Why strategic planning for Bryant?

"We've got a good thing going and we'd like to make it better and more exciting. We feel a responsibility, we must know what might not work in the future."

The words are Dr. George Petrello's, Bryant's vice-president for academic affairs and chairman of the College's new Strategic Planning Committee. "We feel we have to be innovative regarding the future - proactive, not reactive."

The Strategic Planning committee, formed in the fall of 1983 and replacing the previous Long Range Planning Committee, has been established to translate decision-making into action-taking.

"In planning for the future, we are at the vanguard of collegiate institutions by taking this positive, exciting step." The committee stems from a decision-making model described in Academic Strategy The Management Revolution in American Higher Education by George Keller, recognized as an expert on strategic planning in higher education. A former faculty member, college dean, and editor at Columbia University and as assistant to three presidents and chancellors at the State University of New York and the University of Maryland, he is now senior vice-president of the Barton Gillet Company of Baltimore, Maryland, an institutional planning, marketing, and communications firm.

The difference between long-range and strategic planning, said Dr. Petrello, is that long-range planning often does not translate into action.

Keller himself described strategic planning as a novel means of approaching a novel situation, combining campus strengths and leadership capabilities with an analysis of trends, markets, and the competition. Such a strategy, Keller stated, can help a college remain strong and perhaps get better despite threatening factors.

Dr. Petrello emphasized strongly that the committee's path is clear and the process is going smoothly. "There is absolutely no hidden agenda for the establishment or functions of the committee. It is not an exclusive club."

What is on the agenda at this point are two major concerns: whether Bryant should seek accreditation by the American Assembly of Collegiate Schools of Business, and enrollment management.

In addition to the committee, an Advisory Council representing a variety of College constituencies has been formed. Dr. Petrello emphasized that individuals with concerns for committee de-

Members of the Strategic Planning Committee are Alton Mott, vice-president for business affairs; Professor Clarissa M. Patterson; Dr. George Petrello, vice-president for academic affairs; Les LaFond, vice-president for student affairs; Professor Hsi C. Li and Professor William Haas. Not pictured is Professor Robert Behling and Jo-Anne Lema, staff director to the committee.

liberation should contact their representatives, as a flow of information and opinion is continuous. Dean of Undergraduate Faculty Stanley Kozikowski, chairman of the Advisory Council, said that the Faculty Federation, the Student Senate, the Council of Administrators, advisory councils, alumni, clerical and service staff members have all met with Advisory Council members.

Strategic Planning Committee members include: Professor Clarissa Patterson (ext. 253); Professor Robert Behling (ext. 260); Vice-President Alton Mott (ext. 324); Vice-President Les LaFond (ext. 329); Professor William Haas (ext. 233); Professor Hsi C. Li (ext. 356); and Vice-President George Petrello, chair, (ext. 204).

Advisory Council members are Professor Edward Apte (ext. 233); Vice-President and Executive Assistant to the President Joseph Carilli (ext. 421); Rosemary D’Arky, Marketing Coordinator, Center for Management Development (ext. 314); Janice Lewis, Director of Personnel (ext. 239); John Kempf, Student Senate President (ext. 290); Michael Martin, Past President of the Alumni Association (203-774-8571 at home, 203-928-7401 at his office); and Stanley Kozikowski, chair (ext. 221).
Welcome, Bryant community, to Volume One, Number One of a new publication. Bryant's Business is the successor to Rotunda Round-Up as the College's in-house newsletter.

You'll notice a distinctly different look to Bryant's Business, as the publication is typeset (instead of printed from word processed copy) and printed in two ink colors. And for the first time, we'll be able to bring you photographs of recent College events.

For some time, we have felt that the important task of keeping the lines of communication active at Bryant has called for a higher degree of sophistication in a publication edited specifically for the Bryant community. With that thought in mind, articles in Bryant's Business will be written and selected carefully so that all of the important information is conveyed quickly, accurately, and in a manner we think you'll find pleasant.

In addition to the routine news of College activities that you have become accustomed to, Bryant's Business will also feature occasional longer articles (such as this week's story on the Strategic Planning Committee) which go into greater detail on important subjects. Other columns to watch for are "Quickly...", which highlights the most recent and imminent news at the College, and "Calendar," which will remind you of important upcoming events.

While Bryant's Business is the method for spreading the news, you are the source. Each department at Bryant has a contact—someone who has volunteered to convey news relating to the work and people of his or her department back to the Public Information Office and this publication.

Letter to parents announces tuition

Alton Mott, vice-president for business affairs, in a letter to parents and students two weeks ago, presented a new fee schedule which was approved by the trustees for the academic year 1984-85. In his letter, Mott explained that the College's current expansion, the Management Resource Complex, addresses academic needs and will add 45,000 square feet to the Unistructure providing library, conference, classroom and office space.

