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1978

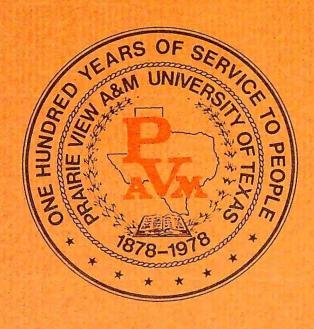
One Hundred Years Of Service To People

Prairie View A&M University

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Commemorating

THE 100TH YEAR



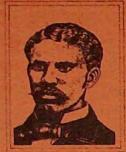
Serving People Now — and in the Future



PRESIDENTS
AND
ADMINISTRATIVE
HEADS



L. W. MINOR 1878-1879



H. ANDERSON 1879-1884



L. C. ANDERSON 1884-1896



E. L. BLACKSHEAR 1896-1915



I. M. TERRELL 1915-1918

PRAIRIE VIEW
A&M
1878-1978



J. C. OSBORNE 1918-1925



W. R. BANKS 1926-1947



E. B. EVANS 1947-1966



J. M. DREW 1966



A. I. THOMAS 1966-Present



Commemorating the observance of the

CENTENNIAL YEAR — 1978 of PRAIRIE VIEW A&M UNIVERSITY

Prairie View had its beginnig 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 Legisloture 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 Baard of Directors on January 18, 1878.

The original name — "Alta Vista Agricultural College, set forth the early role established for the school back in 1878, and again in 1879 when it became Prairie View Narmal Institute — with the major abjective of training public school teachers. The teaching of Military Tactics was included in the original act, just as teacher training, and the two have remained important functions of the co-educational school until the present time.

In an effort to meet expressed needs, the 20th Legislature added an "agricultural and mechanical department" to the Normal. Resulting from the Hatch Act, a branch Experiment Station was also added.

The name change 1899 to Prairie View State Normal and Industrial College gave indication of an expanding curriculum. The growth of the physical plant resulted from this new role and scope. The first four year college course was authorized by the Texas Legislature in 1901.

Prairie View experienced significant growth in enrollment and physical facilities during the periads covered by two World Wars. At the close of World War I, a recognized Reserve Officers Training Corps was activated. Among several major developments were the additions of the Nursing Division, Veterinary Science Department, Vocational Training Projects and the Cooperative Extension Service. A division of Graduate study was established in 1937.

The role and scope of the institution came into sharp facus again when in 1945 the 49th Legislature changed the name to Prairie View University and authorized the institution to offer, as the need arises, all courses offered at the University of Texas. The Fiftieth Legislature changed the name again — to Prairie View Agricultural & Mechanical College of Texas — authorizing courses equivalent to those offered at the A&M College of Texas.

Recent years have brought the realization of Prairie View's role as an integral part of the Texas A&M System. A final name change to University came in 1973-1974 indicating a much broader range of programs in teaching, research and community service.

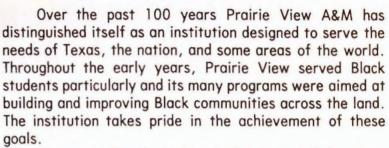
Today, Prairie View is 100 years old and still part of the Texas A&M University System. Its annual operating budget exceeds \$33 million and its enrollment is about 6000. The Physical Plant has grown to over 150 buildings valued at an estimated \$90 million. Its services now cover the length and breadth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

100 YEARS

SERVING PEOPLE NOW — AND IN THE FUTURE

PAST-PRESENT-FUTURE

A SUCCESS



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.

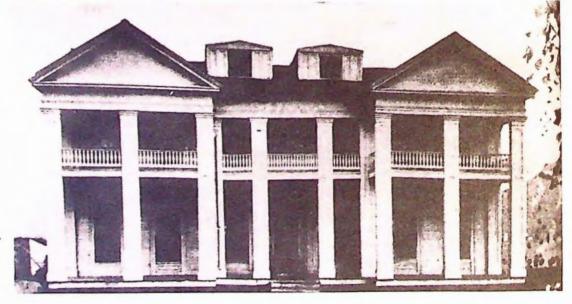
The success of our long service record is evident in the growth and progress of Texas itself, as well as in the productive lives of thousands whom we have touched. Very few would deny that Prairie View has served well in all the multiplicity of functions assigned to it, either officially or developing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



Alumni

Hall.

