May 13, 1965

Dear Mr. Loveland:

I recently talked with Doctor Pearson regarding a teaching position in marketing which I am attempting to fill. To date I have been unsuccessful in employing a teacher who holds the Ph.D. degree and therefore am considering applicants who do not meet this specific requirement. Doctor Pearson suggested that I write to you and to Mr. Baker. I am therefore sending the same letter to both of you in the hope that you may be interested in the position. Doctor Pearson is familiar with the position and has recommended both of you.

With reference to the position, may I explain first that New Mexico State University this year established a separate College of Business Administration and Economics. However, the program in this area is not new. In fact we have been granting degrees in business administration and economics since 1926. This year the College is operating with three departments: Accounting, Economics, and General Business Administration. One staff member has been teaching all of the marketing courses, and it is anticipated that the person employed will teach all of these courses next year, or at least those which we find it possible to offer. We have been offering Principles of Marketing, Principles of Selling, Sales Management, Principles of Advertising, and Retailing, but of course have not offered all of these courses in any one semester.

There is no graduate program at the present time and no courses which carry graduate credit are being offered. We would like to expand the course offerings in the marketing area and lay the foundation for a graduate program, which will be introduced in the next two or three years. It might be desirable to offer courses carrying graduate credit at an earlier date but this will depend somewhat on the qualifications of the person who joins our staff next year. If the person employed does not have the Ph.D. degree, we would of course expect him to continue his graduate work until he met this requirement.

If the position is filled by a person who does not have the Ph.D. degree, it probably will be filled at the rank of instructor or assistant professor. The appointment will be made on a nine month basis and the salary will be determined with reference to the qualifications of the person selected. I can say, however, that the University is prepared to offer an attractive salary in filling this position. If there is a salary limitation which we would have to meet in your case, I shall appreciate it very much if you will indicate this fact if you are interested in the position. We do not
use all of our staff members during the eight-weeks summer session but those who are employed receive two-ninths of the base salary for the work done during the summer.

At the suggestion of Doctor Pearson, I am sending to you under separate cover a copy of our catalog and a copy of a brochure which contains some general information about the university. I am also asking the Las Cruces Chamber of Commerce to send you a brochure which contains information about Las Cruces. Incidentally, Las Cruces is a city of some 40,000 population and our campus is situated just 40 miles north of El Paso, Texas. There has been a rapid increase in population in this area because of the expansion of the scientific programs at White Sands Missile Range and the Apollo Site near Las Cruces. It appears that the growth will continue and that the University's growth will parallel that of the area in general. Many new housing sub-divisions have been completed and there are others in the planning and development stage. Las Cruces has a very fine school system with many new and modern school buildings. Buildings for a second high school are now under construction.

The nearness of the campus to El Paso, a city of more than 300,000, has also affected the growth of our school. El Paso, as you may know, is the principal commercial and industrial city in this area. Doctor Pearson, a former member of our staff, can answer specific questions which you may care to ask about this area, the University, and our program in business administration and economics.

If you are interested in the position as I have outlined it, I would like to receive complete information at the earliest possible date. I would be interested in knowing what courses in marketing you have taken and whether or not you feel qualified to teach the courses which I have mentioned. Doctor Pearson has furnished me with the interview record which includes the names of persons to whom I could write for recommendations. I presume that there would be no objection to sending a letter to each of the persons listed. I would like to fill the position at the earliest possible date and certainly will appreciate a prompt reply and any further information which you may care to submit.

Cordially yours,

[Signature]

G. L. Guthrie
Dean of the College

GLG:mg

cc: Professor John E. Pearson
Dean G. L Guthrie  
College of Business Administration  
and Economics  
New Mexico State University  
University Park, New Mexico  

Dear Dean Guthrie:

The teaching position you described in your letter sounds very interesting and challenging. After talking with Dr. Pearson and reviewing the materials which you sent I think that the University and the locality would be ideal and I would like to be considered for a position on your staff.

I have not established a specific salary requirement, however I am desirous of an income that will enable me adequately provide for my family and begin work on my Ph.D.

The marketing courses I have taken include Principles of Marketing, Principles of Retailing, Principles of Advertising, Purchasing, Marketing of Building Products, and Salesmanship. I have completed Market Analysis, Marketing Research, and Marketing problems at the graduate level.

I gained some experience as an instructor and am presently teaching two sections of Principles of Marketing here at the University. I feel that this experience and my educational background qualifies me to teach the marketing courses which you listed.

Please feel free to contact any or all of the references on my interview record. Mr. H. G. Thompson, Head of the Marketing Department, would be able to provide you with specific information regarding my qualifications as an instructor in marketing. Since I shall be working this summer as a research assistant to Dr. George Rice, Head of the Management Department, you may wish to contact him also.

