the Centennial Flag will be placed in the University Archives and will be used again only as a part of special and historic celebrations.

The Flag has a background of white which symbolizes the high integrity of the University as an institution of higher learning. The white also represents the bright future of Prairie View A&M as it goes into its second century.

The letters and emblems on the flag are in royal purple and gold, the official university colors.

The fringe around the edge of the flag represents the many people the University touches in the four corners of the state, nation and the world.

The words "Prairie View A&M University of Texas" is located at one of the highest points on the surface of the flag. This position symbolizes the University and its alumni "at the top." The position also reflects "at the top" as the goal for each student planning to enroll or currently enrolled at the University.

The words "One-hundred Years of Service to People" is visibly spelled out in the center of the flag. This statement emphasizes "people" as the major concern of the University throughout its existence. The eight stars represent the first eight students to enroll at the University on March 11, 1878. The wreath symbolizes the distinction and honor with which the University and its students and alumni serve Texas, the nation and the world. The open book represents the University's eternal quest for academic excellence through learning, and the open attitude of the students, faculty and administration to new facts, information and ideas.

The PVAMU logo imposed upon an outline of the State of Texas symbolizes Prairie View A&M University as one of Texas' oldest and most distinguished state and land-grant universities.

The words "Prairie View Produces Productive People" symbolizes both the greatest attainment and the greatest mission of the University. During the past century the University's greatest achievement has been its production of productive people. As the University moves . . . into the second century . . . its greatest mission will be to produce productive people.

Like the Centennial Seal, the Centennial Flag forms a system of integrated ideas reflecting the spirit and purpose of Prairie View A&M University from 1878 to 1978.



**Prairie View  
A&M  
University  
of Texas**

**1878**

**1978**

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**ONE HUNDRED YEARS  
OF SERVICE TO PEOPLE**

One hundred years is a long span in the life of a man or an institution. What do the years mean? For man or institution, if they are filled with service to people . . . the years are a benediction . . .

Prairie View is an institution — a public institution. But an institution is an empty thing without the beating hearts and yearning souls of mortal men. And down through one hundred years of Prairie View's existence, men have lived and dreamed here until every blade of grass and every rock has joined the choir invisible to bless their memory. For every man whose foot has touched this hallowed soil has found a spirit, and has broadened and deepened it until what started out as an ambitionless meandering stream has become a purposeful river upon whose tide, now turbulent, now tranquil, floats the destiny of countless human hopes and dreams.

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