

NEW COLLEGE NEWS RELEASE

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NEW COLLEGE, SARASOTA, FLORIDA
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Sarasota--An exhaustive report on the growth of American colleges in the coming era of "burgeoning enrollment" predicts new procedures and new technology to meet changing times--and cites New College to illustrate many of its points.

Making the authoritative study is the Educational Facilities Laboratories of the Ford Foundation, a non-profit corporation to encourage research, experimentation and the dissemination of knowledge regarding educational facilities.

The report is in the form of a colorful 168 page book titled Bricks and Motarboards. It asks the question "whether the nation's colleges and universities can perform a near-miracle of expansion to accommodate the burgeoning college enrollment projected for the next 10 to 15 years."

But more important than merely to help build buildings, the report seeks to "insure that an unprecedented national investment in facilities will produce buildings that serve rather than stifle higher education in the crucial years ahead."

Citing the student population explosion, the report estimates \$19 billions in new construction will be needed by 1972. "Plans are falling short of the need.." says the report. And most of this planning is being done by public institutions. However, a few private institutions are in the offering, says the report, pointing out:

"New College, which is to open in 1964 in Sarasota, Florida, was founded on the premise that 'superior private education is necessary for the preservation of our way of life'." Commenting on the predicted decline in private education's share of total enrollment, the report said: "New College's enrollment will never exceed 2,400 students." (more)

Lack of adequate financing was cited as a reason for the construction lag, and attempts at solving this problem were enumerated. Increasing tuition was listed as one of these solutions. "At least one institution, New College," says the report, "has announced plans to charge its students the full cost of education when it opens in 1964."

Written by educational writers of national stature, Bricks and Mortarboards describes the growing need for more quality education, as well as the changing requirements of curriculum and physical plant. The report discusses improving student housing so that it is more efficient in yielding "educational dividends," and cites New College with these words: "Thus when George F. Baughman, President of New College in Sarasota, Florida, speaks of 'building a great school by using the old ideas with new vitality,' it is more than a pretty speech. The embryonic institution he heads will borrow not only its name but its basic approach to residential education from Oxford's 500-year-old New College. Most administrators are more wary of transplanting the residential college intact, but since they agree with the principle Baughman propounds, many have found it practical to graft selected cuttings from the English stock onto their own residential systems.

"The resulting housing programs are as varied as the colleges themselves. Yet the hybrids retain an essential similarity. All try to build a residential community that narrows the gap between teacher and student, classroom and living room. And all try to reap a richer yield from the huge investment in housing by creating a living climate that is also hospitable to learning."

In its final reference to New College, the author of the section on campus development said: "Sometimes, the existence of a cultural or scientific institution will influence the planners in the choice of a site.

"The site of New College, a would-be southern outpost of the Ivy League, for example, adjoins that of the state-owned Ringling Museum in Sarasota, Florida. The

(more)

"museum contains one of the outstanding collections of art in the South. The Asolo Theatre, the only original eighteenth century Italian theater in America, is on the museum grounds. The walls at either side of the grounds will be torn down and the museum and theater, through still state-owned, will become an integral part of the campus. The theater will be used for student productions.."

The conclusion of the report reminds that today's 4 million college students will swell to upwards of 8.5 millions by 1975---and higher education is unprepared to channel the "deluge..that will engulf the colleges."

The report calls for public awareness and support for college planning, construction, flexibility, new teaching methods, greater utilization of facilities and time, and vision in creating colleges and universities.

Otherwise..."expediency rather than quality will be the byword. And our campuses will be crowded with misplaced academic slums, educationally self-defeating and a drain - both educationally and economically on future generations."

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