



President's Bulletin

University of Missouri

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Ratchford Named President

Dr. C. Brice Ratchford has been named president of the University of Missouri and will assume the responsibilities of the office immediately, it was announced by Pleasant R. Smith, president of the University Board of Curators. He has served as Interim President since October 27, 1970, when he replaced Dr. John C. Weaver, who accepted the Presidency of the University of Wisconsin.

"Dr. C. Brice Ratchford has been named by the Board of Curators to serve as permanent President of the University of Missouri," Smith said. "In electing him we give him full responsibility and authority for the operation of this University. I can assure you that he has the complete confidence and support of the Board of Curators."

"I would also like to point out that while Dr. Ratchford's primary and basic activity was to direct the extension activities of the University," Smith added, "he has at all times since his appointment as a Vice President, been closely associated with the policy and decision making of the University administration. He has worked closely with administrative, financial and educational activities. We

feel he is fully qualified to give outstanding leadership and guidance to the University. We are

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"I am pleased to accept this assignment as president of this truly outstanding University. Certainly this is the greatest moment in my professional career, and I am extremely grateful of the confidence that the Board of Curators and others have expressed in me in offering this assignment."

"At the same time, I also recognize the magnitude and importance of the assignment before me. It comes at a critical time in all higher education in Missouri and the nation. Many far reaching decisions must be made by the academic community, its supporters and constituents."

"During my stay as interim president, I received cooperation and assistance from all people associated with the University--faculty, students, staff, alumni and many citizens from all walks of life. I only ask that we continue to work together to make this University worthy of its name and continue to move it forward."

C. Brice Ratchford

asking the entire University family--the faculty, the students and the staff--to give Dr. Ratchford the support, cooperation and understanding which will enable him to carry out his mission."

William H. Billings, University Board of Curator member who served as chairman of the Selection Committee, said that Ratchford was one of the 15 candidates turned over to his committee by the Search and Screening Committee. "All 15 candidates," he stated, "were carefully considered." He commended the work of the Search and Screening Committee, adding that this faculty committee's work had facilitated the Selection Committee's work and allowed them to accomplish their selections effectively. The entire list of candidates submitted by the Search and Screening Committee were good prospects and all information on them was fully confirmed in the investigations made by the Selection Committee. Billings also commended the Selection Committee for the time and effort they devoted seeing and interviewing persons during the selection activities. "Without their cooperation and support, we could not have completed our work so soon or so well," Billings stated.

Elmer Horseman, professor of law at University of Missouri-Kansas City and chairman of the Search and Screening Committee, expressed his pleasure with the entire process in searching for a replacement for Dr. Weaver. A statement by Horseman, who served on both committees, is on page three.

All the names of candidates submitted by faculty, students, alumni, administrators, educators, citizens and others interested in the University were considered by the Search and Screening Committee. This committee was com-

posed of five faculty members and four deans. This committee turned over a list of between 8 and 15 names to the Selection Committee. The Selection Committee, after interviews with the candidates and persons who knew them and their work and qualifications, submitted a list of between two and five names to the Board of Curators. The Selection Committee had five members, three from the Board of Curators, William H. Billings, who served as chairman, Avis Tucker and Fred Kling, Elmer Horseman, chairman of the Search and Screening Committee and James Stephens, the Alumni representative. The Board elected Ratchford from their list.

Dr. Ratchford has been Vice President for Extension since 1965. He joined the University of Missouri in 1959 as Director of the Missouri Agricultural Extension Service and became dean of the extension division in 1960. He has received wide recognition for his development of the extension service program that brings all the University's off campus courses and all non-credit courses under the same direction. This plan also brings coordination of all University disciplines in taking the University's knowledge and facilities to the people of the state.

Recently, Dr. Ratchford has received two awards for his work in pioneering the consolidation of all extension services and activities of the University into a total extension division. One was the Distinguished Service Award of the U. S. Department of Agriculture, the highest honor conferred by the Department. The other was the Walton S. Bittner Service Citation from the National University Extension Association. This citation said, "The Missouri extension organization has served as a

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STATEMENT ON PRESIDENTIAL SELECTION
BY ELMER L. HORSEMAN, JR.,
PROFESSOR OF LAW, UMKC; CHAIRMAN, SEARCH AND SCREENING COMMITTEE;
AND MEMBER, SELECTION COMMITTEE

"I have been pleased with the entire process in the search for a successor to Dr. Weaver. The two committee approach was a good one. The Search and Screening Committee make-up with a faculty member and dean from each campus recognized the importance of the four campus aspect of the University of Missouri. While the addition of a University-wide administration representative and one from the Inter-campus Faculty Council acknowledged the one University concept. The Search and Screening Committee which I have had the honor of chairing was given a liberal charge and had ample time and resources to proceed as it saw fit. The visit to the individual campuses in January to talk with various faculty and student representative groups was very helpful to the Search and Screening Committee and established the basis for the Committee's statement of the Office and Person of the President and guidelines for the ultimate determination of the nominees given to the Board of Curators. We were very happy to have campus student representatives sitting with the Committee for most of our meetings.

