



# BRYANT'S BUSINESS

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Bryant College, Smithfield, RI

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## Campaign aims print ads, radio spots, direct mail at juniors

Bryant ran an admissions advertising campaign in late March and early April that generated more than 50 telephone replies to an 800 number. And that wasn't the principal focus of the pilot campaign.

The campaign was run primarily "to soften the market" of high school juniors who have since been receiving direct-mail brochures from the admissions office, said Liz O'Neil, publications and advertising director. "It was to prime them for the direct-mail pieces."

Print ads ran in three consecutive Sunday editions of newspapers in Manchester, Springfield, Albany, Long Island, Camden, and Philadelphia (a zoned edition for New Jersey). The radio spots ran during the same three-week period on teen-oriented FM stations in the same areas. These areas were targeted because of "feeder high schools" there and college fairs being held there this spring.

The ads focused on the end results of a Bryant education, with headlines such as: "Students Who Come to Bryant College End Up Making a Career Out of It." And: "Bryant College - Some Investments Are Immune To Recession."

The direct-mail piece is titled "The not so big BIZ QUIZ" and asks multiple-choice questions. It is designed to show that Bryant, although a college which stresses a business education, is not a "nose to the grindstone" institution. Among the questions: What famous rock star attended the London School of Economics? A) Ringo Starr B) Elton John C) Mick Jagger D) Madonna. Complete the following: "Bo knows..." A) Baseball B) Football C) Diddley D) Contract Negotiations. Who is considered by today's teenagers to be the greatest business mind of all time? A) Adam Smith B) J. Paul Getty C) John D. Rockefeller Jr. D) Alex P. Keaton.

Jason Grant Associates, of Providence, was the ad agency.

## BRYANT COLLEGE



Two of the print ads run in the spring campaign

## STUDENTS WHO COME TO BRYANT COLLEGE END UP MAKING A CAREER OUT OF IT.

To say that Bryant students are goal oriented is something of an understatement. To say that the corporate world recognizes the value of Bryant graduates could be something of an understatement as well. And here's why:

**Fact: 96% of our graduates are placed within six months of graduation.**

Corporate recruiters know what to expect from Bryant graduates. Which is undoubtedly why nearly 300 of the biggest and best companies, including all the country's top accounting firms, come to recruit Bryant graduates every year. And why not? Bryant is no "business as usual" school. Bryant is a 4-year, co-ed college offering concentrations in accounting, applied actuarial mathematics, business communications, computer information systems, economics, finance, management, and marketing, as well as exceptional liberal arts courses.

But even more importantly, Bryant offers students a faculty that has tempered its academic expertise with practical experience; a faculty of

well-known consultants, experts on business issues, lawyers, accountants, and guest lecturers; a faculty that encourages interaction with students both inside and outside the classroom.

Better still, at Bryant, students never get lost in the crowd because there is no crowds to get lost in. There are no large lecture halls and the average class size is 20-30 students.

What's more, students have the opportunity to participate in a variety of exciting internships, in order to test classroom theories in real world settings. Students can also get involved in a full spectrum of extracurricular activities aimed at developing their leadership skills.

Now, consider all these advantages together and certainly it's no surprise why students who come to Bryant invariably make a career out of it.



Bryant College Smithfield, RI 02917 1800.622-7001







### Bryant's "living room" ranked as a top college union

The Bryant Center has been selected as one of 22 college unions nationwide — and the only one in New England — for inclusion in a reference guide of outstanding union facilities.

"College Union Facilities" is being produced by the Association of College Unions — International (ACU-I). It is designed to provide institutions with a starting point when they plan the construction of a new college union or the renovation of an existing facility. The guide also can be used to identify new services offered through existing facilities.



*Bryant Center recognized as one of the best*

The guide describes each facility's design, function, and furnishings. Included is construction data, equipment specifications, schematic drawings, and photographs.

"College Union Facilities" was developed by a nine-member subcommittee of the ACU-I, with members representing colleges from around the US. They used a similar publication, "Outstanding Sports Facilities," as a model.

