



### UNIVERSITY BRANCH 831 East 13th

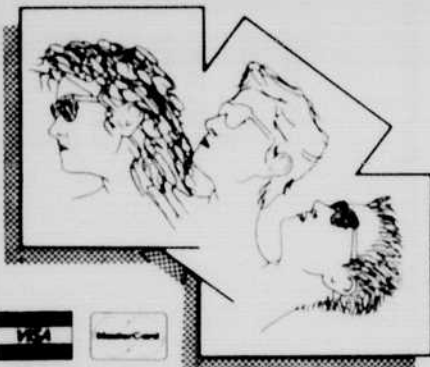
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## In Touch

### Morris helped to foster CBA's growth

The following is an excerpt from *The Vitality of a Tradition: A History of the University of Oregon College of Business Administration*.

Victor Pierpont Morris' tenure as dean of the School of Business Administration was unusually long and tough. Serving as dean from 1936 to 1957, he served the longest term of any dean in the college's history.

Morris began his association with the University in 1911 when he enrolled as a freshman. He majored in Greek but took electives from both history and economics.

Economics was his love. "From the first time I sat in an economics class," he said some 55 years later, "I knew I had found the subject for me."

His teaching career at the University began in 1926, when he was appointed to the economics faculty.

Morris' special fields were labor economics and international economics, but he loved teaching the course in principles for sophomores.

"He wanted to teach a

class in principles because that's where they got their start in economics," his wife Grace recalled. "And he felt that when a student started out in a field that the foundation that was laid was one of the most important things that was done for him."

Morris was known as a very personal dean and one who communicated well with his students. He spent a lot of time talking to them, and he did much to help them obtain part-time jobs when they were in school as well as jobs after graduation.

His enthusiasm, energy and leadership were not confined to the classroom. From 1932 to the early 1950s, Morris interpreted the international economic situation to Oregonians through his radio program, called "The World in Review." In the early 1950s he was the first commentator on television.

During the depression in the 1930s, the SBA, along with the rest of the University, suffered a drastic decline in enrollment and faculty positions. As new acting dean in 1936, Morris faced increasing enrollments, yet money and personnel continued to be scarce.

Morris was undaunted, however. In the next few years, enrollment climbed to more than 1,000 and the SBA became the largest professional school at the University.

Morris' passion for international relations continued to keep the SBA at the forefront of international studies. He thought the international scene was the key to the modern world.

"Victor felt that the future of this whole part of the world rested in the Pacific Rim," Mrs. Morris said. "What we're talking about now, they were talking about then in international relations conferences. The seed was planted then."

Morris worked in the late 1940s and early 1950s to build the school's faculty. By 1957, the SBA had grown to 28 faculty members and nine assistants.

However, the University couldn't compete with other state in salaries for recruiting faculty. To offset that disadvantage, Morris used the quality of life in Eugene and the campus to help attract exceptional faculty members.

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