Old Evans Hall.
 (Destroyed By Fire)



· Old Kirby Hall.

STORY

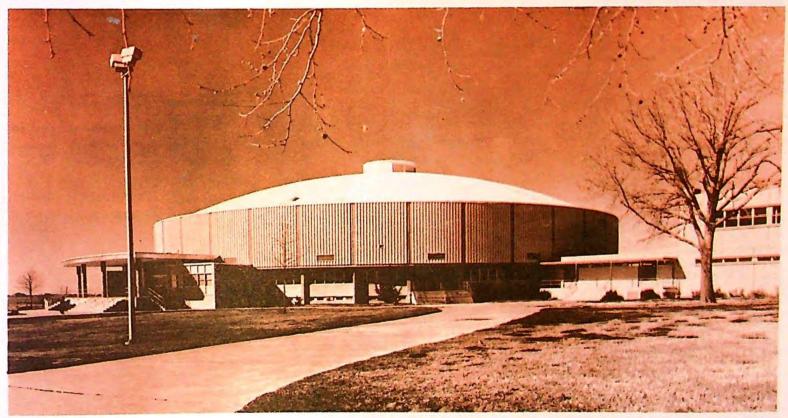
The University's Centennial Council (1970) submitted "A Development Plan: 1970-1980" projecting the mission and goals of Prairie View A&M throughout the Seventies. The Council, composed of leading citizens across the state and nation, described the period as "the decade of the people" and recommended 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")

Serving

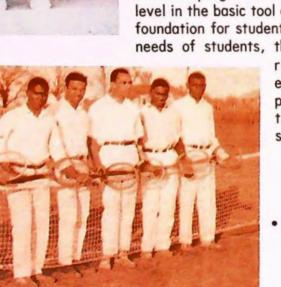
STUDENTS

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.



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.

Campus scene — 1951.



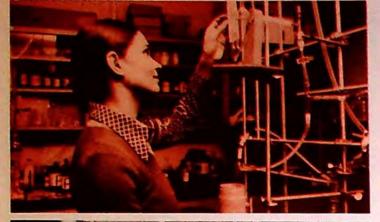
President A. I. Thomas working with children.







Seeking





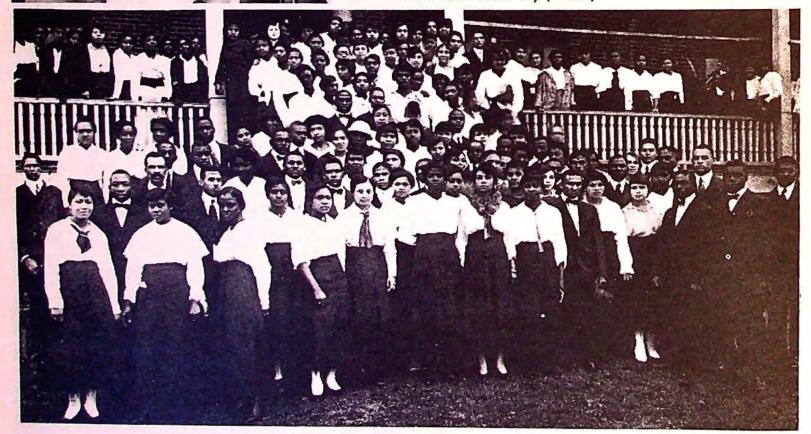
KNOWLEDGE

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)

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.





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



General Becton accepts honor from staff.







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

 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.

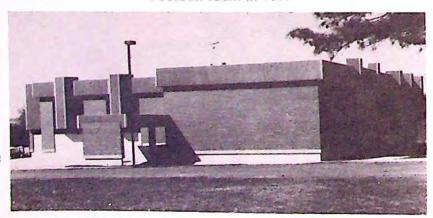
The University continues to improve its instructional staff through the addition of many faculty members holding the highest degrees from major institutions across the nation. All University programs are fully accredited by the Southern Association of Schools and Colleges and instructional divisions 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



State legislators on campus.

