

SOCIATION

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Sociologists Make Plans for Mainstreaming Sociology

Students, academics and applied sociologists gathered at Salem College to discuss strategies for mainstreaming the discipline of sociology. Approximately 75 sociologists attended the two-day event.

In the keynote address, Ronald Wimberly of North Carolina State University reminded those present that "Even Musicians Give Concerts." Wimberly told an attentive audience, "There is still more to comprehend about sociology: we understand less than we know; we apply less than we understand."

Wimberly noted that there are two kinds of applied sociology. First there is the humanistic and liberal application which enables us to understand better what it means to be human, to be social and cultural persons. These applications are useful in the courses we teach and form the context for liberating education. The second type of applied sociology is directed toward the solution of social problems. There is growing emphasis on this type in both the public and private sectors.

Wimberly reminded his audience that it is in the best interest of sociology that nonmajors find it interesting and useful. He challenged the sociologists to provide new and better services.

"It is time to start showing more and telling less," Wimberly concluded. "It is time to move beyond academic sociology to find answers to

practical social questions."

Subsequent sessions returned to the theme of preparing the discipline for the challenges it will face in the future. Ken Land from Duke University, Faye Sawyer and Howard Nixon from Appalachian State University, and Philip Perricone from Wake Forest University exchanged views on how best to recruit sociology majors.

James Latimore of Livingstone College presided at the session on sociology and applied programs. Latimore noted that sociology has proved a spawning ground for new disciplines and discussed the new problems of credentialing, legitimation, and fragmentation which have resulted. He suggested that sociology take advantage of new opportunities such as focused programs and new alliances with the off-shoot disciplines.

Jan Riennerth and Julianne Prather of Appalachian State University conducted a session on how well the sociology major has served its graduates. ASU graduates Beth Kennedy, Wic Southern, and Kim Webb shared their experiences and fielded questions from the audience.

Mike Wise of ASU presided over a lively session on communicating with potential "real world" constituencies. Paul Lindsay of UNCG discussed the connections between education and sociology by highlighting issues relating to teaching sociology in high schools

Larry Keeter of ASU (and former mayor of Boone) noted that while sociologists can offer valuable services to local governments, "We've done a poor job of communicating what a sociologist is and what we can do. Being an academic and a Ph.D. counts against the effectiveness of a sociologist in politics."

Ian Taplin of Wake Forest University described the linkages between sociology, business schools, and the business community. He relayed, with sardonic amusement, the comment of one business person, "I didn't realize you people [sociologists] were doing business research." What sociologists take for granted as general knowledge is often new information in the business world, he noted. We need to build new bridges to business, to say what our discipline knows and can do, and to find ways to convince this constituency of our credentials and their application for business, he concluded.

At the awards luncheon, Ella Keller of Fayetteville State University was honored for her contributions to sociology in North Carolina. Carmen Pyles won the Himes Award for the best undergraduate paper.

After lunch, Mary Beth Collins of Central Piedmont Community College presided at a session on the transition from two-year to four-year colleges. Tom Forrest of UNCC, Dave Flanagan of CPCC, and Sylvia

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NCSA Honors Ella Keller for Contributions to Sociology

Ella Tate Keller of Fayetteville State University received the 1995 Contributions to Sociology Award presented by the North Carolina Sociological Association at its annual meeting in February. Keller was cited for her work with students, for her contributions to the development of her department, and for her long service to the state sociological association. The letter placing her name in nomination for the award and containing details of her service to the profession is printed below. The members of the NCSA and the officers of the Executive Council join together in sending Dr. Keller sincere congratulations and deep appreciation for all her accomplishments on behalf of sociology in North Carolina.

by Dorothy Holmes
Department of Social and Behavioral Sciences
Fayetteville State University

It is with great honor and enthusiasm that I submit this nomination of Dr. Ella Tate Keller for the NCSA 1995 Contributions to Sociology Award. Dr. Keller has made significant contributions to program development and the teaching of sociology at Fayetteville State University. Under her untiring leadership as program coordinator, the number of undergraduate majors has steadily increased over the years. In the past three years alone, the program has graduated an average of forty majors every year. The Sociology Masters Degree program, which she coauthored, has enrolled about thirty students since its inception in the 1992 fall semester. Presently the sociology program is one of the best



Louie Ross (left) presents the 1995 Contributions to Sociology in North Carolina Award to Ella Tate Keller of Fayetteville State University.

organized and most recognized programs at Fayetteville State University.

