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Nova University

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Nova's Community Involvement

Now in its 11th academic year, Nova University begins 1978 as the second largest independent institution of higher education in Florida, with approximately 500 students on the undergraduate and graduate levels, a faculty and staff of about 500 and an estimated operating budget for fiscal 1977-78 of $19 million.

During 1978, Nova University expects to begin construction of the Leo Goodwin, Sr., Building, Center for the Study of Law, to provide classroom, library and administrative space for the law faculty and students, who currently number approximately 500.

Upon the completion of this building, the undergraduate programs of Nova College will occupy the Louis B. Parker Physical Sciences Center, currently the home of the Center for the Study of Law.

Nova University will continue to broaden the base of its participation with the business and industrial community in order to provide educational opportunities and in-service training programs locally—thus Nova University will begin to have an increasingly important impact on the business and industrial progress, through a newly formed Nova University Executive Council, composed of leaders in Broward's corporate community.

The Executive Council has brought together executives of the area's financial institutions, major business concerns, property development companies, and such industrial employers as Motorola, American Express, and others. Goals of the Council are larger industrial development and the creation of educational courses that will be of benefit to such employers.

On Feb. 8, the Executive Council hosted the eighth session of the Nova University Executive Conference, which since its founding in 1975 has assumed the task of assembling Broward's business and civic leaders periodically for discussions of current conditions and problems.

The session took place at the Sunrise Inn in Fort Lauderdale, with representatives of finance, industry, tourism, construction, real estate, employment, and other segments of the economy on the program, together with local economists who presented analyses of the outlook for 1978.

In conjunction with the Executive Council and the computer industry of Broward, the university has begun offering upgraded master's degree programs in computer science.

Also developing during the first part of the year will be master's programs in industrial and labor relations along with workshops for personnel executives, jointly with the New York Institute of Technology and under the direction of a new faculty member, Tracy Ferguson, a New York authority in this field and a member of the American Arbitration Board.

An off-campus master's degree program for child care administrators will begin taking shape this year within the Behavioral Sciences Center, and a significant expansion of the master's program in population and health, inaugurated during 1977 under an international authority in this field, Paul Burgess, is anticipated. Other new master's programs in the Life Sciences Center, one in biological science and the other in laboratory techniques, will begin during 1978.

Nova College at Coral Springs will move into larger quarters in its own building at University Drive and Sample Road, and the first test broadcasts are scheduled for Neovis, a cable television educational program in three sections for residents of western Broward served by the cable network.

In Oceanography, the university expects to add two experimental physical oceanographers to the faculty and expand the new community support organization, the Friends of Ocean Sciences, recently formed by the center director, Dr. George Lawniczak.

Each of the expansions of Nova University scheduled for 1978 has been designed primarily to increase the value of the institution to some segment of the Broward community, and in some instances, to push out the geographical horizons of the university's nationwide external degree programs, which currently bring nearly $10 million a year into the county.

Nova Hosts Eighth Executive Conference

At the February 8th Nova University Executive Conference, the eighth such session in the past few years, business leaders and economic analysts of Broward delivered highly optimistic forecasts for the county in 1978.

Labor market analyst Smith Pace of the Florida Department of Commerce predicted an increase of 13,000 jobs in the county, though he doubted that the unemployment rate would improve.

Economist Kip Scharlow, vice president of the Federal Savings and Loan Association, forecast total business receipts of $8.5 billion for the year, against the record $7.4 billion for 1977, real estate sales of $3.2 billion against $2.69 billion for last year, and retail sales of $5.5 billion, up 14 percent from 1977.

John Gabel, economist for the Consumer's News, predicted an increase of $2.69 billion for last year, and retail sales of $3.2 billion against $2.69 billion for last year, and retail sales of $5.5 billion, up 14 percent from 1977.

Nova University will continue to

Executive Council Expands

Harold N. Morris, vice president and general manager of the Computer Systems Division of the Harris Corporation in Broward, has accepted the chairmanship of the new Nova University Executive Council.

The Council was formed by the university for the purpose of generating a broader liaison with the South Florida business and industrial community.

Vice chairman of the organization is David H. Rush, president of AGR Electronics, Inc. Jack Beavers, director of personnel for Motorola, Inc., is secretary and Richard K. Kornmeier of Wil­­son, Fancher & Wilkins, certified public accountants, is treasurer. Gary D. Smith of the university staff is Executive Director.

The Council, Morris said, hopes to "establish a better dialogue between the segments of business and industry" in the area.

