

For Special Fund Needs

Foundation Starts Drive For Community College

Western Piedmont Foundation, Inc. announced last night the launching of a fund-raising campaign for Western Piedmont Community College.

The foundation, chartered for the purpose of assisting the college, has been working quietly

toward a drive for funds for the long-range improvement of the Burke County institution.

William W. Couch, foundation president, formally announced its start at a picnic on the campus attended by a number of industrial and business leaders.

To date, he said, only the

companies represented by members of the foundation have been approached.

Couch, is president of the Morganton Hosiery Mills, who have already made pledges to be paid over a three-year period.

He explained, however, that no list of contributors will be published until the broader campaign gets fully underway, which means that recognition of WPCC supporters will be given at a later date.

As a public institution, Western Piedmont gets support from a variety of sources — state funds, local funds, Federal grants and others — but all of these are minimal in scope, he pointed out.

They constitute a low ceiling which is restrictive in areas where the community college has special needs, he added.

As an example, state funds cannot be used for landscaping work, but two very generous donors, contributing through the Western Piedmont Foundation, have made it possible to start a landscaping program that already has impressed many visitors.

In other examples, Burke County donors have provided needed draperies and carpeting for which no other funds are available, Couch said.

Funds raised by the foundation can be used for granting of scholarships to make it possible for students to further their education who otherwise would find it impossible to go beyond high school.

The foundation, President Couch explains, conceives its role to be for the long-range improvement and enrichment of the college's service. "We hope to raise sufficient funds so that income from such funds can be

See FOUNDATION Page 8-A

Foundation

(Continued from page one)

used by the foundation for various purpose for which there are no other resources," he said.

The foundation obtained a charter some time ago and has already begun a long-range and continuing study of special areas of need, it was explained. The response from business interests represented by foundation officers and directors has been excellent, Couch said.

Foundation officers, in addition to President Couch, are R. Barton Hayes of Lenoir, vice-president; Judge H. L. Riddle Jr., secretary; D. Holman Sigmon, treasurer.

Foundation directors include Sterling R. Collett, Robert L. Connelly, Marion J. Corbett of Valdese, W. E. Dale, E. P. Dameron of Marion, Frank M. DiSanto, Louis W. Garrou of Valdese, G. Maurice Hill, Jack B. Kirksey, Dr. E. W. Phifer Jr., Dr. Cyrus L. Walton of Glen Spline and Thomas W. Scott of Hildebran.

The foundation's campaign was explained briefly last night when representatives of industry in the area attended an informal picnic at the college.

The picnic was part of a familiarization plan to better acquaint the public with the operation and program of the community college. Couch joined Dr. Gordon C. Blank, WPCC president, in stating that other business groups will be invited to the campus for get-acquainted tours and reports.

A theme of "This is your school" was emphasized by Couch and other foundation representatives.

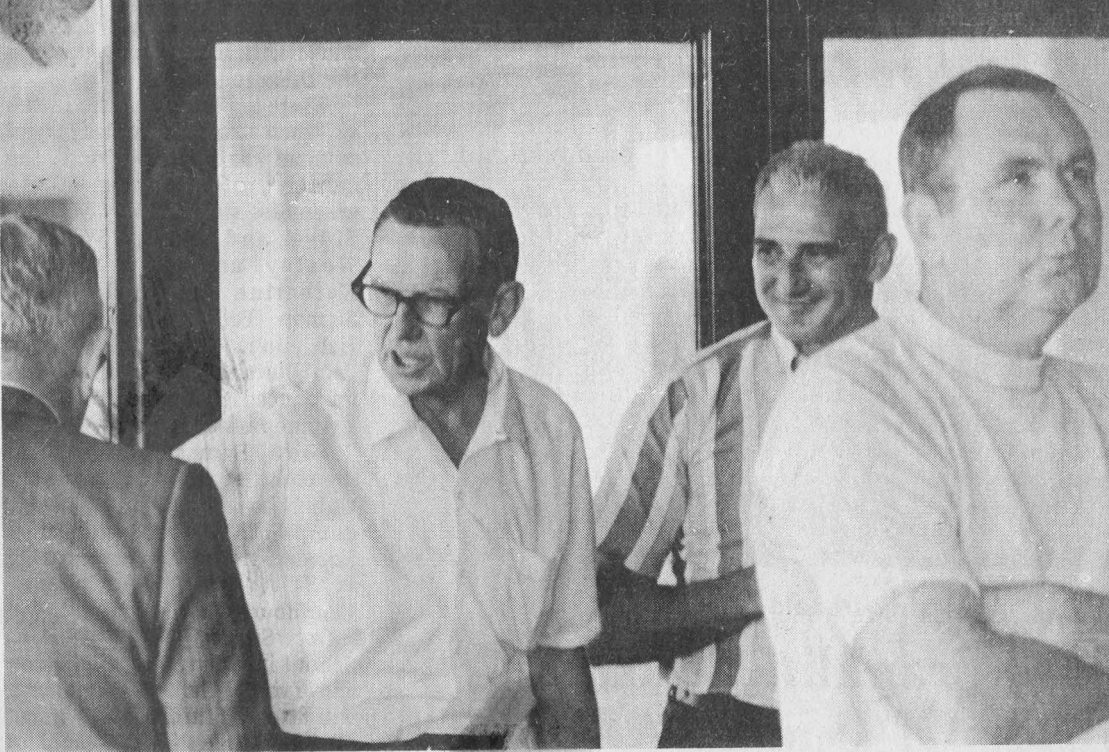
The supper, in an air of informality, was served in the lobby, having been moved in from the breezeway because of the threat of summer showers.

President Blank presided over a brief presentation of staff members of the staff. Speakers included Harold P. Olsen director of occupational programs; Brooks Piercy, director of adult education and community services; Mrs. Margaret Fulk, head librarian and director of learning resources; Larry Clark, chairman of social sciences; Mrs. Nancy Moore, director of student personnel services; and Ronny E. Wilson, business manager.

President Blank reviewed the enrollment for last fall when there were 770 curriculum students and 2,200 adult education students. This enrollment, when translated into the equivalent of 1,038 full-time students.

Dr. Blank reported that two recent Federal grants, totaling \$610,000, had been approved under the Higher Education Facilities Act. and Appalachian Commission Act Chapter 214. This, together with local funds of \$160,000 carried over from Burke County's original bond issue, will make possible the construction of two new buildings which should be started by late summer or early fall.

These new buildings will provide over 25,000 square feet of much needed space to meet the college's growth requirements. The college is still using part of the old Central School building in Morganton for various programs for which there is now no room on the campus.



At Western Piedmont Foundation Picnic

Visitors to Western Piedmont Community College chat on arrival for a picnic at which plans were announced for a fund-raising campaign by Western Piedmont Foundation. The picnic was part of a familiarization program for business and industry leaders who will be invited in small groups to visit WPCC and

get better acquainted with the institution. Left to right: W. E. Dale, a foundation director; William W. Couch, president of the foundation; Dr. Gordon C. Blank, college president; and Marion J. Corbett of Valdese, a director. (Staff Photo by Benny J. Orders).



W. W. Couch
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