



BRYANT'S BUSINESS

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Strategic plan unveiled

At a series of face-to-face meetings held at Bryant over the last two weeks, President William O'Hara unveiled a multimillion dollar package of proposals resulting from the strategic planning process launched over a year ago. He also explained the past and future process of strategic planning at Bryant, and urged the Bryant community to unite behind the proposals and support them financially.

The President held separate meetings for the faculty, administration, parents' council, students, support staff, and alumni executive board. At each meeting, he outlined – proposal by proposal – the recommendations of the Strategic Planning Committee and the actions taken by the Board of Trustees on these recommendations. Estimated cost of this package is \$25 million.

Titled "Catalyst for Quality," the strategic plan as modified and approved by the trustees calls for:

- Establishing three Academic Chairs (two in business, one in the arts and sciences) and two Distinguished Professorships.
- Developing an Institute for Faculty Development, which will include a full-time director and a teaching laboratory.
- Establishing Educational Managers, who will be fortified and expanded department chairpersons.
- Broadening the graduate program, including additional full-time enrollment and the creation of a master's degree program in computer information systems.
- Making innovations to the undergraduate program, including a "freshman experience," a "senior challenge," a new major in communications technology management, and an expanded internship program.
- Maintaining the quality of undergraduates by reducing enrollment if need be and stabilizing the graduate school and evening division enrollments.
- Building a new dormitory to accommodate an additional 300 resident students, with additional dining facilities.
- Constructing a new student union, the Bryant Center.
- Increasing financial aid over five years to 19 percent of Bryant's operating budget (current level is 11 percent).
- Adding 15 Presidential Scholarships to the existing 10 scholarships, bringing the total number to 25.

—Creating a media studio and computerized library resource/research electronic information center, stocked with the most sophisticated menu

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Computer-friendly



Bryant co-sponsored a workshop in early October designed to acquaint handicapped persons and professionals who work with them with computer technology and how it can be used in their everyday lives. The day-long workshop included hands-on demonstrations and displays of state-of-the-art hardware, including the personal computer shown above. That PC allows cerebral palsy victim Linda Mexeiros to "talk." The workshop attracted significant media attention, particularly Providence's TV stations.



SBDC trainee finds Americans hard working, pragmatic, and likeable

Francois Lemonnier likes Americans — at least Rhode Islanders — the best, despite the fact that we "work too hard," are "too pragmatic," and we don't think in international terms.

Lemonnier is the French graduate student who has been working in the Small Business Development Center since late July as a trainee in the AIESEC (International Association of Students in Economics and Business Management) program. AIESEC is the French acronym for the student-run organization that annually places international students as interns in businesses worldwide.

Lemonnier's traineeship with the SBDC is his fourth through AIESEC. Previously, he worked in

Denmark and West Germany, completing two traineeships in the latter country. He has found his American experience to be the most interesting.

"Americans are very friendly," he said, although we seem a bit too superficial for him. This is contradictory to his homeland, where "we never speak to strangers, not in France," he said. But once contact is made with a person, a friendship usually develops more quickly and in a deeper way.

Americans also are much more fun to have fun with, Lemonnier said. In Germany, when students go out they go to a bar, drink a few beers, and talk. They don't mix conversation with dancing and music. He likes that combination, that mix of interests in the U.S.

Germans and Danes also are much quieter people, Lemonnier said. But they seem much more liberal than Americans.

"I have been surprised by the conservatism of Americans," he said. "I expected the U.S. to be a much more liberal country."

Americans also work much too hard, he said, we run much too fast to succeed. He finds it impossible to accept the fact that most working men and women receive only two weeks vacation from employers unless they work 8 to 10 years or longer. In Europe, he said, five weeks vacation from the outset is standard.

The lack of interest of Americans in learning a second language also has surprised him. In Europe, most people have studied at least one language other than their native tongue. He speaks French, English, and German.

Lemonnier equates the lack of interest in speaking a second language with American pragmatism.

"You don't seem interested in learning something unless you get something in return," he said.

Although Lemonnier speaks very good English, he was most concerned with his speech when he came to the U.S. As it has turned out, he has found it more difficult to understand us than we have in understanding him. He said he has had a particularly trying time conversing with people by telephone, when he can't see them.

"You talk very quickly, and with your own accents, he said. But he has become much more fluent in the months he has been living in Mt. Pleasant and working at Bryant, to the point where he now finds himself thinking in English instead of in French.

Lemonnier has been living with two Rhode Island College students. He now considers them close friends; one is an AIESEC coordinator in Providence.

Lemonnier's affiliation with AIESEC has greatly enhanced his education, he said. He recommends

Campus campaign underway

Tuesday, October 9, marked the beginning of the 1984-85 Bryant Fund's Campus Campaign. This year's co-chairpersons are Stanley Kozikowski, dean of undergraduate faculty, and Patrick Keeley, professor of English.

A goal of \$700,000 in contributions, an increase of 16 percent over last year, has been established for the Bryant Fund. The chairpersons are urging all faculty and staff members to participate in the campaign.

