Admission Applications Up

First-time freshman applications for admission are up — that’s good news from Dean of Admission Margaret Drugovich. She and her staff have seen a consistent five percent increase in first-time, full-time undergraduate applications in the current recruiting cycle for fall of 1995, which continues through May. Transfer applications are consistent with last year’s trends.

Margaret is pleased about the numbers and offers some reasons for the increase. “Applications reflect an increased interest in the areas of marketing and management,” she says. “And I believe moderate tuition increases have strengthened the perception that Bryant is a high-quality, reasonably-priced institution,” she is sure that the initiatives being undertaken by the admission staff and the enthusiasm with which they carry them out have most certainly contributed to this increase.

“We’re holding more events to encourage students to visit campus,” she says. “We’ve found that there is a high correlation between a campus visit and students applying to Bryant and ultimately enrolling. They and their families are impressed not just by the beauty of the campus but by the accessibility of our faculty and staff and the availability of state-of-the-art equipment.”

A new admission video is also having an impact. This collaborative effort between the staffs of admission and college relations is sent to high school counselors and students to encourage prospects who have not visited the campus to do so. And an extensive telephone contact program has been implemented where President Trueheart, faculty, trustees, alumni, staff, and students talk to prospective students about Bryant. “Our overall approach is one of showcasing Bryant by making the right individuals available to interact with interested prospective students,” says Margaret.

The new Dean of Admission is enjoying the challenges of her position. “It’s a demanding role in terms of demographic trends, but it’s the challenge that comes with those trends that makes the job interesting. And I like the folks I work with. They are enthusiastic professionals who are optimistic about Bryant’s ability to defy the trends in demographics and interest in business. They believe in what Bryant has to offer.”

Continued inside
Students to Compete in San Jose
by Joe Finnochiaro ’96

Bryant College will be among 33 colleges and universities participating in the 31st Annual International Collegiate Business Policy Competition finals to be held this spring in San Jose, California. Six seniors and marketing majors have been competing by computer since the beginning of the semester. They have been accompanied by Professors Tom Leonard and Betty Yobaccio for three and one-half days of head-to-head team competition. “Bryant is one of two schools competing for the first time—the fielded teams in prior years,” says Professor Leonard.

During the competition, Bryant College students will manage a multinational manufacturing company in a simulated industry against other colleges. These include Humboldt State University, Arcata, Willamette University, Salem, Oregon; Ecole Des Pratiquants Du Commerce International, France; and Nazarene University, Bethany, Oklahoma.

Bryant team members Jennifer Crum, Tim Ducharme, Michael Strahan, Anneke Boender, Christine and Rebecca Baker will assume the roles of their firm’s top executives. They will be responsible for making strategic decisions on everything from pricing to advertising to the right number of shifts and products to produce. During the course of the competition, 20 sets of “quarterly” decisions will need to be made via the computer.

Jen Crum is excited about competing. “I feel I’ll learn more in the competition than I could from an ordinary job,” she says. “I’ll gain so much experience.”

The competition will take place April 5-8 at San Jose State University. The teams will be judged by senior business executives from the San Jose area on performance in the game, quality of annual oral presentations.

The Bryant team is being funded by Thomas Marotta ’67, president of Marotta Scientific Control; Joel Bennett ’87, owner/chairman of the board of Trans Atlantic Entertainment and trustee of Bryant Center for International Business and Economic Development (CIBED), and other College sources.

Nominations Sought for Recent Alumni Trustee

The Recent Alumni Screening Committee is seeking nominations for the first Recent Alumni Trustee to be elected at the May 1995 meeting of the Board of Trustees. The selected candidate should have satisfactorily completed all degree requirements by that date and will serve for a maximum of one three-year term, which will expire August 1, 1995.

Self- and peer-nominations are welcome. Each nominee should prepare a written statement describing their Bryant experience and why he or she wishes to serve as a trustee. In addition, each candidate will be evaluated using the criteria as follows: candidates should have demonstrated leadership skills and achievements; professional and academic standing; have demonstrated a commitment to community service and/or philanthropic purposes on campus or in their communities; and demonstrated a demonstrated commitment to Bryant.

Trustees selected through this process must leave board service at the end of three years but may apply for additional trustee service in the future. A minimum of one year must elapse after the term of a trustee to elapse before he or she can become eligible for reconsideration by the nominating committee. If reelected, the trustee may serve for a maximum of two additional terms or six years.

