Applications on the Increase
by Janet Proulx

Applications for fall '97 are up about 12 percent over fall '96 — that's the promising news from Dean of Admission and Financial Aid Margaret Drugovich.

"We're up demographically in nearly every geographic region," she says. "Applications have risen evenly not only in geographic areas but also in the number of men and women applying to the undergraduate program. And applications are even, or are up, in nearly all majors. We've seen a particularly large increase of interest in management, finance, and computer information systems."

These increases can be attributed to a number of initiatives, she adds. Among them is a major revision of admission publications by the college relations staff. These new pieces have allowed her staff to do a better job of communicating to prospective students early about the strengths and quality of Bryant's programs.

In addition, greater emphasis has been placed on personal interviews of students, and the Merit Scholarship Program has been aggressively marketed. Putting scholarship information into the hands of students very early helps them to make their decisions more comfortably, says Margaret.

"We have also reinstated our early action program, which allows students to make early application and get an early decision, but doesn't bind them to come to Bryant," she adds. Though applications are up in general, the number of students applying to the accounting program are down. "The downturn in accounting applications is not a
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one-time phenomena, but part of a trend and not just at Bryant," says Margaret. "Accounting deposits have dropped steadily as a proportion of overall deposits since 1991." The admission staff recently made calls to guidance counselors in Rhode Island, Connecticut, Massachusetts, New York, and New Jersey to find out why high school students might or might not be choosing accounting at this time and what they were choosing instead.

"What we discovered was that particularly in Massachusetts and Connecticut, business programs at the high school level are being cut or pressured to be cut or restricted," says Margaret. "And since most business programs at the high school level feature accounting, that means that fewer students are getting exposure to the accounting profession. I think that probably has as much, or more, to do with the decrease as perhaps any other factor.

"As in any other specialty area, if students are not exposed to the idea of a profession, and they don't see the career opportunities, then they won't be interested in it," she says. "It's a matter of them receiving this education at a prime time in the development of their career interest." Margaret hopes that Bryant can take a more active role in educating 9th and 10th grade students about career opportunities in business by featuring faculty as guest speakers in high schools or through the development of a multimedia vehicle targeted to this age group.

Expansion of the International Trade Data Network (ITDN) into high schools throughout Rhode Island and other states may also present more opportunities to link Bryant with business careers. And that, Margaret adds, is something that the typical Bryant student is very interested in.

"Bryant students are smart about their educational investment — they want to make sure that they have the ability to sell themselves to employers based on the quality of their education," she says. "I think that, particularly in business professions, that is a responsible way to think about the institution they select."

The Class of 2001

They're bright, talented, involved, and have already made Bryant their college choice. Meet members of the Class of 2001: James Ruh of Chicago; Laura Carneiro of Chicopee, Massachusetts; and Anthony Pate of Cranston, Rhode Island.

After recent visits to Bryant, Babson, Bentley, and PC, James Ruh made his decision — Bryant. He loved the campus, which reminded him of a big park, and he was impressed with the friendliness of Bryant students.

James' parents are entrepreneurs, and marketing is in his blood. "At Bryant, I hope to get a top quality business education that will let me be the best that I can be," he says. It sounds as if James lives by that motto already. In addition to maintaining high grades at Loyola Academy, he's played a variety of sports and has also discovered the rewards of community service. He works with underprivileged children in Chicago through a junior service program and has helped to build houses in Chicago and Appalachia through "Habitat for Humanity."

Laura Carneiro has always been interested in math and science. She came to Bryant in November to attend Actuarial Math Day, and liked the size of the campus.
The Class of 2001 (Continued from previous page)

She met with faculty and a couple of current and former actuarial students, one of whom is Ethan Allen '94, a pricing analyst for Metropolitan Property and Casualty Insurance. "After I talked with Ethan, I knew that he is doing exactly what I want to do," she says.

One of the top twelve students at Chicopee High School, Laura is also captain of Model United Nations, competes in Academic Decathlon (she recently won a gold medal in the essay competition), and is co-editor of her school yearbook.

