

UNIVERSITY OF NORTH FLORIDA



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directions

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UNF Building Program Underway

A silver-plated shovel wielded by President Thomas G. Carpenter and Governor Reubin O'D. Askew turned the earth at the official groundbreaking for the University of North Florida, Saturday, Sept. 18, on the campus site in Jacksonville.

Approximately 650 guests, including state political and educational dignitaries, heard Gov. Askew describe the university as an institution geared to the needs of working people.

"This university," he said, "will put an end to the educational malnutrition of the working man in Northeast Florida by developing a program suited to his needs."

The breaking of the ground signified the culmination of two years of planning and hard work, and the start of construction provides physical evidence of an existing and developing institution. There was, however, much

activity at the campus site long before the groundbreaking ceremony.

Two roads are under construction to serve the campus—J. Turner Butler Blvd. which will link the University with U.S. 1 (alt.) and points west, and the south extension of St. John's Bluff Road, to tie the campus to Beach Blvd.

The first phase of the construction, geared to accommodate an expected 1,500 students, calls for six structures. Four two-story buildings connected by covered walkways on both floors will house the administration offices, library, classrooms and laboratories. The fifth and sixth structures are central utilities facilities.

Designed by architects Reynolds, Smith and Hills, the buildings reflect the University's emphasis on flexible space. The University will shift the use of rooms and buildings as edu-

cational needs change. Within limits it is possible to design educational buildings so they can be used for offices one year and classrooms the next.

The University adopted, with Board approval, the first "fast-track" construction program in State University System history in order to assure the meeting of the deadline of opening in fall, 1972.

"Fast-tracking" means dividing the project into small pieces in sequence. When design for each sequence is completed, the job is bid and construction begins, while later stages are still on the drawing board. In this way, a project which would normally take 18 months to two years will be completed in just one year.

The contract for the major construction was recently awarded to Wesley of Florida, Inc., which is presently doing the foundation work. It was the apparent low bidder at \$2.8 million.

The library and administration buildings are to be ready for occupancy by the University staff and a 100,000 volume collection on July 1, 1972. The classroom and laboratory buildings are to be completed by Sept. 1, 1972.

The University of North Florida was created in 1965 by an enabling act of the Florida Legislature. Dr. Carpenter was appointed President in July, 1969, and has been overseeing the staffing and planning of the University since then.



Architect's model of the UNF building complex



President Thomas G. Carpenter

Student Profile Emerging

"The bricks and mortar, the acres of land, are not the University. The real university is people . . ." and the most important people to the University of North Florida are the students.

Even before groundbreaking, at which President Carpenter spoke those words, a profile of the typical University of North Florida student was emerging as the number of returned questionnaire cards from brochures mounts.

If the cards provide an accurate picture of the future student body, most will be males, over 21 years of age, living in Duval County and interested in entering an undergraduate program on opening day in fall, 1972.

The number of students from other parts of the state expressing an interest in UNF can be expected to increase as student recruiting teams, led by Dr. William Wharton, assistant dean of academic affairs for junior college relations, visit junior colleges around Florida.

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Opportunities abound ACADEMIC PLAN OPENS DOORS

Students who walk through the doors of the University of North Florida for the first time next fall will have available bachelor's degree programs in 25 majors and master's degree programs in business administration and education.

These program offerings called for in the University's academic plan are to be gradually expanded over the first four years of the University's life to 37 undergraduate majors and 36 graduate degree programs.

The plan was first formulated by

As an urban university, the UNF probably will have a higher proportion of part-time to full-time students than other institutions. Many will work part or even full time while pursuing their degrees.

Housewives whose progress toward a degree may have been interrupted by marriage and family duties will have an opportunity to pick up where they left off. Businessmen, school teachers and administrators who find they need a master's degree to continue career development can be expected to work toward the degree, taking one course per quarter.

In other words, the typical UNF student will in all likelihood, be a mature, working person—hardly the stereotype of the American college student!

Dr. Roy L. Lassiter, vice president and dean of faculties, then refined by Dr. Lassiter and the three college deans—Dr. Willard O. Ash, arts and sciences, Dr. James Parrish, business administration, and Dr. Ellis F. White, education.

The admissions policies, also a part of the academic plan, establish the Associate of Arts degree as the basic requirement for entry into the UNF's upper division programs. However, it will be possible for students with an Associate of Science degree and successful completion of general education certification to enter as well. There also are provisions for students with the AS degree to meet general education certification through testing or dual enrollment at a junior college.

Dr. Lassiter and the deans presented the plan to the Board of Regents curriculum committee in May, 1971 and received an enthusiastic endorsement for the plan's philosophical bases and operational approaches.

Since advanced course offerings will be limited during 1972-73, senior-level students should consult with the University Registrar before applying for admission.

Students who wish to know more about the programs to be offered at the UNF should inquire at the Office of Academic Affairs, University of North Florida, Box 17074, Jacksonville, Fla. 32216.



Academic deans, Dr. Ellis F. White, college of education; Dr. James M. Parrish, college of business administration, and Dr. Willard O. Ash, college of arts and sciences.



Librarians Andrew Farkas, director of the library; Dorothy Williams, Lucille Jans, assistant director; and John Hein.

UNF-Community Relations Strong

An active exchange of ideas and ideals with local businesses is being stimulated by a University of North Florida community relations program called Operation Interchange.

The brain-child of President Thomas G. Carpenter and Dr. George W. Corrick, dean of university relations and development, the program's objective is two-fold.

It is an opportunity for the University to solicit information to assist in identifying and meeting educational needs and to explain to businessmen the present plans and programs of the University of North Florida.

Since April, Dr. Carpenter, Dr. Corrick and several heads of the various departments in the three colleges have met with executives of ten large business firms in Jacksonville.