A 16-page survey was used to collect information. More than 200 colleges and universities expressed an interest in the survey, with 70 institutions completing and returning it. College unions were evaluated based on the following:

- Design flexibility and functionality;
- Array of facilities and services;
- Ratio of facility square footage to student population based on the 10 square feet per student average;
- Specific facilities and services offered through the union;
- Thoroughness of survey response and supporting documentation.

### Spring Weekend to 'walk on wild side'

It's time once again, beginning Thursday, for Bryant's official welcome of spring: Spring Weekend. And this year, students will "Take a walk on the wild side."

A coffeehouse "nooner" with singer Todd Charles in the Bryant Center opens the weekend at 11 a.m. At 5 p.m., life-size characters in the Big Nazo Puppet Cabaret will perform various musical and comedy routines on the Bryant Center patio. The puppets will be followed by the Ray Boston Beach Party, an evening of sun, sand, and entertainment on the lawn outside the Bryant Center. For students 21 and over, there also will be live entertainment at the townhouses from 7 to 11 p.m.

Spring weekend continues Friday with the Outrageous Obstacle Course outside the Bryant Center from 3 to 5 p.m. WJMF hosts a steak dinner in Salmanson from 4:30 to 7 p.m. Then from 7 to 11 p.m., singer and guitarist Paul Strowe will perform in the common area between Dorms 14 and 15. "The Sense," a local band, adds to the musicfest with a performance outside the Bryant Center from 9 p.m. to 1 a.m.

Saturday includes continuous entertainment at the Track from noon to 6:30 p.m. Among the performers: "West China Blizzard," a local band; "In The Flesh," a progressive rock band; "Harley the Professional Lunatic"; "John Cafferty and the Beaver Brown Band,"

a contemporary band. The track also will be the setting for several novelty acts and carnival games. If it rains, everything will be held in the MAC.

Spring Weekend '90 ends Saturday evening with the reggae band "Maasa" performing from 9 to 11 in Salmanson.

### Merit award recipients

Listed here are the 12 professors who will receive "merit awards" for 1989-90 academic year: **Roger Anderson, Frank Bingham, Earl Briden, Marie Cote, Ron Deluga, Mike Filippelli, Burt Fischman, Mike Hobart, Hsi Li, Peter Mini, Bob Provost, and Charles Quigley.**

Mike Patterson, dean of the faculty and associate vice president, announced the recipients on April 9. He said "each recipient has demonstrated meritorious performance to the College in one or more of the following activities: classroom teaching; curriculum innovation; published research; service to the Bryant community."

The recipients were chosen from a longer list nominated by various departments, Patterson said, with the selection process "very difficult."



## Cat IQ test brings some fame

You may have seen a familiar Bryant name in a recent *USA Today* story. It was mentioned prominently as the author of an IQ test for cats.

And once *USA Today* ran a story on Peter Mandel's "Official Cat I.Q. Test," the news media jumped on the bandwagon and gave the assistant to the president his "15 minutes of fame."

Among the media contacting Mandel about his cat IQ test have been at least 15 radio stations from coast to coast and in Canada; TV stations in Detroit, Providence and New Haven; ABC-TV's "The Home Show"; public radio networks in Canada and Australia; *New England Monthly* magazine, and the *London Daily Mail*.

Mandel said he never really expected all the hoopla, which began after he got 160 replies from an ad run in *Atlantic* magazine. He's been selling the test for \$4.50. It ranks cats from severely retarded to genius, with d) answers scoring a lot higher than a) answers.

Among the questions in the test:

### Place your cat inside a pet carrier. It:

- a) remains passive.
- b) scratches and cries.
- c) works to unfasten the door or lock.
- d) successfully escapes.

### To wake you up, your cat:

- a) meows quietly.
- b) knocks things over.
- c) sits on your head or chest.
- d) starts coffee brewing.

### Place your cat in front of a mirror. Your cat:

- a) looks up, down—everywhere but at the mirror.
- b) shows interest in its reflection.
- c) scratches the reflection.
- d) looks behind the mirror for another cat.

### Your cat usually does the following while you're watching "Wheel of Fortune":

- a) meows at random.
- b) meows at cat food commercials.
- c) meows at Vanna White.
- d) changes the channel.

## Detention center update: prison in jeopardy?

At mid-week last week, the most significant update on the proposal to build a federal detention center near Bryant's campus was that it was in jeopardy because the developer missed a deadline for zoning approval.