Dr. Keller received the B.A. degree in sociology from Jackson State University in 1970, the M.A. in sociology from the University of Mississippi in 1972, and the Ph.D. in sociology from Mississippi State University in 1980. She joined the faculty at Fayetteville State University in August 1981. Prior to that, she had taught sociology at St. Paul's College in Lawrenceville, VA (1980-81), the State Technical Institute at Memphis, TN (1979-80) Northern Virginia Community college, VA (1975-76), and Southern University and A&M College, Baton Rouge, LA (1972-74). In October 1983, approximately two years after her arrival at Fayetteville State University, she was appointed coordinator of the sociology program,

a position she has competently held to the present.

Dr. Keller has etched many outstanding accomplishments in teaching, scholarship, and service to the University, the community, and the profession. At Fayetteville State University, she received the Teacher of the Year Award in the then Department of Psychology & Sociology in 1987-88. Two years later (in 1989-90), she was honored with the Faculty of the Year Award in the Department of Social & Behavioral Sciences and the College of Arts and Sciences. She is a finalist for the Board of Governors' Teaching Award at Fayetteville State University for the 1994-95 academic year. In addition to the above awards, she has received numerous plaques and accolades from students for her work as advisor to the Sociology Club and for

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Max Meets Mayberry:**Mt. Airy Memorial Will Commemorate Weber's Visit**

Larry Keeter of Appalachian State University has announced plans to commemorate the visit of German sociologist Max Weber to North Carolina. Plans are under way to place a historical marker on a stone plinth outside the house in Mt. Airy, NC visited by Max Weber.

Keeter announced pledges from North Carolina State University, Appalachian State University, and the University of North Carolina-Greensboro at the NCSA Awards Luncheon in February. Ken Land of Duke University and John Shelton Reed of the University of North Carolina-Chapel Hill made pledges on behalf of their colleges. Wake Forest University and Salem College also pledged to support the memorial.

Members of the North Carolina Sociological Association were also asked to contribute to the monument. The NCSA will collect any contributions from its members and add enough money to make a contribution of at least \$100. All donations may be sent to Pat Wyatt, Secretary/Treasurer of the NCSA, Sociology Department, Catawba College, Salisbury, NC 28144. Donations should be clearly marked "For the Max Weber Memorial."

Keeter first uncovered evidence of Weber's visit to Mt. Airy while doing interviews for

an oral history project in 1976. Maggie Fallenstein and Annie Miller Booker, both children at the time of Weber's visit, were interviewed and videotaped shortly before their deaths. Keeter has since updated the original video to a more modern format.

Keeter and Stephen Hall of ASU have worked together to assemble the original interviews, commentary on Weber's contributions to sociology, and still photographs from the Max Weber Institute in Munich, Ger-

many into a 17-minute video.

"Max Weber was the first to mention North Carolina in sociology," noted Keeter. "It's only fitting that North Carolina take note of his visit to the state."

A ceremony and installation of the monument will be held sometime in late June to coincide with the anniversary of Weber's death. Questions concerning the monument and the ceremonies accompanying it may be directed Larry Keeter, Appalachian State University, Boone, NC 28608 (704-262-6393).

**Himes Award Winner**

Carmen Pyles (left), an undergraduate at Appalachian State University, has received the 1995 Himes Award for the most outstanding student paper. She receives the award from NCSA president Catherine Harris of Wake Forest University. Pyles' paper is entitled, "Perceived Racial Prejudice and Discrimination of Sorority Women."

Pratto Appointed NCSA Archivist

David Pratto of the University of North Carolina-Greensboro has agreed to become the new archivist for the North Carolina Sociological Association. Pratto will replace Odell Uzzell, the original NCSA archivist who died last year.

In accepting the appointment, Pratto proposed seeking a

permanent place in the UNCG library for the NCSA archives. Anyone who has materials which could or should be included in this collection is encouraged to contact David Pratto, UNCG Sociology Department, Greensboro, NC 27412 (910-334-5295).

NCSA Honors Ella Keller for Contributions to Sociology

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effectiveness in student advisement in general.

Although her specialty areas are family sociology and deviance, Dr. Keller's research and writings show her interest in many different areas of sociology. Her research, paper presentations, and publications include the following: "Ethnic Group Differences in Knowledge, Attitudes, and Behavior Relating to AIDS;" "The Role of the Church in the Fayetteville-Cumberland County Area;" "The Push for Equality of Pay and Opportunity: The Impact of the Women's Liberation Movement on the Work Ethic and Productivity;" "Status Mobility through Marriage: The Southern Woman;" "Family Role Allocations among Black Military Families;" "The Place of Sociology in the High School Curriculum in North Carolina;" "Sociology Programs at Traditionally Black Colleges and Universities in North Carolina;" and "The Elderly in North Carolina."