Currently the Executive Council has a membership of 41 Broward based corporations and fifteen individual members, representing community

Law Center Holds International Seminar

Doing business in the foreign market is not enough—consulting before the goods and services are rendered, how to collect, letters of credit, insurance responsibilities and freight forwarding are tools needed to meet the daily challenges.

The Nova University Law Center, Continuing Education Department, in an ongoing effort to address these issues, held its Second International Finance, Tax and Marketing Seminar on February 23 at the Omni Hotel in Miami.

One underlying purpose of the seminar was to bring industry accountants and attorneys together to exchange views, make each aware of trends and changes and offer the opportunity to discuss daily problems of international finance, tax and marketing.

The all-day program began with a keynote address, "World Trade Outlook—A Current Overview" by Dr. John M. Dyer, attorney, professor of marketing and director of international finance and marketing, University of Miami.

Institute of Residential Marketing Begins

The Builders Association of South Florida, Florida Atlantic Home Builders Association, Home Builders Association of Palm Beach County and Nova University are offering Florida's first Institute of Residential Marketing.

Courses are taught by leading builders and marketing specialists from the residential housing industry. This college-level program is part of NAHB's requirements for industry designation as Member, Institute of Residential Marketing (IRM). The program consists of four 12-week courses. Students meet for 2½ hour sessions one night a week.

The course is also open to students who wish to earn credit toward an undergraduate degree at Nova University.

Course #1, "General Marketing for the Shelter Industry", and Course #2, "Advertising and Promotion for Residential Builders", will be offered for 12 weeks commencing Monday, April 10, 1978. Course #1 will be taught at the Coral Springs Campus by Don Sichel. Course #2 will be at the Davie Campus under the direction of Andrew B. Greenman and Gay Levinson.

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PROFILE

Joseph P. Taravella

Joseph P. Taravella, chairman of Board of Governors of Nova University at Coral Springs, is representative of the American business leaders who attain top corporate executive positions while giving total dedication to community affairs.

Taravella is a native New Yorker who came to Fort Lauderdale in 1946 with his mentor and friend, the late James S. Hunt, who, with Stephen A. Calder, founded Coral Ridge Properties. Taravella had served as aide to Hunt in the Coast Guard during World War II. Combining his company's resources, 1950 became the dominant force in the development of the beach and Federal Highway sections of northeast Fort Lauderdale. Its projects were spread from NE 26th Street to Commercial Boulevard and on a scale that even today has never been matched.

As the corporation of the city neared the end of its development period, Hunt and Calder acquired thousands of acres encompassing what is now Coral Springs and began building there South Florida's first truly "new city" carefully planned in traditional American style.

Taravella became increasingly important in the organization, brought about in part by the incorporation of Coral Ridge Properties by the Westinghouse Corporation, and became president and chief executive officer in 1966. Five years later, he also assumed the position of board chairman.

Today, Taravella, aside from this position, is president of the Westinghouse Community Development Group, with responsibilities that reach from Half Moon Bay near San Francisco to the Netherlands Antilles and Rio de Janeiro; chairman of the board, director of the Florida Power & Light Co., of Connecticut General Mortgage & Realty Investments in Hartford, Conn.; chairman of two southeast banks and of the Bank of Coral Springs, also serving as chairman of the Executive Committee of the last-named institution.

A Fort Lauderdale couple decided to "have their cake and eat it too". Mr. and Mrs. A had 500 shares each of stock valued at about $60.00 per share. They decided to create a Charitable Remainder Annuity Trust with Nova University as the remainder beneficiary.

They asked me to work up some figures and report to them the amount of annual return, the amount of the charitable contribution and the consequences on his tax situation. Mr. A's age was 69 and Mrs. A was 66.

He told me his tax bracket was 50% and he wanted a 75% return. He also said that he wanted to be able to withdraw the required minimum amount on their tax situation. Mr. A was age 69 and Mrs. A was 66.

I figured the amount of the annual return would be $4,500.00 (75% of $6000.00), and that the amount of charitable contribution would be $3,000.00, and the charitable contribution would be $30,862.21.

On February 8th, Nova University filed a libel suit against the Cincinnati Enquirer and the Ohio state auditor. This was necessary because of a recent Enquirer editorial which referred to "Nova University, a mail order diploma-mill reported in 1976 as "operating out of Florida," and because of an auditor's report which referred to Nova degrees as "unrecognized and non-recognized degree orders". Nova filed this suit very reluctantly and only after a number of our friends personally met with the President of the newspaper in 1976 (when this same newspaper published a series of very critical articles about Nova University) in order to inform that paper of the facts. This most recent editorial and auditor's report have caused us further harm to the reputation of the University, to our graduates, and to our current students, all of which made this suit regretfully necessary.