Anthony Pate is a student at Mt. St. Charles Academy in Woonsocket. He credits his school with helping him to reach his goals – both academic and personal. Anthony thrives in the atmosphere of a smaller school, and this is one of the reasons he was attracted to Bryant. "I liked the size of Bryant when I visited. I don’t like getting lost in a crowd," he says.

In high school, Anthony has been on the honor roll and was also nominated for Who’s Who. He helped found a "Comic Creators" club, is an avid music fan, a talented guitarist, and has an interest in animation and classic films and literature.

Anthony hasn’t decided on a major yet, but he feels he belongs in business. And he hopes to get more than a top-quality education from Bryant. "I’ve grown so much in high school," he says. "I used to be extremely shy – now I can speak to anybody and am much more confident. I want Bryant to help me develop that confidence even more."

College Gets $200,000 Grant

Bryant invested $550,000 for cabling and electronics to extend the campus computer network into residence halls during 1996, and the project is complete. All students now have access to the Internet and World-Wide Web from their rooms, and more than 225 have signed up for this service. These students can communicate with faculty and other students, work on class research projects, and conduct job searches – without ever having to leave the comfort of their rooms.

Anticipated simultaneous use may reach as high as 800 students by 1998, and the demand will far exceed the capacity of the current host system. A $200,000 grant received in December from the Champlain Foundations will help the College meet these needs with the purchase of an electronic mail and general web server for student access.

The grant will also fund a curriculum server that will allow faculty and students to access new technology applications and expand teaching and learning activities beyond the time and space constraints of the classroom.

Leadership Awards

Nomination forms for RECOGNITION ’97 Student Leadership Awards are now available. They can be picked up in the offices of student activities, residence life, student affairs, or at the Info Desk.

Nominations will be accepted for individual students and for all recognized clubs or organizations for the period April 1, 1996 to March 28, 1997. The following are the categories for nomination:

- Academic Club of the Year
- Advisor of the Year
- Campus Program of the Year
- Community Service of the Year
- Fraternity of the Year
- Organization of the Year
- Outstanding Membership and Recruitment of the Year
- Sorority of the Year
- Special Interest Club of the Year
- Sports Club of the Year
- Student Leadership of the Year

Take the time to recognize an outstanding individual, club, or organization. Completed forms must be received by student activities no later than 4 p.m. on March 28. Awards will be presented at the annual Recognition Banquet on April 17.

Waiting to Exhale

Obviously enjoying the task at hand, Noel Hainsselin '00 smashes a cream pie in the face of Professor Doug Levin during the second annual Pie Auction. Bidding for a chance to throw a pie at Doug was brisk and caused a line to form at the ATM machine. Ignoring the two-pie limit rule, Doug agreed to have a total of five pies thrown at him.

Sponsored by student activities and residence life, the Pie Auction raised more than $700 for the David Denault Fund.
Planning for Bryant's Future

"Education is not going to stay the same. There is a challenge, an urgency. How do we ensure that Bryant College retain a leading institution five to ten years from now?"

These were the words heard by faculty, staff, and students as President Machtle held his second college-wide meeting on February 12. A packed auditorium learned about Bryant's "New Century Plan for Excellence," with an update on the strategic planning process and an introduction of the capital campaign that will underwrite initiatives.

The plan is based on the College's new mission:

"Bryant is a student-centered college that prepares its graduates to achieve their personal best in business and life."

President Machtle explained that this goal will be achieved through:

- Challenging academic programs offered by faculty members prominent in their fields;
- A culturally enriching campus life that encourages personal growth;
- Corporate and business experiences and affiliations;
- The integration of advanced technology into the curriculum; and
- The cultivation of a global perspective through coursework and student-life activities.

The target date for the first comprehensive draft for review by the board of trustees is May 1997. Well over 100 community members are working hard to assist President Machtle in the preparation of this document.