"I must say that the members of the Search and Screening Committee were the most dedicated and effective

group with whom I have ever worked. The Committee itself established a target date of early April to complete its work.

"In handing the reports to President Smith of the Board, the Committee expressed its concern and hope that the second committee, the Selection Committee, would move ahead with some feeling of urgency. I am happy to say Judge Billings moved forward immediately to contact all the individuals named in the report of the Search and Screening Committee and in a variety of ways the educational and managerial philosophy of the available nominees has related to the statement of the Office and Person of the President was sought and careful consideration was given to each of the nominees.

"I believe that there has been meaningful participation by a number of persons in the entire process and that it has proceeded with absolute integrity from beginning to end. I hope that the process has contributed to a better understanding about the University by the Board of Curators, administrators, faculty and students and that we will have learned a great deal about working together to solve common problems and to achieve mutual goals."

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model for other extension units throughout the country and the world."

Dr. Ratchford was born in Gaston County, North Carolina, in 1920. He earned his Bachelor of Science degree in agricultural economics from North Carolina State College in 1942, graduating at the top of his class. He entered the Army that year, and during his four years of service, two of them spent in the Far East with the Office of Strategic Service, Dr. Ratchford rose through the ranks from private to captain. He achieved the

rank of lieutenant colonel in the Army Reserve before becoming inactive.

In 1946, Dr. Ratchford returned to North Carolina State College in Raleigh as Farm Management Specialist, a position he had held for five months before entering the Army. The next year, he received his Master of Science degree in agricultural economics from North Carolina State College. From September, 1949, he spent one year as a graduate student at Duke University in Durham, N. C. In

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September, 1950, Dr. Ratchford became Project Leader in Farm Management and Marketing at North Carolina State College, a post he held four years. He received his Doctor of Philosophy degree in economics from Duke University in 1951.

Among Dr. Ratchford's academic honors are membership in Phi Beta Kappa, Phi Kappi Phi, Alpha Zeta, Gamma Sigma Delta, and Epsilon Sigma Phi. In 1954, he was promoted to Assistant Director of the North Carolina Cooperative Extension Service at North Carolina State College, where he served until 1959.

Dr. Ratchford, while in North Carolina, served as chairman of a nation-wide task force that outlined the future scope of extension work in the United States. The findings were published in 1959 as "A Guide to Extension Programs for the Future." He was a member of the subcommittee which helped implement the recommendations of the Scope task force and a member of the National Subcommittee on Marketing, both under the Extension Committee on Organization and Policy.

Through Dr. Ratchford's leadership, the University's extension operations have grown rapidly and become a model for many other states. He received wide recognition for developing a program bringing all the University's off-campus courses and all non-credit courses under the same direction. January, 1970, marked the completion of a program started at Dr. Ratchford's initiative: all Missouri counties were coordinated into 20 program planning units to improve the Division's overall organizational efficiency and staff competency. Dr. Ratchford also is responsible for the creation of a program of community development education and for the successful coordination of extension activities with federal, state, local and private agencies.

Throughout his career, Dr. Ratchford has received many awards and much recognition for his abilities.

Apart from those already mentioned, the following are representative samples of his achievements. He was chairman of a national committee to advise the Department of Commerce on establishment of an Industrial Extension Service and was a member of President Johnson's task force on the War Against Poverty. In 1966, he was a member of a 10-man group, also appointed by President Johnson, to make an intensive, on-the-spot study of agricultural and rural conditions in Vietnam. He has served as a member of the Missouri State Soil and Water Districts Commission and on the Governor's Watershed Advisory Committee. Dr. Ratchford served as the first chairman of the new Missouri Rural Development Committee and in 1970 this group rapidly organized and developed plans for rural development which are currently being implemented.

Presently, Dr. Ratchford serves on the Governmental Relations Committee of the National University Extension Association, is chairman of the Board of Trustees of Ozarks Unlimited, a consortium of state universities, and is a member of the Executive Committee for the Council of Extension of the National Association of State Universities and Land-Grant Colleges. He is chairman of two National Land-Grant Committees, one on Industrial Extension and the other on Relations with the Office of Economic Opportunity.

Among Dr. Ratchford's many memberships are the American Farm Economics Association, the American Statistical Society, the American Agricultural Economics Society, the Academy of Political Science, and the Presbyterian Church. Listed in six different "Who's Who" publications, Dr. Ratchford's awards and honors are too many to enumerate. His long list of publications includes bulletins, journal articles and proceedings.

Dr. Ratchford and his wife, Betty live at 604 Manor Drive, Columbia. They have two children, Charles and Mary Eloise.