Whenever an individual or an institution is on the cutting edge of a particular field, there is often a degree of skepticism and always a concern for the maintenance of quality. This is true in any profession, and education is no exception. We at Nova know that our national doctoral programs have been controversial because they are alternative programs, because they are national in scope, and because they are at the doctorate level. These programs may be seen as a threat by some institutions or other programs to be subjected to more traditional modes. In addition, some people have opposed these programs for a variety of political reasons.

But after Nova University and our national doctoral programs have been thoroughly reviewed by a very reputable and regional accrediting association as well as by a national evaluation committee composed of representatives of all six regional accrediting associations and then given a full reaffirmation of our accreditation, it is very clear that the external safeguards and credibility necessary for individuals to have confidence in the institution and its programs.

Unlike other institutions which offer courses in an off-campus format which are really designed to be delivered on- and off-campus, Nova's external programs are designed so that students in clusters offline-off-campus receive the same instruction and the same learning resources as those students in clusters offline-on-campus. These national doctoral programs were designed to be delivered in an off-campus format.

Leo Goodwin, Jr. financier of Fort Lauderdale and Washington, D.C., died January 15 at North Ridge General Hospital after an extended illness.

An early and enthusiastic supporter of Nova University, he served as a member of its board of trustees.

He was the son of the late Leo Goodwin, Sr., who established the Leo Goodwin Institute for Cancer Research at Nova University. Mr. Goodwin, Jr. sponsored the Royal Dames of Nova University, a group which supports the activities of the Institute.

Early this year, Leo Goodwin, Jr. received the award of Champion of Higher Independent Education in Florida (CHIEF), presented by the Independent Colleges and Universities of Florida, for his contributions to the field of Education.

Mr. Goodwin grew up in Texas, where his father in 1936 founded the Government Insurance Company (GICO). The company operated for 60 years out of Coral Gables, and in 1970 was sold to the Group of Companies as a result of the death of the late Mr. Goodwin.

Since Nova University operates as an open system, all data tabulated on all programs is available to anyone who wishes to view it. We have collected a great deal of information about our course evaluations, and our programs will continue to evolve as we make use of the data based on a careful assessment of the data in hand. The work of many of our students has been accepted by the ERIC system so that anyone may have access to the practices, Major Applied Research Projects (MARP), Job-Related Analytical Reports (JAR) of our national programs. Our policy has been one of openness and honesty, and we will continue to maintain this policy in the future.

Abraham S. Fischler

PLANNED GIVING

Freddie Jones

In this regular feature, Fred T. Jones, Director of Deferred Giving, discusses approaches to planned giving and related financial matters.

Leo Goodwin, Jr., financier of Fort Lauderdale and Washington, D.C., died January 15 at North Ridge General Hospital after an extended illness.

I then had a conference with Mr. A to discuss the figures and their consequences. If they close the 75% return their income would be $4,500.00, against $3,000.00 for a 5% return; a difference of $1,500.00. In a 50% income tax bracket this would be $750.00 less each year in their pocket. However, they would mean a contribution deduction which will be $14,568.93 in the 50% bracket that would mean $7,284.96 on their hands the year they used the deduction. If their total income did not allow the use of the full amount the first year, the unused portion could be carried over for five years.

Well, having $7,284.96 in hand seemed the thing to do, even at the prospect of giving up $750.00 per year. It would mean to the annual return of $3,028.16 and the charitable contribution of $1,511.20. Mr. and Mrs. A capped the capital gains taxes. The basis of the stock used to fund the Annuity Trust was $46,000.00. Had they sold capital gains of $14,000.00 would have been incurred, producing a tax of approximately $2,450.00.

If a person has an educational institution in his will and then will and he intends to fund such a trust will never be needed. There must be ample principal used to fund such a trust. If the earnings are less than 5%, the trustee may sell the assets and and are total cohesive programs, not simply an assortment of courses. These programs not only require scholarship but also the immediate application of knowledge to the resolution of problems within the participant's professional employment. Many people believe that these field-based programs are more demanding and rigorous than traditional campus-based programs.