Some of the issues being considered in the strategic planning process include increasing the number of prominent faculty and endowed chairs; increasing scholarship aid; developing and enhancing programs to develop personal effectiveness skills of students; and adding new academic major and minors to attract students. President Machtle also talked about the need to strengthen and protect Bryant's core programs. "We should remain a business specialty school," he stated. He further noted the College's track record demonstrates our strengths in preparing graduates for careers in business.

Key points reviewed in the town meeting included student retention. "Retention is the gauge by which an institution can be measured," said President Machtle. "The Academic Success Program and services provided by the Learning Center such as tutoring sessions and workshops continue to be essential to student retention." A writing center aimed at increasing every student's communications skills will soon be created as an early outcome of the planning process.

President Machtle also talked about the Graduate Program and his interest in establishing a cost-effective Executive MBA Program and making Bryant's traditional MBA program more accessible, flexible, and innovative. Other graduate programs being reviewed include the development of a more competitive entrepreneurship program and providing graduate programs through distance learning with new partners.

The quality of campus life also is under discussion. "We need to create a culturally-enriching campus life that encourages personal growth," said President Machtle. This might include expanding the athletic program; building a performing arts center on campus; developing more spiritual presence on campus; increasing opportunities for students to interact with national speakers and executives; enhancing student programming on and off-campus; and developing new and enhanced programs for an increasingly diverse student body.

In the area of corporate and business experiences and affiliations, the President said that consideration should be given to developing training, internship, and educational

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relationships with Fidelity Investments; identifying other internship, and educational relationships with Fidelity Investments; identifying other similar corporate alliances; and creating an executive conference center and a center for entrepreneurship and business management from current CIBED programs.

Technology continues to be an important issue, he said. A technology plan should be completed and funding determined for the next decade with a goal of fully integrating technology into the curriculum. Other issues under review include establishing a center for telecommunications and business technology; developing a distance learning program; and providing convenient administrative processes and access to information for students, faculty, and staff.

President Machtley also discussed the integration of a global perspective through coursework, student-life activities, and through the creation of an international business institute from current CIBED programs; involving new academic programs with that institute; and creating an International House to meet the needs of a culturally diverse student body. Developing alliances with foreign schools might also be explored.

President Machtley stressed that The New Century Plan for Excellence contains many ideas and visions for the future of the College. He extended an invitation to everyone on campus to get involved in the strategic planning process by contacting him or members of the committee with ideas, concerns, and suggestions by e-mail, interoffice mail, or by phone.

"It's an exciting process to create your own destiny," said President Machtley. "I believe Bryant is poised for greatness. Get involved, and do it now."

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**Unity Day**

Unity Day, held Feb. 12 in the Rotunda, featured African and African American music, cultural items, and information. Students, faculty, and staff also sampled a variety of food including hush puppies, fish cakes, buffalo wings, and desserts. One of several Black History Month events held on campus, it was sponsored by the Multicultural Student Union (MSU) and Multicultural Student Services.

A highlight of the celebration was the presentation of an award to E.J. Talley, vice president of student affairs/dean of students. MSU members presented him with a plaque for his efforts in promoting diversity on campus. Pictured are (l-r) Harold Peacock '98, MSU president; E.J. Talley; Jann-Douglass Bell, director of multicultural student services; President Machtley; and Louis Camacho-Rosado '98.

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**Economics Honors**

Since 1989, Bryant College has been a member of the Gamma Chapter of Omicron Delta Epsilon (ODE), an honor society that recognizes scholastic achievement in economics. Professor Sam Mirririanni, chapter advisor, announces that Bryant students can now also be nominated to the ODE International Honor Society in Economics.

Undergraduate candidates eligible for election do not necessarily have to be economics majors but must have a genuine interest in economics. They must have completed a minimum of 12 semester hours of economics courses, earned at least a "B" average in those courses, and have an overall scholastic average of "B" or better. Graduate students are judged solely on their graduate work and must have an average of better than "B." They are eligible after completing one semester of full-time study.