Dr. Keller's commitment to the development of sociology

at different levels is never in doubt. Besides her professional activities at Fayetteville State University, she has been active in various professional organizations, including the American Sociological Association, the Southern Sociological Society, AKD International, and the North Carolina Sociological Association. For most of the past decade, she has served on the Executive Council of the NCSA. She has organized paper sessions and chaired others at professional meetings. Through her effort and leadership, the Xi of North Carolina Chapter of AKD was chartered at Fayetteville State University in February 1988.

My colleagues and I are unanimous in our support of the

nomination of Dr. Keller for the NCSA award in 1995. We cannot think of anyone better deserving of that honor at this time.

Mainstreaming Sociology

Continued from page 1.

Haith of Forsyth Technical Community College shared their perceptions of the problems facing students making this transition.

In the final session of the 1995 annual meeting, Robert Ruth of Davidson College, John Shelton Reed of UNC Chapel Hill, and Paul Luebke of UNCG shared their different experiences in "Talking with the Media." Each participant brought a well-defined and different perspective to this enterprise. They offered some practical advice concerning print versus visual media as well as some guidelines for those sociologists seeking to disseminate their findings and experiences through the media.

DOES YOUR SCHOOL TRACK ITS SOCIOLOGY GRADUATES?

If you have any information about what has happened to your sociology majors and graduates, please contact Jan Riennerth at Appalachian State University. 704-262-6395.

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Boone NC 28608**

Monument Marks Max Weber's Visit to North Carolina

On the last Saturday in October, sociologists from a variety of institutions throughout the state gathered near Mt. Airy at Laurell Heights Farm, the home of Ms. Addie Miller. They had come to dedicate a monument commemorating the visit of German sociologist Max Weber to North Carolina.

Larry Keeter and Stephen Hall, professors at Appalachian State University, conducted the ceremonies. In attendance were representatives from UNC Greensboro, UNC Charlotte, and Rockingham Community College. They included David Pratto, David Mitchell and Jean Malone from UNCG; Teresa Scheid from UNCC; and Lee Dodson from Rockingham Community College. Students from ASU and RCC were also represented at the ceremony as well as members of the Miller family and local historians.

After making introductions, Larry Keeter told the story of how he



Larry Keeter of Appalachian State University instructs the onlookers at the dedication in the finer points of Max Weber lore. The bronze marker attached to the stone plinth reads: "Max Weber, 1864-1920. To commemorate the visit of German scholar Max Weber here in 1904. Max Weber is a central founder of the discipline of sociology. Dedicated in 1995 by: Appalachian State University, Duke University, Salem College, UNC-Chapel Hill, UNC-Greensboro, Wake Forest University, North Carolina State University, North Carolina Sociological Association. With special thanks to: Julius and Addie Miller, ASU professors Larry Keeter and Stephen Hall, Acme Stone Company of Mt. Airy."

learned about Weber's visit and the practical results of a class project to locate and document the site. Addie Miller recalled stories from her youth about the visit of her famous German relative. Apparently many neighbors thought Weber was a spy! While visiting his relatives, Weber attended a number of religious services, including a baptism in a nearby creek.

Hall and Keeter have restored and improved the original videotape recordings they made during the 1970s to create a 1/2" video tape discussion of Max Weber's contributions to sociology and his visit to the US, including excerpts from interviews with eyewitnesses to his visit. For more information, please contact Larry Keeter, Dept. of Sociology, ASU, Boone, NC 28608 (phone: 704-262-2293).

Following the brief ceremony, the participants retired to Mrs. Miller's porch for hot apple cider, coffee, and a variety of delicious homemade goodies.



Official Ballot, 1996 North Carolina Sociological Association



Detach and place in a signed envelop. Return by Feb. 16, 1996, to Pat Wyatt, NCSA Secretary/Treasurer, Sociology Department, Catawba College, Salisbury, NC 28144.

For President-Elect, vote for one person:

____ Mike Wise
 ____ Write-in Candidate
 (Name: _____)

For Executive Council, vote for *three* persons:

____ Wayne Adams
 ____ Regina George-Bowden
 ____ Aaron J. Randall
 ____ Robert A. Wortham
 ____ Write-in Candidate
 (Name: _____)