The new fees are:

<table>
<thead>
<tr>
<th>Item</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>$4,525</td>
</tr>
<tr>
<td>Dormitory Village</td>
<td>$1,640</td>
</tr>
<tr>
<td>Dormitory 14</td>
<td>$1,865</td>
</tr>
<tr>
<td>Townhouse Fees:</td>
<td></td>
</tr>
<tr>
<td>Single Occupancy</td>
<td>$2,530</td>
</tr>
<tr>
<td>Double Occupancy</td>
<td>$2,380</td>
</tr>
<tr>
<td>Dining Service:</td>
<td></td>
</tr>
<tr>
<td>19 Meal Plan</td>
<td>$1,455</td>
</tr>
<tr>
<td>12 Meal Plan</td>
<td>$1,355</td>
</tr>
<tr>
<td>9 Meal Plan</td>
<td>$1,315</td>
</tr>
</tbody>
</table>

Bryant faculty offer "Compact" comments

The Greenhouse Compact, cultivating Rhode Island's Fourth Economy Report by Rhode Island's Strategic Development Commission, received endorsement by Bill Sweeney in his appearance on Channel 12's Newsmakers recently and also by Dr. O'Hara at a recent luncheon attended by 60 CEOs from the Rhode Island business community and several of our Trustees.

Additionally, Dr. Sweeney will speak at Riverside Junior High School in East Providence on Tuesday, February 21 at 7 p.m. at a Senate Finance Committee Hearing for the community.

Dr. Pedro Beade was guest speaker on Channel 10's Impacto in January discussing the Greenhouse Compact and its potential effect on the Hispanic community in Rhode Island.
President's commentary appears in *Journal-Bulletin*

Dr. William O'Hara received statewide recognition for his response to the Greenhouse Compact which appeared on the editorial page of the *Providence Journal* in December. In his message, Dr. O'Hara urged that discussion over the Greenhouse Compact continue.

"This is a complex work with important implications for every Rhode Islander," he wrote. "Yet we must be sure that a prolonged examination of alternatives does not result in a loss of momentum and dilution of the plan's overall strength. Action is needed now and this plan represents the best possibility available for putting our state on the road to recovery."

Patriots sign three year contract

The New England Patriots have signed on with Bryant College for three more seasons of summer preseason camp, according to Alton Mott, vice-president for business affairs. This is the first time the Patriots and Bryant have signed a contract for a three year term.

Since 1976, the Patriots have held their preseason camp at Bryant, making use not only of the College's athletic facilities, but classrooms, dorms, and dining facilities as well.

The College begins to prepare for the Patriots soon after commencement, anticipating 125 coaches, staff members, and administrators who accompany the players each summer.

Sullivan honored by ACHE, Providence Chamber

Timothy Sullivan, director of the Center for Management Development, has recently received several honors. Appointed to the program committee for the 1984 National Conference of the Association for Continuing Higher Education (ACHE), Tim has also been selected for the Delta Class of Leadership Rhode Island, by the Greater Providence Chamber of Commerce.

As a tribute to his leadership with ACHE (having served as President of Region I in 1982-83), Tim was chosen to chair the Association's International Committee on Continuing Higher Education.

The Steering Committee of Leadership (LRI) in its selections chooses individuals who will profit from a program designed to mold future leaders and provide them with opportunities to meet other potential leaders.

Behling named Data Educator of the Year

Dr. Robert Behling has been singled out by the Society of Data Educators as Data Educator of The Year for 1983. The award recognizes Bob's outstanding work with the Certified Data Educators (CDE) program and the society for the past ten years. Bob, cited for "...his continuous leadership in the information system field," has been with Bryant for two years, after a seven year teaching career at Boise State University. He holds a Bachelor of Arts from Colgate, a Masters in Education from the University of Portland, an MBA from Boise State University, and a doctorate in Business Administration from the University of Northern Colorado.
Fans of Bill Sweeney, Joe Iacqua, and radio personality Steve Kass should tune in tonight (January 30) to hear their favorites in a spirited session on the Greenhouse Compact. WHJJ is 920 on your AM dial, and the show begins at 5:30 p.m. Call in to our experts for questions you want answered...

...Linda Riley, Chet Piascik, and Alan Olinsky have been funded with a $15,000 grant developed in conjunction with the Rhode Island Department of Corrections. The study's proposal is to develop a marketing plan for the correctional industries in the state of Rhode Island...

...ARA, Bryant's food service vendor, has established the ARA Endowed Scholarship Fund to be awarded annually to an institutional management major. Carl Hachling, vice-president of ARA, presented the scholarship to President William T. O'Hara...

