

Faculty mobility isn't what it was a decade ago. Only about 100 of the approximately 1,700 instructors and assistant, associate and full professors who greeted Mizzou students this fall were new. But the new people seem to be a particularly strong group.

"To get the topnotch people, you have to compete pretty hard no matter what the field," says Provost for Academic Affairs Owen Koeppe. "The good ones are in demand, no doubt about that. If we want to get the best, we have to keep hold of what we have. Good people want to be around other good people."

Arts & Science Dean Armon Yanders agrees. "The flagship campus of the University should try for the best. Our faculty should represent the top six to 12 individuals in a given field." In a crowded field, selection sometimes means "an embarrassment of riches." In areas of demand, universities are competing against business and, increasingly, the federal government, Yanders says.

This year the Missouri General Assembly responded to University President James Olson's budget request with wage and salary improvements totaling about 8.6 percent. It was the best level in many years. And the legislators granted an additional \$1.4 million for "faculty quality improvement." All increases were to be given on the basis of merit.

The Columbia Campus' share of that \$1.4 million was just over \$587,000. Mizzou used part of that money to give extra increases to faculty already on board. About \$70,000 was plunked into important positions now vacant. And some was used to sweeten the offers made to new recruits, like the five featured here: people with something special to offer Mizzou and its students.

The New Professors

By Carol Baskin

BUSINESS IS BOOMING in the marketing department.

The number of majors at the bachelor's level has doubled in the last two years, from 150 to 300. Every class this fall is filled to room capacity. Several faculty members are on editorial boards of top marketing journals; two professors wrote a textbook widely used throughout the country. And this year, the department has its first endowed chair — the Bailey K. Howard World Book Chair in Marketing. It is occupied by 36-year-old Ben Enis, who left the University of Houston in Texas after succumbing to Mizzou recruiting efforts that began in 1976.

Widely published and recognized as one of the top marketing scholars in the country, Enis is considered top-grade in business education circles. The Howard chair was made possible by Field Enterprises Educational Corporation of Chicago, which pledged \$250,000 in 1975 in memory of the Missouri native who built World Book into a leader in the encyclopedia publishing field. Howard began exploring the subscription book field while attending Mizzou in the 1930s.

An endowed chair often goes to a scholar as the crowning touch to his or her academic career. Enis admires the University "for taking a gamble on me. Of course, I think they selected well, but I intend to work hard so they'll be sure they didn't make a mistake," he says, grinning. The chair carries more research responsibility than a regular faculty position, "but at heart, I am a teacher and I would never expect not to be in the classroom." The new professor chooses public university teaching because he says institutions like Missouri have good doctoral, MBA and BS programs. "Private schools often have only an MBA program, and I'm a country boy, not an elitist," he says in a drawl that combines his native "Lewysiana" and 11 years of Houston.

Enis' new employer "expects to see my name in print," and it will. The prolific author's newest textbook on marketing is used in the business school, and the galleys of type for its third edition are on his desk awaiting correction. A new book is scheduled for 1980 release, he has co-authored three other books and co-edited several marketing anthologies, and his published articles are numerous.

B&PA Dean Watson Dunn says the Howard chair "insures Enis a national reputation as a marketing scholar." The chair wasn't Mizzou's only appeal, says department chairman Kenneth Roering. "We have spent several years developing a nucleus of faculty that someone of this caliber would enjoy working with."

Ben Enis



THE UNIVERSITY'S "new" department of biochemistry is under construction, says chairman James Gaylor. Until a merger in 1974, both the College of Agriculture and the School of Medicine had their own sections. "We are now adding those people essential to developing a first rate department," says Gaylor, himself at Missouri only one year.

One of those people is Judy Wall, a PhD who is part of a team trying to learn some of Mother Nature's genetic secrets.

It is known that certain tiny organisms in the soil are able to change the nitrogen in the air into the form they need for growth. Wall's research concentrates on those organisms that accomplish this fertilizing work with the help of sunlight, the ultimate in cheap energy sources. Once the genetic secret is unlocked, says the 32-year-old assistant professor, the task will be "learning how to turn on the nitrogen production when I want to, and give it up for growing plants." Now, the growing shortage and cost of oil and natural gas is skyrocketing the price of nitrogen fertilizers farmers use to maximize crop yields.

After several years of post-doctoral research, Wall is pleased to be at the University "because of its history of excellence in genetics." Her appointment is through the College of Agriculture.