STATE LEGISLATIVE FUNDING

The Centennial Year must be a focal point for working closely with State Legislatars to develop a master plan for providing adequate catch-up, sustaining, and quality achievement funds for the University. Commitments must be mode during the Centennial Year by the Board of Regents, University offiicals 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 dauble 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 millian 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	
1.	Endowment for Faculty and Staff \$	3,000,000
	a. Foculty Chairs	
	b. Faculty Salary Supplements	
	c. Teaching Excellence Awards	
	d. Foculty — Staff Development Grants	
11.	Endowment for Students	2,000,000
	a. Scholarship and Education Grants	
	b. Professional Cancepts Institutes	
	c. Operation Success	
	d. Student activities	
111	Unrestricted Endowment	2,000,000
	a. Long-Range Planning	
	b. Current Operations Supplement	
IV.		3,000,000
	a. Campus Landscape & Beautification	-,,
	b. Residence Halls Improvement	
	c. Dining Hall and Memorial Student Center	
	d. Auxiliary Facilities	
V.		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.
- Dedication of New Buildings to include: Hobart-Taylor Hall; Owens-Franklin Health Center; and the Engineering Annex.
- Arbor Day(s) to include planting of trees.
- 5. Exhibits [both internal and external].
- 6. Lyceum Program to include performing artists.
- Monthly convocations involving nationally recognized speakers.
- Scholarly Seminars involving scholars from each discipline.
- 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.
- Centennial Mementoes: Key chains, Mugs, Plates, etc.
- Scale models of the campus at intervals: (a) 1878,
 (b) 1903, (c)1928, (d) 1953, (e) 1978.
- Unveiling of portraits of founders of the University and other early personalities.
- Centennial Art objects to include paints, etchings, photographs, etc.
- Oral history project including audio and video conversations with persons who helped to make history at Prairie View.
- 17. Centennial Brochures and Calendars.
- 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.

- 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 adademic 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.
- 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)

HISTORICAL FACTS

- FOUNDED in 1876 by the Fifteenth Texas Legislature
- Second Oldest state institution of higher education in Texas (After Texas A&M)
- Began Operation in 1878 when its first class of eight students enrolled
- Named originally Alta Vista Agricultural College.
- **Located** in the recently incorporated city of Prairie View, in Waller County and only 40 miles from Houston, the nation's fifth largest city.
- **Basic function** has been the land-Grant College type, but with expanding programs to meet designated needs of the state.
- Administratively organized as a part of the Texas A&M University System since its beginning.
- Co-educational since its transition from "an Agricultural College" to a "Normal" for the training of teachers.
- **Principal** was the title used for administrative heads of the college. "Dean" was substituted in 1947, and changed to President in 1948.
- Agricultural Research Station organized in 1878 is the only one of its kind at a predominately Black University.
- Agricultural Extension Service branch, established in 1918, continues to provide outstanding service to the homes, farms and ranches throughout Texas.
- Engineering Experiment Sub-Station was the first to be organized at a predominately Black University.
- ARMY ROTC program commissions its 100th officer during the Centennial Commencement Exercises in May, 1978.
- NAVAL ROTC Program organized in 1970 as the first unit in a predominately Black University, has commissioned nearly 100 officers.
- Public School Teachers in traditional Black Texas communities have been supplied mostly (70%) by Prairie View A&M University.
- Vocational Training for rural Texas is being provided by Prairie View's Experimental and Demonstration Manpower Project.
- Professional Nursing Graduates of the institution have totalled nearly 1000, while over 70% of the State's Black Registered Nurses (RNs) are products of the University.

- Engineering Graduates of the University have numbered almost 1000 since 1949.
- Graduate Professional Education has been provided by Prairie View for more than 90% of the Black Teachers in Texas Public Schools.
- Homemaking Teachers in predominately Black communities of the State are mostly graduates of Prairie View.
- National Honor Societies installed at the University since 1966 have reached a total of 16 Chapters.
- Enrollment at Prairie View A&M has increased 22% since 1966 and the number of graduates has increased 76% during the same period.
- Athletic Teams at Prairie View have won several national, regional and Southwestern Athletic Conference titles over the years.
- Faculty Members holding terminal degrees have increased from 19% in 1966 to over 40% in 1978.
- Full Accreditation has been granted by the Southern Association of Schools and Colleges for all University programs.
- An Engineering Materials Testing Center located at Prairie View is one of six in the State of Texas.
- Conferences and Short Courses are conducted throughout the year with an attendance of approximately 40,000 persons.
- Program Accreditation has been achieved in all academic areas, the most recent in engineering, home economics and nursing.
- Science Studies have resulted in the production of a large number of Blacks in Texas Medical and dental schools.