Applications are available through the offices of student activities or alumni relations. Please send your nominations by March 31 to student activities, Box 14.
Visiting Executives Program
by Joe Finnochiaro '96

The 1995 “Marjorie Burgoysne French Visiting Executives Program” will be held on campus March 21 and 22. The program provides Bryant’s students and faculty with the opportunity to interact with executives from a broad range of backgrounds. Six top executives will join students in and out of the classroom. They are:

- Frances H. Gammell, secretary/treasurer, Original Bradford Soap Works
- Raymond W. Iannetta ’71, chairman, Key-Tech, Inc. and Poly-Flex Circuits, Inc.
- Stanley P. Goldstein ’83H, chairman and president, Melville Corporation
- Fredrick C. Lohrum, chairman and president, Hospital Trust National Bank
- J. Robert Hillier ’92H, CEO, founder, The Hillier Group
- Barbara A. Hillier, AIA, principal, The Hillier Group

The day’s schedule of events begins with breakfast in Papitto, to which the Bryant Community is invited. The executives will then give presentations to selected graduate and undergraduate classes. The program will conclude with a reception hosted by President and Mrs. Trueheart.

Sponsored and conceived by Professor Jack Keigwin and his wife, Beverly, the program is named for Beverly Keigwin’s mother; a pioneer entrepreneur.

Alumnus Receives Top Award

Vitaly Sorkin ’94 is the gold medal winner of the prestigious AICPA Elijah Watt Sells Award sponsored by the American Institute of Certified Public Accountants (AICPA). His grades were the highest among the 69,000 candidates taking the Uniform CPA Examination in November 1994. Being top scorer is a field that size is amazing enough but the obstacles he faced along the way make it even more so.

Vitaly and his family came to Rhode Island in the early 1990s, Jewish refugees fleeing the oppression of what was then the Soviet Union. With little more than beginner’s English, the accounting major excelled at Bryant, receiving both the Piccerelli, Gilstein and Co. Scholarship and The Jere St. Angelo ’61 Scholarship, and graduating with highest honors.

Vitaly is with the Providence office of KPMG Peat Marwick. It’s a sure bet that this alumnus will someday be tops in his field — after all, he knows his numbers well enough to beat the odds.

World Health Day April 7

World Health Day is April 7 and “Stay Alive in ’95” is this year’s theme. Bryant will celebrate with a free health exhibit on the second floor of the Bryant Center from 10 a.m. to 2 p.m. The entire Bryant Community is invited to take part in this event, which is open to the public. Stop by and take advantage of free services and information including:

- Blood pressure screening
- Oral screening
- Body fat analysis (skin caliper)
- Cholesterol testing
- R2 2000 - health risk appraisal
- Nutrition and fitness counseling
- Aroma therapy
- Mental health screening
- Information on suicide, cancer, eating disorders, travel, foot care
- Alcohol and other drug information

Reservations are necessary for cholesterol testing. Call 232-6703 to schedule this service.
BRYCOL Celebrates 20th
by James Zahansky '95

February 21 marked the twentieth anniversary of BRYCOL Student Services Foundation, Inc. This milestone will be celebrated April 21 to April 23 when BRYCOL alumni and friends return to campus to take part in a weekend’s worth of activities.

Incorporated at the Rhode Island State House in 1975 by eight entrepreneurial Bryant students, BRYCOL has enabled more than 1,500 students to apply classroom-learned skills in a corporate setting. BRYCOL presently employs 85 students and manages the operations of “Tupper’s,” a pizza sandwich shop; the “Country Comfort,” a campus pub; and “Celebrations,” a birthday and special occasions service. The corporation also publishes The Informant, a student information directory; holds the contract for Coca-Cola vending machines; sponsors Art Carved class ring sales; and the “College Rent-A-Fridge” program. BRYCOL also serves in an advisory capacity to other students who would like to start their own businesses on campus. They are governed by a Board of Trustees, which is composed of students, faculty, and administrators.

The weekend schedule of events includes:

- Founder’s Night at the Country Comfort, featuring the music of Don Levine;
- A BRYCOL golf tournament;
- An historical BRYCOL presentation by Kathy Krason ’96, along with tours of Tupper’s, the Comfort, BRYCOL House, and the Bryant campus;
- A Twentieth Anniversary Celebration at the King’s Inn, which will include cocktails, hors d’oeuvres, a champagne toast, dinner, speakers, entertainment, and dancing (photographer on hand throughout the evening);
- Continental breakfasts on Saturday at the Country Comfort and Sunday in Papitto Dining Room.