For information or to nominate a student, call Sam at ext. 6338 prior to March 21.
NEW FACES

Kristen E. Rozanski
Admission Counselor

Kristen comes to Bryant from Curry College, where she served as admission counselor. Prior to that, she held the position of campus director for Newbury College, where she administered all aspects of the satellite campus in Boston. Kristen holds a B.A. from Assumption College.

Business Expo '97

Business Expo '97, the largest business-to-business show in New England, is coming to the Rhode Island Convention Center March 19 and 20. Bryant will be among the more than 350 business exhibitors there.

Information will be available on Undergraduate and Graduate School programs, and the services of the Center for International Business and Economic Development and its outreach centers.

Tom Brokaw, anchor of NBC Nightly News, and George Stephanopoulos, former senior aide and advisor to President Clinton, will be among the featured speakers.

The expo, which runs from 10 a.m. to 7 p.m. each day, is free and open to the public. Bryant representatives can be found at Booth #s 724, 726, and 728.

World Health Day

Bryant will celebrate World Health Day on Monday, April 7, from 10 a.m. to 2 p.m. in the Rotunda.

More than 20 health-affiliated exhibitors will offer free information, samples, and demonstrations. Free blood pressure, vision, and hearing screenings will be available, as well as massage therapy demonstrations and body composition analysis (body fat testing). Spin the "Wellness Wheel" and win prizes by correctly answering questions on nutrition and health.

The goal of the fair is to increase health and fitness awareness through education. Exhibits reflecting this year's theme, "Emerging Infectious Diseases: Reduce the Risk," will also be featured.

The event is free and open to the public. For more information, call Nicole Whitten '97, Health Services student intern, at 232-8085; or Doris Helmich, health educator, at ext. 6703.

ON THE MOVE

Congratulations to the following employees on their recent promotions:

- Robbie Camara: Academic Records Secretary
- Robert Edwards: User Support Assistant
- Joyce O'Neill: Production Manager, College Relations
- Miriam Perry: Writer/Editor, College Relations
- Charlotte Rodericks: User Support Assistant
- Sandy Sylvia: Office Coordinator, Bryant Center Operations
- Paula Tivey: Manager, International Trade Data
- Network Operations

The following employees have new position titles:

- Elizabeth Kelly: Executive Director of Marketing
- Janet Proulx: Assistant Director of Public Relations

The Two-Minute Drill

by John White

The final curtain on an outstanding performance fell Saturday, March 1, in the championship game of the Northeast-10 Tournament. The Bryant men's basketball team was just 40 minutes away from its first NCAA Tournament berth in 17 years. The team struggled, but in the end, the determined Le Moyne squad earned the championship trophy after a 72-61 win.

The disappointment of the loss, however, should not eclipse the thrilling season Ed Reilly's team put together. To reach the championship game, the Bulldogs shocked top-seed St. Michael's, 76-58, in the semi-finals before a stunned crowd in Colchester, Vermont, for its first-ever win at St. Michael's.

The victory should not have come as much of a surprise to Bulldogs fans in this season of firsts. Among them: Bryant's first national ranking since 1980; its first victories under Coach Reilly at Merrimack and at St. Anselm; the first win over a number-one seed in the conference tournament; the first 10-win season in conference play and the most overall wins (18) since 1981.

There were also several outstanding individual accomplishments: senior guard Noel Watson, a first-team all-conference selection, ended his stellar career as Bryant's fifth all-time leading scorer with more than 1,500 points. Senior guard Herman Thomas, a second-team all-NE-10 choice, became the 23rd player at Bryant to reach the 1,000 point plateau, while senior center Steve Wiacek became the only player in school history to record more than 100 blocks.

With some key returning players and a talented recruiting class on the way, the Bulldogs should be in the thick of the NE-10 race next season. It will be difficult, however, for any Bryant fan to forget the thrills that the men's basketball team provided this season.