...Bryant's name was heralded twice in Governor J. Joseph Garrahy's State of the State annual message. In discussing small business as the core of Rhode Island's economy, Governor Garrahy talked about the establishment of the SBDC at Bryant and satellite facilities at OIC and URI. He also mentioned the Health Care Cost Containment Conference at Bryant (co-sponsored by the Public Information Office), where 14 major businesses announced the formation of a Rhode Island Business Coalition on Health Care...
CALENDAR

Monday, January 30

ROTC Blood Drive
9:30 AM - 3:30 PM
Auditorium

Basketball
(W) 5:30 PM, (M) 7:30 PM
St. Anselm College

Tuesday, January 31

Nuclear Awareness Meeting
4 - 6 PM
Faculty Dining Room

Wednesday, February 1

Basketball
(W) 5:30 PM, (M) 7:30 PM
Springfield College

Friday, February 3

SPB Film: Wizard of Oz
7 & 9:15 PM
Auditorium

Hillel Jewish Services
6:30 PM
Trustees' Conf. Room

Saturday, February 4

Basketball
(W) 5:30 PM, (M) 7:30 PM
Assumption College

Sunday, February 5

Performing Arts Series,
National Theatre of the Deaf,
THE HERO WITH
A THOUSAND FACES
7:30 PM
Auditorium

Sunday Eucharist
12 NOON - Rotunda
9:00 PM - CMD Conference Room

Wednesday, February 8

Basketball
(W) 5:30 PM, (M) 7:30 PM
Bentley College

Friday, February 10

Hillel Jewish Services
6:30 PM
Trustees' Conf. Room

Saturday, February 11

Basketball
(W) 5:30 PM, (M) 7:30 PM
University of Hartford

Sunday, February 12

Sunday Eucharist
12 NOON - Rotunda
9:00 PM - CMD Conference Room
National Theatre of Deaf performing February 5

National Theatre of the Deaf, selected by the Los Angeles Olympic Organizing Committee as one of the American theater companies to represent the United States at the International Olympics Arts Festival this summer, will perform Sunday, February 5 at Bryant. "The Hero With A Thousand Faces" is a comedy about the influence myths and fairy tales exert on a hapless man as he tries to come to grips with life's dilemmas and paradoxes.

Made up of deaf and hearing actors, the company's style blends sign language and the spoken word - every word that is heard during a performance is also seen.

The Student Activities staff hopes to see many from Bryant enjoying this production together.

Recent staff changes

The following is a list of personnel changes beginning October, 1983 to present.

Administrative appointments: William Baker, Director of Purchasing; Margaretta Edwards, Manager, SBDC, Providence Office; Raymond Fogarty, Assistant Director of SBDC; Rosemary D'Arcy, Coordinator of Marketing, Center for Management Development; E. Joseph Guay, Director of Academic Computing; and Christiana Raether, Assistant Director of Financial Aid.

Staff appointments: Laurie Macon, Secretary to the Director, CMD; Anita Abbatamarco, Secretary to the Director, SBDC, Providence Office; Barbara Tavares, Faculty Services Coordinator; Lisa Norato, Secretary, CMD; Margaret Pierce, Secretary to the Director of Career Services; and Sandra Tremblay, Secretary to the Director of Planned Giving.

Retirements: Marian McCooey, former Faculty Service Coordinator.

Other personnel changes: Normand Parenteau, Assistant Director of Student Activities was appointed to Director of Student Activities, Fordham University, Lincoln Center campus and Cathy Pastille, former Secretary to the Director of CMD left to attend school full-time.

A new Carter

Dr. Gregg Carter of the Social Science Department and his wife Julie are the proud parents of a baby boy. Weighing in at 9 lbs. 14 oz., Travis Harley Carter was born January 19.

Tickets for staff, children, alumni and senior citizens cost $3. General admission is $5, for more information call Laurie Nash at ext. 328.

Where to listen when snow flies

The Public Information office reminds you that changes in the normal work schedule resulting from old man winter’s unpredictable moods will be announced on the following radio and television stations:

RHODE ISLAND RADIO
WHIM - WNGN
WPRO - WERE
WLKW - WSNE
WHJJ & JY - WRIB
WNRI - WJMF
WWON - WEAN

MASSACHUSETTS RADIO
WBZ - WSSH
WORC - WHDH
WEEI - WRKO
WARA - WMYS
WALE -

RHODE ISLAND TELEVISION
WPRI - TV 12
WJAR - TV 10
WLNE - TV 6

MASSACHUSETTS TELEVISION
WBZ - TV 4

Published by the Public Information Office. Production by the Publications and Advertising Office.