



BRYANT'S BUSINESS

March 30, 1992

Bryant College, Smithfield, RI

Volume 12, Number 12

New tuition, fees show smallest jump in decade

Bryant announced in early March new day-school tuition and fees and room and board charges that show a rate of increase which "is the lowest in the past decade," President Trueheart said.

Approved in late February by the trustees are the following charges: tuition and fees--\$11,653; room--\$3,246 for Dorms 1-13, \$3,538 for Dorms 14-15, \$3,660 for Dorm 16, \$4,228 for a Townhouse (double), \$4,314 for a Townhouse (single); board--\$2,541 for the 19-meal plan.

The new fees were announced in *The Archway* and in a letter from Trueheart sent to parents and students. The president's letter stressed that Bryant's "cost-reduction programs have made it possible, once again, to sharply cut the rate of tuition increase for the coming year, and our investments in quality have produced heartening results."

Bryant's good news, Trueheart said, must be understood, however, within an

economic and demographic context that will make the '90s one of the most difficult decades in higher-education history. Increases in charges are essential, he said, because of the combined effects of the recession, increased costs for compensation, health, and benefits, and planned investments in quality.

Still, the president said, Bryant has honored a promise to reduce the rate of tuition increase. This has been accomplished "while still enhancing our margin of excellence through prudent investments, intensified fund raising efforts, and aggressive reductions in expenditures," Trueheart said.

Despite the shrinking pool of high school graduates, Bryant also has "steadfastly adhered to selective admission standards to ensure a student body of first-rate quality," the

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Kathleen Haronian '84MBA, 1992 "Businessperson of the Year"

'Businessperson of Year' named

*by Debbie Deeley
Public Information Intern*

The president of Vision World, Inc., of North Providence, has been named the 1992 Bryant College "Businessperson of the Year" by the Graduate School.

Kathleen Haronian '84MBA will be honored at an awards dinner April 11 in Papiitto Dining Room. She has been president of the seven-unit eye-care chain since January, 1991.

Haronian has played a vital role at Vision World since its origin. She has supervised the construction of all

Haronian (Continued on page 2)

BRYANT COLLEGE
& SMITHFIELD



GOOD YEARS
GOOD NEIGHBORS
1971 - 1991



Articulation agreement with BCC signed

Wallie Roettger, Bryant's executive vice-president/provost, and Eileen Farley, president of Bristol Community College (BCC) in Fall River, MA, signed an articulation agreement earlier this month. The agreement allows BCC students who follow the associate of arts degree program to transfer to Bryant as juniors and to complete their education in two more years.

Well Fare

Bryant's Good Health Benefit program presents "Steppin' Out 2," a walking competition that begins tomorrow (March 31) and runs each Tuesday for eight weeks.

You can choose from a noon or 1 p.m. time slot. The competition is open to individuals and teams of three.

The first meeting is in Bryant Center Room 1. All other sessions meet at the track. The competition includes a weekly 20-minute walk followed by a discussion of the benefits of walking as exercise. There is a \$5 registration fee.

Also, GHB presents two other programs next month.

"What every woman should know about menopause" is the third topic in a series that is addressing diseases in the '90s. It will be held April 9 at noon in Bryant Center Room 2A&B.

"Stand up for your back" runs on April 29 for one hour at four separate times in Bryant Center Room 2A&B: 9 and 10:15 a.m., and 2 and 3:15 p.m. The program will look at home and work environments for potential hazards, teach participants how to lift and carry objects properly, and provide a series of back-strengthening exercises.

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locations and has been responsible for the design and coordination of all advertising, marketing and promotional campaigns.

Before assuming the optical chain's presidency, the 1978 graduate of Providence College held several managerial and marketing positions at Douglas Drug, the corporation founded by her father. When the assets of the family-owned business were sold in December, 1990, Haronian stayed with Vision World.

At the awards dinner, the Graduate School also will recognize scholarship and Who's Who recipients, students who have earned Delta Mu Delta awards for academic excellence, and faculty who have been teaching in the Graduate School for five and 10 years. Faculty receiving 10-year awards will be Laurie MacDonald, Keith Phillips, and Jeffrey Brown. Five-year awards will go to Bob Farrar, Tom Malafronte, and Charles Reilly.



The Archway moved with campus

Shown here is Bryant's Archway in two locations: the entrance to South Hall on the former East Side of Providence campus; at its home now on the Smithfield campus. How the Archway made its way here 20 years ago is debatable. Officially, it is said to have been moved by a rigger at Bryant's request. Unofficially, the Archway supposedly arrived after a group of students wanted a physical reminder of their days on the East Side campus. So they mustered all their strength to load it on a truck and planted it where it now sits by the ponds.