**- The *Providence Journal* reported that the Maryland developer, James MacDonald, failed to meet the April 15 date set by the US Marshals Service for all zoning approvals.**

A spokesman for the USMS said the marshals have started final negotiations with developers, and that a "basic ground rule" of the selection process is having the appropriate zoning approvals. The spokesman would not comment specifically on the Smithfield site, however.

To even consider MacDonald's proposal, Smithfield would have to advertise it publicly for three weeks and then hold a public hearing on it. As of last week, the town clerk had received no request.

**- MacDonald reportedly also has been looking at another site on Route 7 near Route 295.**

He has said all along that he would entertain suggestions for other locations in Smithfield because the detention center is not wedded specifically to one site. But he has not publicly disclosed a new possible location.

**- MacDonald has not officially withdrawn his Smithfield plan, but there are indications that he has been concentrating his resources on the plan he has drawn up for a similar facility near Kansas City.**

There has been a public outcry about that facility as well, but it has not been nearly as vociferous as in Smithfield. Several municipal officials, in fact, have gone on record in support of the proposal, it has been reported.

MacDonald's Smithfield proposal is part of the competition to build a privately run detention center for the USMS. Other sites still being considered by the USMS for a New England facility are in New Bedford, MA; Wareham, MA, and Central Falls. The USMS is expected to select a site in early May, with separate reports indicating it could be as early as May 1 or as late as May 15.



## Yellow Freight supports scholars, interns

For the second year, the Yellow Freight System Educational Fund has selected Bryant as one of the colleges it supports with two \$500 scholarships for marketing students and a \$1,000 grant for internships. Shown are (L to R) scholarship recipient Patricia Levesque, professor and internship coordinator Hinda Pollard, Yellow Freight college relations specialist Todd Kneale, and professor Frank Bingham. Recipients were selected by written essays on the transportation industry. Pollard and Bingham served as judges. (Absent from the photo is second scholarship recipient Elana Tusman).

# QUICKLY

...Professor **Bill Hill's** article "Curriculum Integration and Interdisciplinary Teaching in a Business School Setting: Dilemmas for Faculty" appears in the spring edition of the journal *Education*. Hill also has been selected as a member of the policy issues committee of the American Society for Public Administration (ASPA)...

...Assistant career services director **Melissa Barnes** addressed an English class at CCRI last month on poetry writing...

...Assistant RISBDC director **Margie Edwards** spoke on time management late last month to dealer representatives from Chrysler First...

...Professor **Charlie Quigley** will present a paper, "Preventing Drug Abuse: A Conceptual Approach for Developing Organizational Responses for Biotech Companies," to the Administrative Sciences Association of Canada next month...

...*Impression Management in the Organization* has published professor **Hinda Pollard's** paper, "The Role of Forensic Factors and Grievant Impression Management on Labor Arbitration Decisions"...

Professor **Judy Litoff** and University of Maine history professor David Smith addressed the Northern Rhode Island Newcomers Club earlier this month on the making of their book "Miss You: The World War II Letters of Barbara Wooddall Taylor and Charles E. Taylor." Released last month, the book has received very positive reviews by *Kirkus Reviews* and *Publishers Weekly*...

...Professors **Frank Bingham** and **Charlie Quigley** have submitted a case study for publication in the textbook, *Fundamentals of Marketing*. Its title: "Buyer Behavior and the Buying Center Decision Making Process"...

...Executive and continuing education dean **Tim Sullivan** has been elected to the board of directors for the Technology Council of Rhode Island. He will serve as vice-chair of education and as a member of the board's executive committee...

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## By the way...

by Gloria Yahn

- **Martin Rosenzweig**, math department, tells me his daughter, Amy, a senior English major at Northwestern University, competed and won the first prize in the Elie Wiesel Writing Competition. Amy is flying to New York to meet Wiesel and accept her \$5,000 prize.

- If you have any questions about alternative health care plans or about your own health care coverage, representatives will be on campus next Wednesday (May 2) from 10 a.m. to 2 p.m. in the Rotunda outside Human Resources.

