SEPTEMBER 19, 1980

-THE BRUNSWICKAN

By ROSS LIBBEY Brunswickan Staff

As most of the student body is probably aware, the School of Business Administration has, over the past few months blossomed into the Faculty of Administration. So, for those of you graduating with a BBA degree this May (myself included), you will doubt be pleased to hear that you'll be getting your sheepskin not from the arts faculty but from your very own faculty.

Perhaps more importantly, from within the old school of Bus. Admin. a search committee for a Dean was formed consisting of Acting Director Al Laughlin, Pro-

fessor K.P.K. Nair and Prof. Ross Darling. While some members of the present faculty were approached, it was through mutual agreement that the search committee proceeded to evaluate outside applicants. Three candidates appeared to be capable and through due processes, a suitable nominee was found in Dr. Eric West.

Dr. West has his BSC, MSC and PhD. (in statistics) and has been chairman of the quantitative department at Sir George University (now Concordia) as well. After a year's sabbatical in Paris, Dr. West returned to take a position as associate professor and director of research at Ottawa University on

## **Literacy Council of Fredericton** offers help to non-readers

come their problem, and enable

Monday, September 8 was declared International Literacy Day, for the purpose of drawing attention to the very real problems encountered by non-readers. Although reading and writing are a matter of course for university students, according to 1976 Census statistics, there are approximately 35,000 people in New Brunswick who are termed "functionally illiterate." This means that a large segment of our population over the age of 15 and not attending school on a full-time basis is incapable of reading at beyond a grade five level.

The Literacy Council of Frederyears ago, and is designed to help non-readers in this region over- to expose their vulnerability for

them to partcipate in a wider range of activities. Since 1978, volunteer tutors have assisted more than 100 persons in the Fredericton area, with resounding success. While the experience is a highly rewarding one for student and tutor alike, there are also many frustrations. An enormous problem for the Literacy Council volunteers is simply finding ways to reach the non-reader. The least expensive method of publicizing a program that is, the written word, is effective only for attracting tutors, and the support of other readers. In addition, many nonicton was organized just over two readers are very embarrassed by their situation, and are unwilling

fear of being ridiculed. For this reason, the Literacy Council of Fredericton maintains strict confidentiality in its operations. Initial contact is made through CHIMO, and a coordinator matches the student with a tutor. All instruction is on a one-to-one basis, and there is no charge to the student.

West new dean of bus

was drawn: "the Business De-

ship without a captain...Now we

have a captain and we have to get

comparison, Dean West said he

felt it was unfair in that the

department was in a "holiday

pattern" from the point of view

used to it all over again."

place.

On September 26 and 27, a workshop will be held to train tutors to teach non-readers. The sessions will be held in Room 321 of Marshall d'Avray Hall. You are invited to contribute to this worthwhile program, as tutors and by informing non-readers of this valuable service. Further information may be obtained by phoning CHIMO at 455-9464.

August 1. He then took an upward that head of the department was jump to become a full professor 'Acting Director' and that for and dean of the faculty. When almost two yers there has been a asked if this was uncommon, a limited amount of finality to any member of the committee sugdecisions made because the term gested that, yes indeed it is a rare 'Acting' implies temporary. Says occurence for such a jump to take Dean West "...You're reporting to someone who's acting who's re-With respect to the new dean and porting to someone else who's department the following analogy acting.' Nobody in the whole line o of command from president to 2 partment has been for so long a vice-president to director or dean was in a permanent position...It 3 was a time of not much long-range decisions being made for good o When asked to comment on this reason.

Dean West says he feels both the business community and the university want the new faculty to Q succeed - the univerity in partiuclar, as the number of business students is on the increase, while the number of students in other faculties is decreasing.

The dean's goals and priorities seemed to break down into four main categories, these being 1) obtaining and instituting market differentials for faculty members. There have been no salary adjustments here in long time and are now well below market levels.

2) Obtaining new professors - in certain areas there are up to four jobs for each graduate, therefore the competition is stiff. "We have the positions to hire, but I can't fill them."

3) UNB's own MBA program - an MBA was approved by the MPHEC and has recently been looked on as the less appealing of the two programs as there is much mobility from the business to the public sector but very little in reverse direction.

West said he feels that while it is an improbable, and some say impossible goal, he would like to see the program instituted by

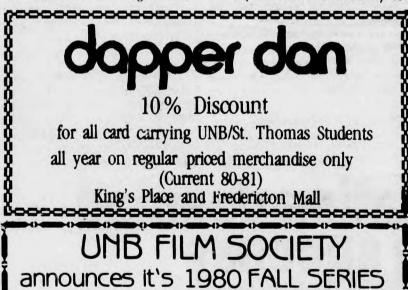


## Dr. Eric West

September 1981, or at the latest -September 1982. 4) Professionalism - He expects not only a professional attitude from the staff and faculty toward each other and the students but also from the students toward the staff and faculty.

It was suggested that the dean will be met with some amount of scepticism, as any new person might and that he faces a difficult year ahead. Asked to comment, Dr. West replied;

"It's going to be an interesting year. It's going to be a year of changes a year of imposing a structure that wasn't there in the past. That structure's got to be imposed by consensus, and that's going to take some time to develop...I'm confident that the majority of faculty members are on my side because we have the same goa's. We want this to be the best damned Faculty of Administration that we can make it!'



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