Biochemistry had three positions open for this academic year, and the department intentionally chose Wall and two others (Jeffery Robbins and Francis Schmidt) because they had the same research interests. "It's not a grand design by any means, but we're really hoping to collaborate with others on Campus," says Gaylor. "Getting people together with common research interests makes synergistic sense. They will inform and stimulate each other."

Wall came to the University in tandem with her husband, Jim, a new associate professor of management in the College of Business and Public Administration. The Walls, who had been at Indiana University, sought positions in the same institution, but they were recruited by their respective departments independently. Jim Wall, in fact, was offered a job first, before the biochemistry department knew of Judy Wall. With her research credentials, Judy Wall "could have gone to a number of places," says Koeppel, who was a biochemistry professor before moving to the provost's office. Hiring two Walls "was just one of those fortuitous things for the University," she says.

REFERRING to a professor as a "plum" perhaps would be more appropriate if his field were horticulture. Nonetheless, that's the description art department chairman Don Bartlett gives for its new graphic design professor, William Berry. "I'm amazed that we got him," says Bartlett, still sounding almost surprised. Berry, who spent the last three years as chairman of graphic design at Boston University's School of Visual Art, brings a national reputation as an illustrator and author to his new position. He responded to an advertisement last year in *The Chronicle of Higher Education*.

"I was attracted by the people I met when I came for the interview last spring," says Berry, 46. "I have met many people in the academic world, yet I was particularly impressed with the straightforwardness and honesty of Don Bartlett and Frank Stack [associate professor of art] when we discussed their interest in the school, my area, and improving the quality."

A university in a small city had its appeal too, even though Berry was fond of the East Coast. He likes riding his bicycle from his home in a wooded neighborhood to Campus. "While that's possible in Boston, it's also very dangerous," he says. "The physical environment here is very attractive."

Before entering the academic world in 1968, Berry spent nine years as a free-lance illustrator and painter in New York City. During that time he produced cover and editorial art for *Newsweek*, *Esquire*, *Harpers*, *TV Guide*, *Sports Illustrated*, *Holiday* and *The New York Times*. Berry has illustrated books by Henry Kissinger, Romulo Betancourt, Zbigniew Brzezinski, Daniel Moynihan, Max Frankel, Hans Morgenthau, and Tom Wicker. *The Texas Monthly* magazine, for which he was art director, was awarded the best magazine prize in specialized journalism in 1973 by the Columbia University School of Journalism. His work in computer graphics was honored by a NATO symposium last summer in Paris.

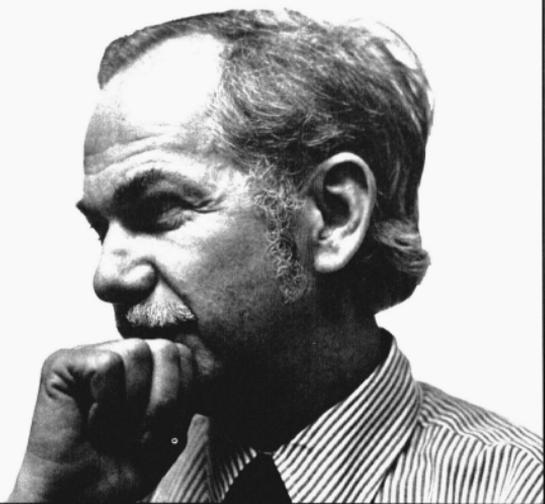
Hired as a full professor with tenure, Berry is teaching classes this fall in introductory and advanced design and color theory. He says the department's new fine arts degree at the bachelor's and master's levels greatly enhances the art program on the Columbia Campus. "We'll see a more professional attitude in the classes, and the level of students' involvement will change. More students will go after the degree instead of just taking some courses in art. . . . Graphic design has always been one of the areas in art where it's possible to make a living."

Berry was "flattered" to discover his textbook, *Drawing the Human Form*, is used at Mizzou. He is producing another book on design and drawing.

Judy Wall



William Berry



ELMER LOWER'S 65th birthday mandated his retirement from ABC last spring, but the internationally-known journalist broke stride barely long enough for a breather between careers. His position as professor in the School of Journalism is a homecoming of sorts for the native Missourian — Lower graduated from the J-School 45 years ago.