“This weekend will enable us to meet collectively with a great number of alumni who have preceded us and who have made BRYCOL a success,” says Chairman Christopher M. Candido ’96. “We eagerly anticipate our April date with BRYCOL alumni and friends.”

Call 232-6940 for event and ticket information.

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R.I. Industrial Competitiveness Alliance on Campus

The headquarters of the R.I. Industrial Competitiveness Alliance (RIICA), a private-sector economic development organization charged with retaining and strengthening manufacturing firms in Rhode Island, is located in MRC Rm. 205 of the Center for International Business and Economic Development. John (Jack) Hubbard of Jamestown, a 30-year manufacturing veteran, is its first president.

TEP Recipients Chosen

The Tuition Exchange Program (TEP) lottery has come and gone, and six Bryant employees have won scholarships for a dependent daughter or son. Two years of fully-paid tuition will be enjoyed by these undergraduates (and their parents).

Vice President for Academic Affairs/Dean of Faculty Mike Patterson presided over the lottery, which was held on February 22. The winners include Paula Iacono, alumni relations; Bill Sweeney, professor of economics; Charlie Mandeville, athletics; Charlie Quigley, professor of marketing; Carol Malo, support services; and Bob Carlson, physical plant.

Alternates are Helen Matteson, library; Sam Mirimirani, professor of economics; Judy Farrell, health services; and David DeBlois, financial aid.
Governor Almond Addresses World Trade Club

by Terrence C. Donilon
Interim Communications Director

In his first visit to Bryant as governor, Lincoln Almond addressed the World Trade Club of Rhode Island at its winter meeting on January 17. He spelled out his vision for the future of economic development in our Rhode Island.

"Promoting international trade and getting more Rhode Island businesses involved in exporting is a key factor in our efforts to spur economic growth in Rhode Island," said Governor Almond. "The future of small business survival will — to no small degree — be dependent on companies’ abilities to compete in the global marketplace."

The governor’s remarks followed a seminar conducted by Edward Barr, assistant director of the Rhode Island Export Assistance Center, and a former state department official and instructor with the Joint Military Intelligence College in Washington, DC. More than 150 local business executives heard him speak on, "GATT: How Will It Impact Rhode Island Business?"

World Trade Club of Rhode Island President Karen Marchetti said, "Our members feel very strongly that the support of Governor Almond’s administration is key to the international trade community. The governor can count on the membership of the World Trade Club to support his efforts to improve the general business climate, as well as provide input into the changes that would facilitate international trade for Rhode Island companies. The synergy of the Export Assistance Center, the World Trade Club, and Bryant College provides a good model of what can be accomplished by sharing resources. We are pleased to be able to demonstrate the results to the governor."

Accompanied by Director of Economic Development Marcel Valois, Governor Almond touched on his legislative plans for the 1995 General Assembly Session. The governor stressed his desire to go slow initially, building steam over the next four years. Mr. Valois emphasized the need for implementing well thought-out regional strategies for economic development while encouraging local companies to share in the decision-making process. The creation of an Economic Competitive Council was also announced. It will consist of 15 members, primarily from the small businesses, who will help design a new economic development strategy for Rhode Island.

Raymond Fogarty, director of the Rhode Island Export Assistance Center, says, "We look forward to building a strong partnership with the Almond administration over the next four years. Through the Export Assistance Center and its sister organizations including the Institute for Family Enterprise, the Small Business Development Center, the Center for Management Development, and the World Trade Center, all operating under the umbrella of the Center for International Business and Economic Development (CIBED), we are poised to assist the state in its economic development initiatives. Bryant is proud of its strong track record in helping local companies. This partnership is good for the College and the future of Rhode Island’s economy."
GET TO KNOW ... FINANCIAL AID

With a budget of $20 million and services in demand by 68 percent of full-time undergraduate students and many part-time and graduate students, it would seem that Bryant's financial aid office would be teeming with employees. Not quite — a full range of services is administered by a staff of just seven, two of whom job-share one position.