Out of these meetings, contacts are made with businessmen who are interested in specific programs offered by the University. Follow-up visits and consultation on matters of mutual interest are often arranged.

Continued Operation Interchange meetings are scheduled throughout the year. Through this program the University of North Florida feels it is building a strong foundation for university-community relations.

Volume of Volumes Grows

The University of North Florida will have a 100,000 volume library for graduate and undergraduate students when it opens in the fall of 1972.

The projected figure is coming closer to reality with every day. The busy University library staff has already acquired and shelved more than 60,000 volumes, a figure surpassing the target July 1 acquisition of 47,000.

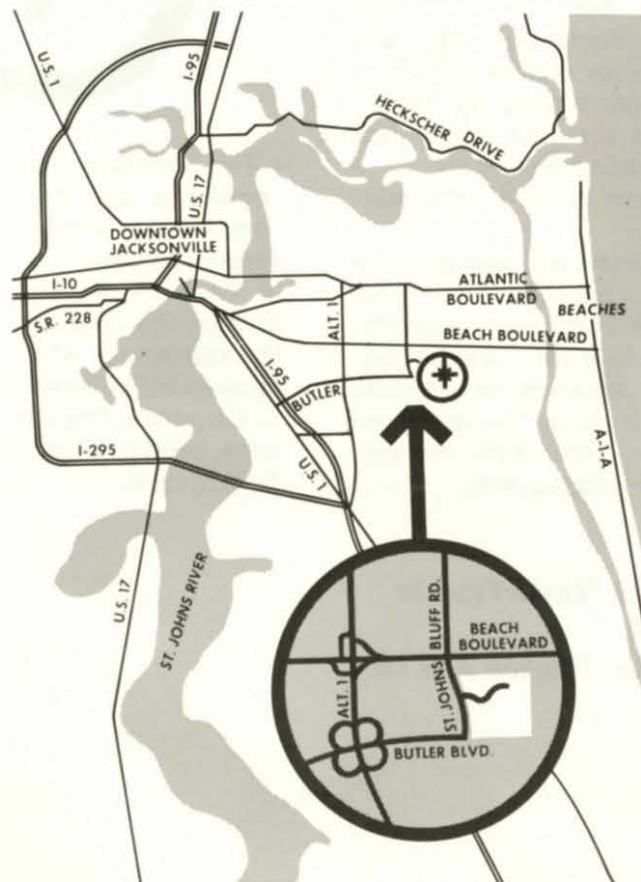
Andrew Farkas, director of the growing library, says this total includes more than 47,000 accessioned volumes, 500 to 600 musical scores, 3,000 to 5,000 volumes of microfilm and microfiche, and approximately 3,000 government documents.

Two recent gifts provided the library with an unexpected addition of nearly 800 volumes. The Jacksonville

Public Library donated 182 volumes including fiction titles and many significant examples of early typography.

And, Miss Lucille Jans, assistant director, received an unusual offer of 600 gift volumes from the Libreria Orfeo in Montevideo, Uruguay. The library had purchased three collections of books from the Libreria Orfeo in the past, all Spanish titles. The gift books include Spanish, French, German and English titles. They are believed to be from a private collection.

Thousands of books are now being cataloged to be boxed shortly for storage until the new library building on the campus is completed. The library is one of the four buildings in the complex now under construction.



Mid-way between the sand and surf of the beach and the bustle of downtown Jacksonville, lies the University's 1,000 acre site. This map shows the J. Turner Butler Blvd., now under construction, which will link the University with U.S. 1 (alt.). Connecting the campus to Beach Blvd. is St. John's Bluff Road. Just across Beach Blvd. and east of the campus site, the south campus of Florida Junior College is preparing Jacksonville area students for entry into the UNF.

New Symbol Marks Publications

A bright marine compass rose set in the northeast quadrant of a circle has been adopted as the identifying symbol of the University of North Florida.

The symbolic logo adorns the University's first publications, including two student information-recruitment brochures, both an in-house and

UNF Experts to Speak On Request

The dilemma of student protest. The urban university. Accountability—what does it mean? These and other timely topics will be discussed by experts in many fields as the University of North Florida's Speakers Service gets under way.

The experts are staff members, many holding doctorates, who are making themselves available to clubs and organizations throughout northeast Florida so that the community will hear firsthand the story of a developing upper division and graduate institution.

These encounters will also give the University an opportunity to make assessments of community expectations and needs. It then will be possible for the University to structure its programs, now in the advanced planning stages, around the immediate needs of the community.

an external newsletter, and a multi-purpose folio. These publications mark just the beginning of the University of North Florida's carefully planned and integrated program of graphic communication.

Designers of the two brochures and the folder, Strumlauf, Stinson and Partners, and the Division of Public Relations seek continuity of design and format in the publications program.

The two student recruitment brochures required photographs of students, a commodity which the

University of North Florida lacks at the present time. To fill this gap, six Florida Junior College students and a St. Johns River Junior College student offered their services as models for the photographers of Communications 21, a Jacksonville firm.

Other publications now in the works are a general information brochure and a speakers service booklet. In addition, each of the three colleges in the University will have its own specialized brochure which will aid in both student and faculty recruitment.



Two ancient devices—the circle and the compass rose—have been adapted to create a graphic symbol for the new University of North Florida. The compass rose, long a direction finding device for mariners, here symbolizes the University's role in providing direction for lives. The placement of the compass rose in the northeast quadrant of the circle describes the new institution's upper division character and its location in northeast Florida. The circle itself signifies the community which the University is dedicated to serving. The symbol was inspired by the University seal designed under the direction of President Thomas G. Carpenter. The official colors—University of North Florida marine and white—were selected to describe the maritime location of the new institution, on the Florida coast.

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