He's covered a lot of ground since his first job as a courthouse reporter for a Kentucky newspaper at \$10 a week, and brings a wealth of experience to his broadcasting students at Mizzou. Lower spent the first 20 years of his career as a newsman for two newspapers, three news, photo and feature syndicates, a picture magazine and two government information agencies. Then in 1953, when television was still an infant, he plunged into the new media. He has held top positions at all three networks in the last quarter century and has been particularly instrumental in the development of TV news reporting. For example, Lower conceived and guided the summarized, analytical coverage of presidential elections while head of ABC News from 1963 to 1974. The method gave viewers an alternative to the gavel-to-gavel programming traditional to all three networks since 1952.

His last assignment was vice-president of corporate affairs of ABC, Inc. Among Lower's many awards and honors is a 1975 Emmy, citing him for "great distinction . . . in shaping television news" and for establishing a "personal standard of ethical and professional excellence."

Teaching has long been one of Lower's extracurricular activities, so his students at Mizzou are hardly his first. A popular speaker before U.S. and foreign press organizations, the former broadcast executive has also lectured on more than 50 campuses in the U.S. (including Missouri) and abroad. He has taught courses at Syracuse University and Hunter College in New York City and, since retirement last April, at James Madison University in Virginia and then Brigham Young University in Utah.

Lower's schedule calls for Mizzou this fall, and then the Virginia School and BYU again in the spring. Perhaps in the '79-'80 academic year, he'll be in Columbia both semesters. Dean Roy Fisher hopes so, although Lower's current appointment is for one semester per year.

Fisher terms Lower "one of the most highly regarded broadcast journalists in the U.S. His contagious enthusiasm and remarkable ability to communicate to young people transform mere learning into a wonderful adventure."

EXTRA SPACE is an increasingly scarce commodity in the School of Law, yet when Wayne Brazil came along, somehow a corner had to be found. With both a JD from the University of California-Berkeley and a PhD in history from Harvard, Brazil is something of a rarity. The Law School's only new faculty member this fall and its sole PhD, he accepted the job at Mizzou because of "the opportunity to teach almost exactly what I wanted [Constitutional law, ethics, and civil procedure] and a sense of closeness and elan unmatched anywhere else I've seen."

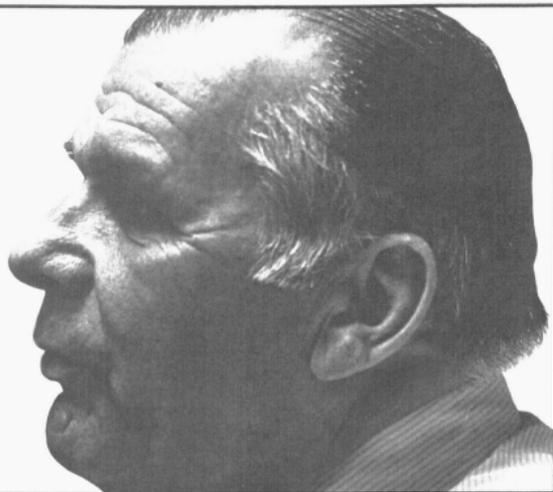
Brazil's education laid the groundwork for the academic career he had planned as a professor of history — a BA in history from Stanford, where he was Phi Beta Kappa, then an MA from Harvard and finally the PhD. He turned to law because "like a lot of other students in the late '60s, I wanted skills that would be useful for social change. Being a history professor seemed about two steps removed at the time." In the legal world, Brazil "intended to be a social conscience lawyer, which turned out to be a very quixotic enterprise."

Brazil went to work for a San Francisco law firm and stayed two years. Ultimately he bowed out of private practice because of its "preoccupation with winning. The process of litigation involves manipulation of data more than finding out the truth, which I found uncomfortable. I was using machinery I didn't respect," he says, referring to the laws that govern the methods for resolving disagreements through legal channels.

"Private practice left me no time for reflection, no time to ask fundamental questions. But that's why we have universities, so we can step out of the fray and ask those questions," he says. "In teaching, I feel I've found my spiritual home."

Law School Dean Allen Smith terms Brazil "an extremely bright person with a very curious mind. He's very enthusiastic about working with students. It's obvious that he is a very competent legal scholar. But this school is devoted to teaching. The first thing we look for in recruiting is an exciting and successful teacher. We know this man meets those criteria." Smith says "literally hundreds" of resumes were evaluated in the process of selecting Brazil, who chose Mizzou over several other offers.

Elmer Lower



Wayne Brazil