"... the size of your gift is not nearly as important as your participation..." they said in a letter to all faculty and staff members. "Corporation and foundation prospects, in particular, often ask how well Bryant's constituencies support the College. Their interest is in the percentage of participation, not the dollars raised."

The attraction of new donors and a 10 percent increase in the contributions of past donors will ensure successful completion of the Campus Campaign on November 2, they add. Contributions can be made through payroll deduction or by returning a pledge card to the development office.



Dean Kozikowski (left) and Patrick Keeley, co-chairpersons of the '84-85 Bryant Fund Campus Campaign.

it to anyone wanting an international learning and living experience. In addition to providing him with an opportunity to put into practice his education in international marketing and business, he has had the opportunity to travel in the U.S. and Canada, utilizing the AIESEC network of students.

So far, Lemonnier has spent two weeks in New York City, a week in Washington, D.C., a few days in Montreal, and assorted weekends here and there throughout New England. After he leaves Bryant on November 2, he hopes to visit Miami before returning to France for 16 months of civil service. Twelve months of military or 16 months of civil service is mandatory in France. He is choosing the latter, which will take him to Warsaw, Poland, or Riyadh, Saudia Arabia, in the near future.

Lemonnier's traineeship, conducted under the guidance of Raymond Fogarty, SBDC assistant director, has involved several different assignments. He currently is finishing up work on a guide to international business for small businesses in Rhode Island (it will be published next month). He has been consulting for the Adolf Meller Company in Providence, an optics manufacturer, doing market research and product feasibility studies. His internal SBDC work has included compiling follow-up information for clients, assisting with training and consulting in the international area, and doing general office work.

Lemonnier has found a decided lack of information about international trade possibilities among small businesses in Rhode Island. Very few small companies export at all, he said, at least based on the information they report.

As these small companies do, Lemonnier said, we all appear to lack interest in things "international." Even the major newspapers and broadcasters devote little space to international events, he said, except those earth-shaking events too important to overlook. A significant reorganization of the French government several months ago was practically ignored, Lemonnier said, despite the fact that this could affect international economics for years to come.

Lemonnier invites anyone interested in an international traineeship to contact him at the SBDC. He hopes to make an AIESEC traineeship at Bryant a regular occurrence.



Francois Lemonnier

Ballet at Bryant

Picture a ballerina flitting across a stage and performing pirouettes to the music of an orchestra. A far cry from Bryant? Guess again.

On November 2, the Boston Ballet Ensemble will perform at 7:30 p.m. in Janikies Auditorium.

The performers are students from the Boston School of Ballet. The group travels throughout New England, performing more than 70 shows annually. Each performance runs 1½ to two hours long.

The ensemble has a varied repertoire consisting of a classical work, a *pas de deux*, a traditional American piece, and a modern work. This year's fall tour features "Sans Souci," a neoclassical piece; "La Favorita Pas de Trois," a classical work; *Caesura*, a contemporary ballet; *Big Top*, a comedy ballet with a circus theme and storybook characters, and Chinese Character Dances, three Chinese folk dances done by visiting artists. The ensemble is the only company in the U.S. to include the latter type of choreography in its repertoire.

A *Boston Globe* review of the ensemble in August lauded their performance as "an eye-opener" having "the freshness and vigor sometimes lacking in professional companies."

The Bryant performance is being sponsored by the Performing Arts Committee in an effort to increase awareness of the arts on campus. The production will be followed by a dessert buffet in the Rotunda. Prices for tickets are \$2.50 for students, \$3.50 for faculty, staff, senior citizens, and children, and \$5 for general admission.



Six dancers in the Boston Ballet Ensemble, to perform at Bryant on November 2.

QUICKLY...

Robert Giacalone, assistant professor of management, is the co-author of an article, "Cognitive Dissonance and Impression Management Explanations for Effort Justification," which appears in the current issue of *Personality and Social Psychology Bulletin*. The article has enhanced Giacalone's success in his research in impression management...

...**Frank Bingham**, professor of marketing, and Jim O'Donnell, of O'Donnell Advertising Associates, recently presented a workshop for the Small Business Development Center titled "Marketing: A Key to Success for Manufacturers." The workshop, which focused on marketing considerations and successful strategies for manufacturers, was followed by a panel discussion...

...**Laurie MacDonald**, assistant professor, computer information systems, recently attended a seminar on the New American National Standard COBOL and its ramifications for the data processing community...

...**Douglas Jobling**, SBDC director, was a recent guest speaker at a dinner meeting of the North Providence Chamber of Commerce. His topic was "The Small Business Development Center and Its Services." This was the first meeting of the newly organized chamber.

...**Gerhard Ditz**, associate professor of marketing, published his paper, "The Calvinism in Adam Smith," in the *Journal of Economics and Management* of the Catholic University of Louvain, Belgium. Dr. Ditz also presented a paper on "Economic Theory and Marketing Philosophy" at the Mid-Atlantic Marketing Convention in Orlando, Fla., this month...