Nova's national programs have been reviewed and evaluated by numerous state licensing officials and other agencies, and have been approved to operate in numerous states. But as competition for students increases, there will be progressively more efforts by state agencies and coordinating boards to protect the "furf" of in-state institutions and programs from real or imagined competition. This may become an example of restraint of trade under the Commerce Clause of the U.S. Constitution. While we believe that states have the right to protect their citizens from fraud and unscrupulous practices, we do not believe that states have the right to prevent their in-state institutions from legitimate competition nor to limit the educational opportunities available to their citizens.
**New Ways of Looking at Education**

**UNIVERSITY SCHOOL SYMPOSIUM**

"We must move educational leadership in many fields out of the schools into the community," Dr. John Martin told a symposium on Contemporary Issues in Education at The University School of Nova University January 25. The Association of Independent Schools of Florida co-sponsored the program, which also included talks by Drs. Linda Addison, Dr. Dwight Allen and Dr. Roland Barth. Topics focused on humanistic education, the gifted child and new ways of looking at education.

Martin, chairman and director of the National Panel on the Education of the Adolescent, stated that John Dewey had given too many tasks to the school, a philosophy which was not challenged, even by Conant, until recently.

"Schools can do some things well but some things they can't do at all," he said, citing driver, drug and sex education as examples.

"We have diluted our already limited resources by trying to teach everything to everybody. Our central effort should be intellectual," he stressed.

"The high school has got to get out of the business of doing a great many things and doing them very badly," he said. He pointed to home economics classes which are attended by only 15 percent of the average student body, and that all female, "as if family survival had nothing to do with men."

"I propose that you take the leadership in projecting secondary students into community activities for credit," Martin suggested. His proposals are developed in his book on adolescent education. They include: student participation, with senior citizens, as government watchers to teach them to report observations and write with respect for facts; moving the arts out of the school into the community; moving guidance into centers available to all ages and cutting the school day to permit on-job training.

Ms. Addison, coordinator of Gifted Child Education, University of South Florida, proposed that "if a school doesn't have resources for the education of the gifted, teachers should call on colleges and hospitals in the community." She pointed to a program at Johns Hopkins for mathematically gifted children of Baltimore, and the mentor approach for students gifted in performing arts in effect in New Orleans. "In addition, those with leadership ability can be placed in the community to shadow executives in intern programs," she suggested.

The gifted, now often neglected, need special educational opportunities to reach their potential, she said.

Dr. Roland Barth, in discussing present pressures for both uniformity and diversity in elementary education, said, on the other hand, that "more and more solutions have to come from within the school, not from the outside." Administrative, pedagogical, political and economic forces are pushing toward uniformity, he said, while teachers, parents and children are simultaneously equally strong forces pushing toward diversity.

"We must respond with imagination, and so far we haven't," stated Barth, who is now on sabbatical from his post as principal at Angier Newton, Mass. "Many problems are not solvable; we must live with them. What that means for me is trying to exchange unproductive problems for productive problems."

(Continued page 4)

**Community Support Gained Through Friends of Ocean Sciences**

At a recent meeting of the Advisory Board for the Ocean Sciences Center, Dr. George E. Lawnczak, Jr., director, handed out engraved plaques to several members who have become "Friends" of Ocean Sciences. Members of the Nova University family who have generously contributed to the Friends are President Abraham Fischler, Vice-President for Financial Affairs William McCaughlin and Professor of Pediatric Outreach Dr. Georgias Reynolds.

The Friends are the community support group for the Center which helps to implement its aims, growth, and expansion of research programs of local interest which do not receive adequate federal funding.

"I hope that membership in this group will provide a sense of belonging to the community and residents of South Florida, an outlet for those who would like to be involved with the challenges a dynamic organization of this kind will provide," says Lawnczak. "Besides," he adds, "our oceans are in need of such friends—NOW."

Dr. Lawnczak points out that a green sea turtle project, aimed at supporting a local program to safeguard the endangered hatchlings on Broward beaches, will be included with a study of artificial reef effects and needs, quality studies, and the impact of pollution in our waters. He stresses the importance of the ocean to our future for food, medicine and recreation, and perhaps to our very survival.

In the Friends Charter year, July 1977 through June 1978, all donors who become Assistant Friends, Associate Friends, Friends, or Richardson Friends will receive a plaque as a last tribute to their concern and support.
Sadly, only a few months ago, a tragic event occurred that shocked us all. The school community is still grappling with the loss and trying to find meaning in such a senseless act. The school administration and staff are working tirelessly to provide emotional support and guidance to all students affected by this event. They are also taking necessary steps to ensure the safety and well-being of all students.

At the same time, we must not forget the resilience and strength of our students and community. They continue to thrive despite the challenges they face. The school is committed to providing a safe and supportive environment where all students can grow and reach their full potential.

As we look forward, we must commit to supporting each other and to building a stronger and more resilient community. Let us continue to work together to create a future where every child can feel safe, valued, and respected.

Joe M. Smith, Principal