

Eric West new dean of business

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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

August 1. He then took an upward jump to become a full professor and dean of the faculty. When asked if this was uncommon, a member of the committee suggested that, yes indeed it is a rare occurrence for such a jump to take place.

With respect to the new dean and department the following analogy was drawn: "the Business Department has been for so long a ship without a captain...Now we have a captain and we have to get used to it all over again."

When asked to comment on this comparison, Dean West said he felt it was unfair in that the department was in a "holiday pattern" from the point of view

that head of the department was 'Acting Director' and that for almost two years there has been a limited amount of finality to any decisions made because the term 'Acting' implies temporary. Says Dean West "...You're reporting to someone who's acting who's reporting to someone else who's acting." Nobody in the whole line of command from president to vice-president to director or dean was in a permanent position...It was a time of not much long-range decisions being made for good reason."

Dean West says he feels both the business community and the university want the new faculty to succeed - the university in particular, 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



TOMMY KOVACS Photo

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 goals. We want this to be the best damned Faculty of Administration that we can make it!"

Literacy Council of Fredericton offers help to non-readers

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 Fredericton was organized just over two years ago, and is designed to help non-readers in this region over-

come their problem, and enable them to participate 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 non-readers are very embarrassed by their situation, and are unwilling to expose their vulnerability for

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.

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.

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