Want to be exchanged?

International faculty, administrator, and house exchanges are available through Bryant's membership in the Faculty Exchange Center (FEC).

A non-profit program, the FEC serves as a clearinghouse for professors and administrators to accept an assignment to a host institution while remaining on the home institution's payroll. Professors can exchange positions with colleagues from colleges in North America and overseas where the instructional language is English.

Each fall, FEC publishes a directory of those persons interested in exchanging positions, a person's preferred region to teach in, and if each is willing to exchange houses. A "house-exchange supplement" containing information on summer, holiday, and sabbatical exchanges also is available in early fall.

For more details on how to exchange yourself or your house, contact Priscilla Angelo at ext. 6350.

Yes, Bryant, positive publicity is out there

Yes, Bryant, there is "news" connected to the College other than the stories tied to the arrests for and allegations of illegal gambling by students.

College professors serving as informed and quotable "sources" for editors and reporters continue to expose Bryant to the public in "positive" ways. This type of exposure adds perspective to how Bryant is viewed publicly.

A few recent examples:

- The March 2 issue of *USA Today* ran a story on the national office of United Way and the scramble to fill its top leadership post. Ethics professor William Haas was the only academic quoted on restoring the charity's credibility.

- The Voice of America, which broadcasts across Europe, interviewed on March 3 professor Judy Barrett Litoff on her war letters research project and books.

- Professor Pat Norton was a guest on the *Christian Science Monitor* TV show, "Money & You," taped March 6. The show is syndicated nationally.

- The March issue of *Economic World* magazine, with a high-profile audience in the US and Japan, ran a multi-page feature on "protectionism" that included several paragraphs of comments and a photo of professor Lance Heiko. Among the other academics and American leaders quoted were current and former presidential candidates Jerry Brown, Bob Kerrey, and Tom Harkin.

- The April issue of *Entrepreneur* magazine includes a feature on family-owned businesses. Bryant's program, the Institute for Family Enterprise, was included in a national listing of college programs addressing family-business concerns.

A few more examples, going back a few weeks:

- The February 19 issue of *The Washington Times* ran a commentary on "tax rules" written by finance professor Jack Rubens.

Media (Continued on page 4)

Spring into health at the annual fair

"Hugs not drugs!"

This is the theme of Bryant's annual "health fair" on April 14. The event runs from 10 a.m. to 2 p.m. on the second floor of the Bryant Center.

Approximately 35 participants will provide health screenings, counseling and "hands-on" awareness, said Doris Horridge, health educator. Screenings will be available for cholesterol, vision, blood pressure, and stress. A dentist, a podiatrist, a surgeon, a psychologist, an acupuncturist and a massage therapist

will be on hand to offer physical, emotional, and spiritual advice.

For those interested in athletics and exercise, The Body Shop and Athlete's Foot will offer information and product discounts. Also, representatives of local and national health offices will offer information on drug and alcohol abuse, cancer, AIDS, nutrition, and vision.

Prizes donated by local businesses will be given away each half hour. But you have to be present to win.

Alumni breakfast to forecast economy

A four-part Bryant alumni-sponsored breakfast speakers series continues on April 15 with an economic forecast for the region.

Gary Ciminero, chief economist for Fleet/ Norstar, will predict the economy's future at the Holiday Inn in downtown Providence. Sponsors are the Graduate Alumni Council and the Alumni Association Executive Board. Breakfast

begins at 7:45 a.m.

The date of the final breakfast in the series is May 13. Frank Holbrook, executive vice-president of the RI Chamber Federation, will look at workers compensation reform.

Breakfasts cost \$10 each. Call the alumni office (ext. 6040) to make reservations.

QUICKLY

...Resident director **Patti Landry** received the Outstanding New Professional Award at the New England-region meeting of the National Association of Student Personnel Administrators (NASPA). Landry was recognized for outstanding programming efforts and professional development activities...

..."Technology Life Cycles in Industrial Markets," a paper written by professor **Bruce Buskirk**, has been accepted for publication in *Industrial Marketing Management*...

...A paper by professor **Larry Lowe** has been accepted for publication in the 1991 proceedings of the European Marketing Academy. Its title: "Nontraditional Markets and Consumer Choice." Also, a paper written by Lowe with professors **Dana Lowe** and **Norma Powell**, "Current and Ideal Evaluation in Purchasing Centers," has been accepted for presentation at and publication in the proceedings of the Northeast Business and Economics Association Conference...

...Professor **Doug Levin** has been granted use of a Picker X-ray unit for a three-year period. Transferred from Louisiana State University, the unit will be used by Levin to examine the internal structure of geologic cores taken from marine dredge-material disposal sites nationwide...