...**Judy Litoff**, associate professor of history, will attend the 50th anniversary meeting of the Southern Historical Association in Louisville, Ky., where she will serve as the commentator. The session is titled "Women's Issues in Medico-Law in England, France and the United States..."

...**Dr. Clarissa Patterson**, professor of management, was recently reappointed to a three-year term as a trustee of John E. Fogarty Memorial Hospital, Woonsocket. Dr. Patterson was first elected to the board in 1975...

CALENDAR

WEDNESDAY, OCTOBER 24

SPB Event
9 p.m. - 1 a.m.
Student Center

FRIDAY, OCTOBER 26

Halloween Mixer
Sponsored by SPB
9:30 p.m. - 1 a.m.
Student Center

SUNDAY, OCTOBER 28

Sunday Eucharist
Rotunda
Noon
CMD Conference rm. 4 A&B
9 p.m.

Protestant Services
11 a.m.

CMD Conference rm. 1

SPB Film

"Halloween"
2, 7, & 9:15 p.m.
Auditorium

TUESDAY, OCTOBER 30

Student Senate Blood Drive
9:30 a.m. - 3:30 p.m.
Auditorium

WEDNESDAY, OCTOBER 31

HALLOWEEN

BETA SIG & KT EVENT

DJ-Dancing
9 p.m. - 1 a.m.
Student Center

THURSDAY, NOVEMBER 1

All Saints' Day
Liturgies
Noon & 3:30 p.m.
Auditorium

SPORTS

CALENDAR

THURSDAY, OCTOBER 25

Women's Volleyball
vs. Holy Cross
7 p.m. Gym

SATURDAY, OCTOBER 27

Men's Soccer
vs. Assumption
1 p.m. Soccer Field

Women's Volleyball
NE-8 Tournament
9 a.m. Gym

TUESDAY, OCTOBER 30

**Women's Volleyball
vs. Northeastern**
7 p.m. Gym

**Women's Soccer
States Tournament**
Time & Place TBA

THURSDAY, NOVEMBER 1

**Men's Soccer
vs. Central Connecticut**
3:30 p.m. Soccer Field

**Women's Soccer
States Tournament**
Time & Place TBA

SATURDAY, NOVEMBER 3

**Women's Soccer
State Tournament Finals**
Soccer Field 9 a.m. & 1 p.m.

Strategic plan

Continued from page 1

of business, economic, and financial software in the region.

—Developing a free-standing computer center on campus.

—Undertaking an institutional marketing plan.

—Seeking the accreditation of the American Assembly of Collegiate Schools of Business, although no timetable has been set for this proposal.

President O'Hara said that the revenue needed to fund this ambitious package of improvements will come from a variety of sources: corporations and foundations, loans, trustee support and other individual gifts, faculty and staff, and the operating budget.

To pull revenue from the operating budget, he said, will probably require increases in tuition. While this action might seem to decrease Bryant's competitive posture, the President said, there is evidence that the College's image as a real "bargain" is actually being interpreted as "lower quality." This impression is contradictory to the overall thrust of the strategic plan, which is designed to enhance Bryant's image as a high-quality educational institution. Or, as stated in the abstract of "Catalyst for Quality" distributed on

Talking up tourism



Rhode Island Gov. J. Joseph Garrahy (left) spent some time chatting with President O'Hara at the annual Governor's Conference on Tourism hosted by Bryant on October 10. The governor was the luncheon speaker for the all-day conference. The President greeted more than 200 hospitality industry representatives attending the affair. Luncheon was held in the MAC. Seminars were held in Janikies Auditorium.

campus, the plan calls for actions "to assure Bryant its rightful place of prominence."

It was also brought out at the meetings that even if Bryant financed by tuition increases over the next five years all those proposals for which money will not be borrowed, the College's tuition will still be lower than the direct competition: Bentley, Babson, Providence College, and Boston College.

Complete copies of "Catalyst for Quality" are available in Hodgson Library.

Workshop for Rhode Island business women

The Small Business Development Center will join with the Small Business Administration and the Interagency Committee on Women's Business Enterprise to conduct a workshop for Rhode Island business women on Wednesday from 10 a.m. to noon in the MAC gym.

The program, "Federal Procurement Workshop," will be led by Mary Ann Knauss, deputy assistant secretary for intergovernmental affairs, Department of Commerce. President William O'Hara, Rhode Island Congresswoman Claudine Schneider, and James Angevine, regional administrator of the SBA, will greet participants. Emceeding the program is Doug Jobling, director of the SBDC.

The goal of the workshop is to provide business women with expertise to sell their goods or services to the federal government. Several hundred business women from across the state are expected to attend.

New staff appointments

NAME	DEPARTMENT	TITLE
Denise Deshaises-Trainor	Center for Management Development	Secretary
Susan Klaiber	President's Office	Executive Assistant
Joanne Sciuto	Evening Division	Academic Counselor (part-time)
Linda Martin	Evening Division	Data Input Clerk