I am scheduled to receive my MBA in July and will be available for employment after August 1, 1965.

Yours sincerely,

[Signature]
OFFER YOU POSITION ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION NINE MONTHS CONTRACT EFFECTIVE SEPTEMBER 1 1965 SALARY $8000. IF ADDITIONAL INFORMATION IS NEEDED TELEPHONE COLLECT:

G L GUTHRIE DEAN COLLEGE OF BUSINESS ADM AND ECON
NEW MEXICO STATE UNIVERSITY
Welcome to New Mexico State University. I was indeed glad to receive your telegram and to know that you will join our staff at the beginning of the fall semester. I am sure that you will enjoy your work here and that it will be a pleasure for the other members of the staff to work with you in developing the program of the new College of Business Administration and Economics.

The textbooks for the courses which you are scheduled to teach have not yet been selected and it will be agreeable with me if you make your own selection. The books which were used in these courses during the past year are as follows:


Marketing--PRINCIPLES OF MARKETING, Otteson, Panselar and Patterson, 1964 edition, Macmillan Company


✓ Selling--SALESMAHISHIP, Kirkpatrick, latest edition, South-Western Publishing Company

If these texts are satisfactory with you, we will place the necessary orders with the bookstore immediately. If you wish to make changes, please let me have the names of the books you prefer so that there will be no delay in placing the orders. It has been my practice to permit the instructors to select their own books except in very special cases as I feel that the instructor knows more about the way in which he wishes to present the material and can select a book which will make his teaching most effective.

You will be interested in the schedule of your courses for the fall semester. It is as follows:

- B.A. 313 Principles of Advertising 11:30 MWF 3 sem hrs
- B.A. 315 Principles of Selling 7:30 TTh 2 sem hrs
- B.A. 316 Principles of Retailing 9:30 MWF 3 sem hrs
- B.A. 341 Principles of Marketing 10:30 TThS 3 sem hrs
June 3, 1965

I am enclosing copies of the Form 200 which is used in connection with the employment of all staff members. Please sign the form and supply the information which is requested. Return all of the copies to me for signatures here. When all of the signatures are secured, a copy of the form will be sent to you for your file. The official contract for the first year will probably not be sent to you until after the opening of the fall semester. However, your copy of the Form 200 will serve as your official record of appointment.

I am also enclosing the forms which you may use in requesting assistance from the Department of Auxiliary Services. You should fill out these forms and return them directly to the Housing Department at New Mexico State University. I shall be very glad to give you any assistance that I can in the matter of housing, but I doubt whether it would be advisable for you to make final arrangements until after you have had an opportunity to inspect the housing facilities here. I have recently been informed that a new apartment house under construction will be available in mid August. The rental for these apartments will be $140 per month. If you think you would be interested in these apartments, I think I can secure additional information for you. If it is possible for you to make a trip to Las Cruces during the summer it would, of course, be much easier for you to make a decision regarding housing. On the other hand, even if you do not arrive until late in August, you probably will be able to find suitable housing.

If there is any other information which you need, please do not hesitate to write. I shall be glad to hear from you again and shall look forward to meeting you in the near future. May I say again that we are very glad to have you as a member of our staff.

Cordially yours,

G. L. Guthrie
Dean of the College

P.S. Will you please tell Mr. Baker that I do appreciate his letter regarding the position. I would like to keep in touch with him if he thinks he might be interested in a teaching position on our staff at some later date.

GLG:mg

Enclosures
Contract of Employment
(Temporary Appointment)

In accordance with the Statutes of the State of New Mexico, and the official contract terms of the University, as set forth on the reverse side of this contract form, and which are hereby made a part of this contract, the Regents of the New Mexico State University, party of the first part, does hereby employ

John X. Loreland, party of the second part, as Assistant Professor in the Dept. of General Business Administration of College of Bus. Admin. and Economics, only from September 8, 1965 to May 30, 1966 at a salary of $8,004 for this period.

When, and if, summer session employment is offered to and accepted by the party of the second part, it becomes a part of this contract based upon the same salary as set forth above, or upon such other salary as may be mutually agreed upon between the parties in writing.

In Witness Hereof the contracting parties have this 2nd day of July, 1965 hereunto affixed their respective signatures.