Jim Dorian '74BA, '82MBA has been director for three years but his association with Bryant goes back much further. He earned both his degrees here and his son, Jim Jr., is a recent alumnus. It's obvious Jim believes in Bryant and what it has to offer.

Among those offerings are a comprehensive financial aid program administered by a top-notch staff. "The staff works hard and always goes that extra step to provide great service to students and their families," he says. "And they're always coming up with suggestions to improve these services." Besides Jim, the staff consists of Dave DeBlois, associate director; Christiana Raether and Bonnie Saccucci, who share a full-time assistant director position; Susan Moir, loan coordinator; Donna Klepadlo, secretary; and Linda LaChance, data entry/financial aid assistant.

A prospective student has to apply for financial aid by February 15. Jim, Dave, and Christiana and Bonnie have a rather simple way of divvying up the applications — they are each responsible for those that fall within their assigned one-third of the alphabet. Once an application is received, a needs analysis is done, and a financial aid package is put together and mailed to the applicant, who has to accept or decline by May 1. Last year, the staff put together 3,701 packages for prospective students, each containing a student employment award, a loan, and a grant made up of federal, state, and institutional contributions. The staff also oversees the student employment program. They post positions available on- and off-campus and process the accompanying authorizations, timesheets, and payroll.

Financial aid trends change from year to year depending on the economy and what is happening in state and federal governments. Aid used to be strictly need based; its purpose was to make college accessible to families who would not otherwise afford it. That philoso-

Admission Applications (Cont'd. from front page)

She's also pleased about the arrival of Barbara O'Connell, vice president of enrollment management. "The integration of work that is now taking place among the offices of admission, financial aid, and institutional research will more effectively advance the division. Barbara brings valuable skills and experience to Bryant," says Margaret.

"Increasing the international student population is an opportunity for the future. It's important for all Bryant students to gain exposure to the global community they'll encounter in the business world," Margaret says, citing the value of exposure to language, culture, and lifestyles of the global community.

The international recruitment initiative is managed by Associate Director Nicholas Senecal and supported by other admission staff as well as by Carol Word Trueheart. "Carol has been very helpful in opening doors to the international student population by travelling to London, Athens, India, Indonesia, and Turkey," says Margaret. "She has definitely increased Bryant's name exposure in those countries. Her efforts have served to supplement our entrance into the international marketplace, even though some of her work in these countries is done in the name of alumni relations and institutional advancement."

On the Road Again

The life of an admission officer may best be described by the word "nomadic." What's it like to be a Bryant College recruiter? Paula Jacobs, assistant director of admission, knows. In addition to her responsibilities in the office, she travels an average of 10 to 12 weeks in the fall to California, Maine, New Hampshire, and Northeastern Massachusetts, making high school visits and attending college fairs and nights. "I always get comments about how tough it must be to spend two weeks in California lying by a hotel pool," she says. "Truthfully, I almost never have time to see the pool, much less use it."

Her itinerary gives credence to that statement. Paula usually schedules four high school visits per day and at night writes a report on each visit and reviews student information cards. "Occasionally I get to stay in one place for two nights," she says. "When that happens, I sometimes do enjoy the hotel pool — I sit by it to do my paperwork," she laughs.

It's a job that requires a lot of stamina. It's not only the schedule Paula keeps but what she must take with her for each visit — cartons filled with Bryant publications. Occasionally, Paula has the opportunity to come home for a weekend. She admits that the travel
sometimes gets tiring and that it gets a little lonely. "I’m used to dining alone in restaurants," she says. "Sometimes I go out to dinner with colleagues I meet at college fairs and nights. And there’s always takeout!"

What motivates Paula to do what she does each fall and spring? "It’s the students — that’s what the job is all about," she says. "Meeting students and being able to talk to them about what they want to do and where they want to do it is very fulfilling. The first students I recruited for Bryant will be graduating this year, and I’ve watched them grow. They’ve changed in so many ways. It’s wonderful to see them in their suits!"

Ken McKenzie ’77BA, ’86 MBA became assistant director of transfer admission last fall, when he returned to Bryant after a two-year hiatus. Before that, Ken had worked at Bryant for more than ten years and held several positions, including associate director of admission and transfer coordinator. He came back because of the students. "I missed the kids — they mean everything to me. I found that it’s difficult to find intrinsic gratification elsewhere after you’ve held an admission officer role. And although I’ve enjoyed working with different groups of students, transfer students are my favorite. I can identify with them."

