

Dalhousie Calendar —

## A case for the BBB

Last Monday, Senate voted unanimously to give preliminary approval to a proposed undergraduate program in Neuroscience.

The professor who proposed the new program to Senate appealed to the members for support for this emerging field by promising the program would only require an addition of one half-year course and a reconfiguration of existing classes in the honours psychology program.

The objective, he said, is "to attract a new *cachement* of students to Dalhousie."

In the past seven years, there has been an increase of 36 per cent in the number of different programs offered at Dalhousie. This year there are 170 different programs being offered to students at Dalhousie, with a projected 29 more to be available by 1989.

During these years, public funding to Dalhousie has only increased by seven per cent in real terms, while enrollment has increased by 16 per cent.

It is a sad situation when important new academic programs must be based on a "reconfiguration" of existing classes because funds are not available.

It is even sadder that the university feels obliged to attract new students with their tuition dollars by creating new programs which offer nothing substantially different from what was available before the program was established.

With funding the way it is, I suppose it is understandable that the university try to attract as many students as possible to increase its tuition revenues.

Universities, we are told, must function more like private businesses in the 1980s if they are to survive and grow. They must also advertise their product — education — if they are to get their



share of the demographically declining demand for university degrees. It's a tough market for suppliers of education these days.

Unfortunately, universities can sometimes appear to be less than honest in some of their advertising techniques. The university calendar is a case in point.

Dalhousie's calendar is less of a guide to courses that will be offered than a historical almanac of courses that have been offered at Dalhousie at one time or another. It says in fine print on page two that "any reference to courses or classes contained herein is a statement of courses or classes that have been taught at Dalhousie University in the

past." Some of the courses haven't been offered in years and will probably never be taught again.

Two exchange students from Stirling University in Scotland (Dalhousie's sister university) were heard on CKDU denouncing the calendar as a "fraud." It isn't quite a fraud if you read the fine print, but almost.

The calendar is the most important advertisement the university produces to attract new students to the campus. Surely it could become a more accurate guide to what Dalhousie has to offer rather than a ploy to get unsuspecting new students.

Toby Sanger

# THE GAZETTE

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Commentary should not exceed 700 words, letters should not exceed 300 words. No unsigned material will be accepted, but anonymity may be granted on request.

Advertising copy deadline is noon, Monday before publication.

The *Gazette* offices are located on the 3rd floor SUB. Come up and have a coffee and tell us what's going on.

The views expressed in the *Gazette* are not necessarily those of the Student Union, the editor or the collective staff.

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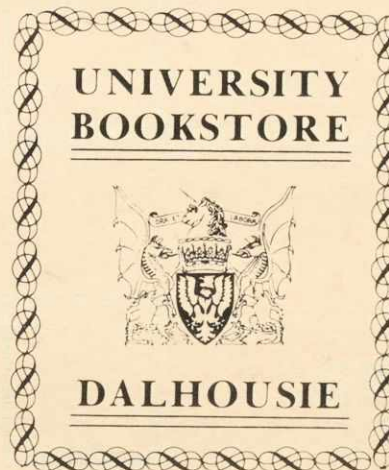
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