...Student activities director **Ellen Servetnick** served as the producer of the campus entertainment-awards show at the National Association of Campus Activities Conference in Dallas, TX last month...

..."Marketers Should Know How Consumers Really Feel About Recycling: Some Surprising Results," a paper by professors **Debbie Easterling** and **Shirley Miller**, was presented at and will be published in the proceedings of the 1992 Association of Marketing Theory and Practice conference held this month...

...Bryant Center operations director **Chuck Merrihew** has been recognized as "Treasurer of the Year" by the National Association of Campus Activities. Merrihew has served as the New England region treasurer for the last two years...

...CMD director **Rosemary D'Arcy** addressed a meeting of the local chapter of Professional Secretaries International late last month. Her topic: "Marketing Yourself"...

By the way...

by Gloria Yahn

● **Father Doug Spina** tells me a special Palm Sunday **Mass** will be **celebrated** on April 12 at 8 p.m. in the Papitto Dining Room with **Father Pat**, an internationally known singer-composer of sacred music.

● **Frank Pavao** of the admissions office **thanks** his many **friends** at Bryant for their expressions of kindness and thoughtfulness and their support after the death of his wife, Jean.

● **Bob Provost** of the accounting department **tells me** that **Jennifer Noel '91** will **receive** the Gold Medal **Award** next month for the highest combined score on the November, 1991 CPA exam. Employed in the Providence office of Peat Marwick, Jennifer also will receive the Peat Marwick Award (a cash award) for the highest combined score on both the May and November, 1991 exams. Congratulations to Jennifer!

● **Elaine Catlow** of the development office tells me her **son, Todd '87**, is one of 35 people **selected** for the Rhode Island State Police **recruit training class**. The class was selected from a pool of 3,800 applicants. Todd, a CPA, holds two Bryant degrees: a BS in accounting and a BS in criminal justice. And he is enrolled in the MST program.

● The annual **Bryant Hunger Coalition "cleanup"** is Saturday, **April 11**, from noon to 3 p.m. More than 50 Bryant students will roll up their sleeves to clean, rake, or paint community sites in Woonsocket, Lincoln, and Johnston. Last year the coalition raised \$3,000. If you would like to contribute, please make your check payable to the Bryant Hunger Coalition and mail it to Box 5. Or, for more information on the program, call Caroline Pierce at 232-8382 or Jen Donahue at 232-8348. The coalition thanks you in advance for your help!

Published by the Office of Public Information. Production by news bureau assistant Janet Proulx. Editor: Bill Rupp. Assistant Editor: Gloria Yahn. Photography by Stephen Spencer.

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president added. The College has been planning for "decreases in tuition revenue and expenditures, aimed consistently at enhancing our academic quality," since the early 1980s, he said. Trueheart pointed to the addition of 36 "superb" professors since 1980 and the "broadening of our academic programs" as indicators of this quality enhancement.

An expanded fund-raising program also is helping to sustain "our investments in quality," Trueheart said. Examples of this effort: several major foundation and corporate grants that have increased scholarship support, expanded the language/learning lab, strengthened library resources, and improved computing facilities. More employees than ever before (81 percent) also are contributing to the annual fund.

Bryant also was recognized again last year as the "best academic value in the nation" among colleges that specialize in business education, Trueheart said.

And, overall, Bryant again is ranked among the top three business-specialty colleges in the country.

Student financial aid continues to remain a high priority, Trueheart went on to say.

"Every year, we have tried to ensure that no deserving student with demonstrated financial need would be denied the opportunity to earn a Bryant degree," he said. He added that endowed scholarships and student aid support from all private sources now total \$7.8 million, up by \$1.3 million over a year earlier.

In concluding, Trueheart said: "Bryant will continue to be the top-ranked academic value in the nation. We will continue to work diligently to reduce costs and enhance the quality of Bryant's living and learning environment to ensure that your educational investment will yield rich dividends in the years ahead."



CPA firm presents scholarship

The CPA firm of Piccerelli, Gilstein, and Company has presented Kathleen Marshall (c), a senior accounting major, with a scholarship. Shown with her (l-r) are the firm's partners, Patricia Thompson, John Mathias, and Richard Sullivan, and Wallie Roettger, executive vice-president/provost. In the March 16 issue of Bryant's Business, the CPA firm was incorrectly identified as a law firm.

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- President Trueheart got into the act with Voice of America earlier in February when he did a 15-minute interview in Washington, DC, as half of a 30-minute show on higher education financing.

- The *Kansas City Star* of February 5 ran a story on Japan-bashing that included several comments from

professor Heiko.

All of the above are a small part of Bryant's positive visibility nationwide. A recent study of this effort indicates that Bryant has been receiving positive exposure in the national media at a rate of six to seven "scores" a month.