- **Lauren Iacono**, daughter of Paula Iacono, alumni office, won the title of Rhode Island Favorite Pre-Teen at the third annual pageant held earlier this month. She also won the talent division, was named Miss Photogenic, was voted outstanding seventh-grader, and won a special award for the best letter to a sponsor. She will go on to represent Rhode Island at the National Pre-Teen Pageant in Orlando in December. Congratulations and good luck!

- **Audrey Early**, CMD, has just been made a first-time grandmother thanks to her daughter and son-in-law, Dawn and Mark Matteo. She will play grandma to Amanda Julianna, who was born April 6 weighing 7 lbs. 3 ozs. Happy babysitting!

- **Father Doug** tells me he is starting a new tradition on the eve of Commencement. An interfaith service will be held May 25 at 6 p.m. in the Rotunda. "All are welcome to come and celebrate this happy milestone and achievement in your lives," he said.

## It's Special Olympics time again

*"The most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not to triumph but to struggle. The essential thing is not to have conquered but to have fought well."*

*Baron Pierre de Coubertin*

This famous quote from the founder of the modern Olympics best describes what will happen here again on May 5.

The day also marks a milestone for Bryant—a decade of hosting the annual Special Olympics for northern Rhode Island with a record number of athletes and student volunteers.

More than 500 Special Olympians will be led from the parking circle to the track by a marching band for the 9 a.m. opening ceremony. They will be greeted by a similar number of student volunteers.

The volunteers are there to chaperone and cheer on the athletes, to offer words of encouragement and congratulations, and to serve as "huggers" at the finish line.

Special Olympians spend months preparing for the day-long competition, where they demonstrate their talents in track and field, the softball throw, wheelchair racing, and standing long jumps.

## Sports medicine symposium May 4

Sports-medicine practitioners from all over New England will descend on Bryant on May 4.

The event is the third annual University Sports Medicine Symposium. It will feature former Pittsburgh Steelers running back Rocky Bleier as the keynote speaker for the noon luncheon.

Approximately 300 physicians, therapists, EMTs, trainers, coaches and other health professionals who come in contact with injured athletes will attend in the MAC. Bryant's trainer, Charles Mandeville, is serving as the coordinator for the athletics department, which is hosting the symposium.

## Dollars flow to paid callers

Bryant's annual Phonathon year has ended. And the paid student callers dialing for dollars have raised more than \$211,000 in pledges.

The pledges were made over 17 nights, said Nancy Haverstock, annual giving director. This compares with 31 nights of calls for last year's Phonathons, when volunteer callers raised \$175,000.

"I attribute the tremendous success to the paid student caller program we implemented this year," she said. "I know that made the difference."



Faculty playing Oozball for charity

## 8th 'Oozball' tourney May 6

Bryant's eighth annual Oozball Tournament is May 6. The theme this year is "Mudbowl: This Time It's War."

Sixteen teams that have survived preliminary volleyball competition will meet in the knee-deep mud of the "swamp" for the right to challenge for the Oozball championship. Proceeds from the single-elimination fund-raising event will go this year to Rhode Island Special Olympics.

Oozball runs from 9 a.m. to 1 p.m., with the championship match beginning around noon. "Oozballers" on the winning team will walk off with T-shirts and the honor of having their team's name inscribed on the Oozball trophy. The event is sponsored by the Student Alumni Association.

## Debaters battle about future

For the third straight year in early April, the Oxford Union Society debate team returned to Bryant as part of a spring tour of American colleges in the Northeast.

Papitto Dining Room was the setting for the verbal duel, which paired Bryant and Oxford students in two teams. Their debate topic this year: "World Conditions Will Deteriorate Seriously in the Future."

The Oxford students also toured the campus and attended a dinner in their honor before the debate, the second on their swing. The tour includes Holy Cross, Fordham, Central and Western Connecticut State, Bentley, Framingham State, and Boston University.

A Bryant committee of students, faculty and staff coordinated the debate. Professor Pat Keeley moderated.

## May Breakfast next Tuesday

Tickets went on sale last Monday in all faculty suites and support services for Bryant's 23rd annual May Breakfast next Tuesday.

Papitto Dining Room is the location, not Gulski Dining Room as reported incorrectly in the last issue.

Cost is \$4 with a limit of one guest per employee. Tickets are not sold at the door.