Ken regularly visits two-year colleges in New England to meet with transfer counselors and talk to prospects. He also fields all phone calls regarding transfer admission and meets with each student who visits Bryant. His schedule is hectic — on a recent day, he spent six hours driving to appointments, two hours recruiting, and ended the day by driving back to campus to catch up on paperwork and return phone calls.

His position requires him to be knowledgeable about Bryant’s curriculum so he can counsel students and review their transcripts to determine what courses are transferrable for credit. He has an advantage — he earned both his B.S. and M.B.A. degrees here and is familiar with many of the courses. If questions arise that he can’t answer, he contacts a faculty member.

Ken has seen the admission process change dramatically over the years, and the job of an admission officer has become increasingly more difficult. "The market for transfer students is incredibly intense because all the schools are out there competing," he says. So why does he enjoy it so? "There’s a great deal of reward that comes with my position," he says. "Playing the advocacy role — talking to students who think they can’t make it at Bryant, convincing them they can, and seeing those students succeed — it’s extremely rewarding. We sometimes forget that we can have an impact like that."

The staff works in partnership with the offices of institutional research and enrollment management. "Research is a big part of enrollment management, especially in studying the demographics of a particular area. The questionnaires they send out to students who enroll in Bryant and those who do not are invaluable."

The financial aid staff will be travelling with the admission staff two weekends in March. They’ll be going to Maine, New York, New Jersey; and Connecticut to talk to prospective students and their families and provide immediate answers to financial aid questions. And more visits are planned for the fall as part of the enrollment management effort.

"We need to keep moving forward," says Jim. "And in order to do so, the whole College needs to become involved. Because enrollment management is collegewide — its success depends on getting everybody involved."
PROMOTIONS

Congratulations to Kathy Jarrett on her recent promotion to academic advisor.

Employees Earn Extra Days

Forty-six of Bryant's clerical, secretarial, and public safety employees will be enjoying two extra days off this year for taking three or less sick days in 1994. Congratulations to:

Roger Acosta  Robert Holmes  Harinder Rai
Linda Asselin  Kathy Jarret  John Rainone
Victoria Atkins  Deborah Jolin  John Rattigan
Marcia Beaulieu  Linda Lachance  Louis Reo
Irene Bedard  Lorraine Lafler  Darlene Rivard
Virginia Bowry  Donna Lamirande  Charlotte Rodericks
Sheryl Canis  Sandra Langford  Constance Sawyer
Carol Coronado  Irene Lanowy  Dorothy Scott
Judith Dawson  Sheila Leonard  Claire Senecal
Pauline Denault  Cleo Lindgren  Nancy Servoss
Blaine DiCandio  Raymond Lombardi  Barbara Smyth
Craig DiPorto  Carol Malo  Lubov Titzmann
Avis Hallam  Linda Martin  Mary Ann Tooher
Jeanette Harrington  Naureen McDermott  Gail Valentine
Donna Harris  Claire Pitts  Bette Weber
Paula Hogan

NEW FACES

SARA CHAPIN
Assistant Director/Recruiting Career Services

Sara comes to Bryant from Inroads in Boston, where she served as staff associate. Prior to that, she was a fund assistant at Harvard University and a recruiting coordinator in career services at Babson College. Sara holds a B.S. from Skidmore College and an M.E. from Harvard University.

PATRICIA ANN CRAWFORD
Assistant Circulation Coordinator Hodgson Memorial Library

Patricia most recently was a professional field experience intern in The Rockefeller Library at Brown University. Prior to that, she had been a graduate assistant at the University of Rhode Island and an advertising sales representative for the New York Times. Patricia holds a B.A. from the University of New Hampshire and an M.L.I.S. from the University of Rhode Island.

DENISE GODIN
Assistant Director/Career Development Career Services

Denise comes to Bryant from the Career Development Center at Union College, where she served as a career counselor. Prior to that, she had been acting assistant director for career planning and internship service at Providence College. Denise holds B.A. and M.S. degrees from the University of Rhode Island.

CHRISTINE REILLY
Assistant Director/Internships Career Services

Christine comes to Bryant from Mt. Holyoke College, where she served as associate director of the internship program for ten years. Chris holds a B.A. from Boston College, an M.E. from the University of Massachusetts, and a J.D. from Western New England College of Law.