THE OFFICIAL CENTENNIAL SEAL

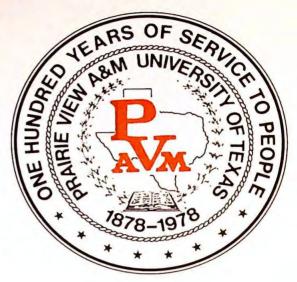
The Centennial Seal is one of the official symbols of the 100th Anniversory of the founding of Prairie View A&M University. The seal is to be used thoughout the Centennial year and will be retired to the University Archives after December 31, 1978.

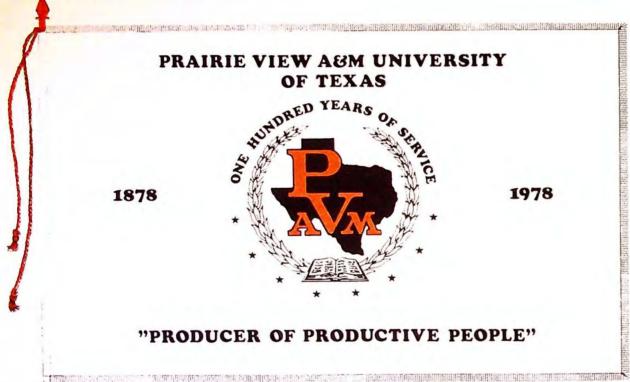
The words "One-hundred Years of Service to People" are visibly spelled out in the outer circle. as the primary purposes of the University during the past one-hundred years.

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 sympholizes 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.





The Centennial Flag will be publicly flawn 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 afficial 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" are located at one of the highest points on the surface of the flag. This position sympbolizes 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" are 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 an Morch 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 distinquished state and land-grant universities.

The words "Prairie View Produces Productive People" symbolize 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 Seol, the Centennial Flog forms a system of integrated ideas reflecting the spirit and purpose of Prairie View A&M University from 1878 to 1978.

THE ALMA MATER

"Song Texas"

Words and Music By E. L. Blackshear

Down in the Brazos Bottom is the spot where I was born; Down among vast cotton fields and seas of waving corn, In a little cabin standing by the riverside. Texas! Oh, Texas! My childhood's pride.

chorus

Texas! Oh, Texas! My thoughts are all of thee.
Texas! Oh, Texas! Wherever I may be.
But still the Brazos River and my childhood home I see
Texas! Oh, Texas! I dream of thee.

Mother still lives in that cabin by the riverside; Her children all have left her and they've scattered far and wide, But I am going back to cheer her lonely life's decline. Texas! Oh, Texas! My heart is thine.

"Away Out On The Prairie"

Away out on the prairie
Where once roamed the buffalo
Where once the war-whoop's piercing sound
Sent terror to the foe.
Where all was waste and wilderness
Beneath the heaven's blue
There now is found on campus green
Our dear old Prairie View.

For we are jolly students of
Old Prairie View
We'll all be true
Our colors purple trimmed in gold;
And for the Lone Star of Texas we will
Dare and do, Rah, Rah, Rah.
We are students true and bold.

It's all the way from Arkansas
Down to the Alamo,
From western handle of the pan
To Gulf of Mexico
From East to West from North to South
In empire is our due,
We'll have this realm of Texas for
Our Dear Old Prairie View.

"Dear Prairie View"

Dear Prairie View, our song to thee we raise, In gratitude we sing our hymn of praise, For mem'ries dear, for friends and recollections, For lessons learned while here we've lived with thee For these we pledge our hearts full of devotion, To serve thee now, and through eternity.

As days go by our hearts will not grow cold, We'll love thy purple royal and thy gold, We'll through our lives exemplify thy teaching, We'll always strive a blessing to be, Thy children we our love and pride confessing, We'll love thee now, and through eternity.

Words by O. A. Fuller Tune "Finlandin"

ONE HUNDRED YEARS OF SERVICE TO PEOPLE

Prairie View
A&M
University
of Texas

1878 1978 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.