NEW MEXICO STATE UNIVERSITY
(Party of the First Part)

By

President of the University

*$8,000 in 1965 is equal to $59,407 in 2014
PROVISIONS OF THE CONTRACT OF EMPLOYMENT

1. All new full-time appointments to the university staff shall be made for a trial period which shall ordinarily not exceed three years. During this trial period termination of appointment may be without implication of criticism or specification of cause. In some cases the trial period may be waived, shortened, or lengthened, by agreement between the university administration and the appointee. Thereafter, there shall be a presumption of permanence in employment and the requirement of cause as enumerated in Paragraph 3, below, assigned for dismissal. Temporary appointment (such as those made to fill the place of a regular staff member on leave of absence) are presumed to terminate at the end of the stated term. The precise terms of every new appointment and the change of status of faculty members shall be stated in the contractual form and a copy retained by the president of the university and the appointee. Notification of the termination of a short term or non-continuous appointment shall be made in writing not later than three months before the end of the contract. Any staff member who proposes to withdraw shall give written notice in ample time to enable the administration to make a new appointment. "Ample time" will vary with the nature of the position being vacated, but in all cases the time of notification should be satisfactory to the administrative officers.

2. The faculty member on a temporary contract may be relieved from duty for cause at any time that his conduct becomes inimical to the students, faculty members, the educational program, or the university, and given notification that his temporary contract will be terminated. Dismissal evidence must be concurred in by the cognizant department head, the cognizant dean, and the vice president of the university. The dismissed faculty member on a temporary contract may request a hearing within ten days following formal notification of dismissal. If hearing be requested, the academic officers here-in-before named and the elected members of the executive committee of the faculty senate will make up the hearing body. The dismissed faculty member on a temporary contract may be represented by legal counsel at the hearing. This body will report its findings and recommendations to the president of the university, whose decision in the case shall be final. The dismissed faculty member on a temporary contract will be paid salary for one-half month following the date of dismissal, at which time salary payments shall cease, excepting a faculty member dismissed during the last two weeks of the contract period shall receive only the remaining amount stipulated in the contract.

3. A continuous appointment is an appointment made after the provisional period has been completed successfully, providing the individual’s services are needed. Such an appointment is made by the issuance of a new contract at the time of appointment or shortly thereafter, and the contract becomes the prevailing instrument governing employment, excepting that the terms may be modified from time to time by endorsement. An appointment shall be terminable for the following causes, only: treason, gross immorality, immorality, insubordination, inefficiency or incompetence, failure of the employee to cooperate or carry out the policies of the institution, financial retribution, the elimination of departments by the university, or the elimination within a department of a position requiring specialized competence. Provided, however, before charges will be filed because of any of the causes listed above, except treason and gross immorality, the person to be charged must have had previous warning in writing as to an offense within the area of the cause mentioned, and must have, after such warning, repeated such offense.

4. A continuous appointment can be terminated for cause only in the following manner: A standing committee of the faculty shall review the individual case concerned. This faculty committee shall consist of five members elected at such time and in such manner as the faculty senate may determine, except, however, that no two members shall be elected from any one department. The person whose continuous appointment is the issue shall have the right, however, to waive hearing by a faculty committee, and/or challenge any one member of said committee. The faculty committee shall review each case not so waived and shall report the evidence and their findings to the president, who shall take action under the authority granted him by the Board of Regents. Exceptions to this procedure may be made in cases of gross immorality or treason, when the facts are admitted. In such cases the offender may be dismissed summarily.

In cases where other offenses are charged and in all cases where facts are in dispute, the accused staff member shall always have the opportunity to face his accusers and to be heard in his own defense before all bodies that pass judgment on his case. In the hearing of charges of professional incompetence, the testimony of scholars in the same field, both from the accused's own and from other institutions, may be taken. Dismissal for reasons other than gross immorality or treason shall not take effect before the end of the semester in which the employee is notified, and in no case shall he have less than three months' notice.

5. Termination of continuous appointments because of financial exigencies shall be sought only as a last resort, and after every effort has been made to meet the need in other ways and to find for the staff member other employment in the institution. No continuing contract shall be terminated for reasons of financial retribution, so long as any faculty member holding a temporary contract remains on the staff of the department, except where there is elimination within a department of a position requiring specialized competence.

6. A copy of this statement of provisions of the contract of employment shall be presented to each prospective member of the faculty prior to his appointment, and his acceptance of the appointment shall indicate his understanding and acceptance of this policy.

(*"The University Staff" shall be interpreted as including all members of the instruction staff; the Agricultural Experiment Station staff and the Agricultural Services staff with the rank of instructor or above; all Agricultural Extension Service state staff members who hold federal appointments; the Engineering Experiment Station staff; the Research Center staff; certain designated personnel in the Physical Science Laboratory; and any others whom the Board of Regents may designate.)

OTHER CONDITIONS OF EMPLOYMENT

A copy of the statement regarding Social Security, Retirement, Hospitalization and Life Insurance shall be presented to each prospective member of the faculty prior to his appointment, and his acceptance of the appointment shall indicate this understanding and acceptance of this policy.

When, and if, the Board of Regents adopts a patent policy for the college staff the same shall be presented to each prospective member of the faculty prior to his appointment, and his acceptance of the appointment shall indicate this understanding and acceptance of this policy.