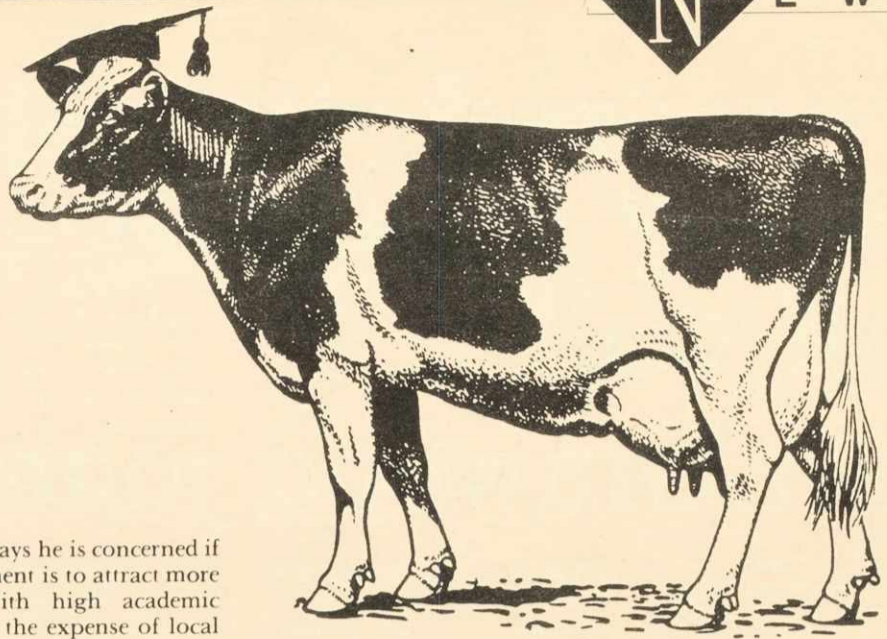


Cattle call for students

Looking for the elite or the cash?



by Geoff Stone

Dalhousie University is increasing its student recruitment across the country, but it is anyone's guess as to the reason behind their efforts.

Dr. W. Courrier, Director of Admissions at Dalhousie, says visits to high schools by recruiters have increased over the past few years. He says the Registrars office plans to visit most schools in the Atlantic region, Central and Western Canada and Bermuda.

Courrier says the university has also produced slick new promotional material, and has experimented with showing parents of potential students around campus in February. The recent "Dalhousie Days", open house, extensive newspaper advertising, and visits by almost 600 students to the campus are other recruitment drives the university has undertaken.

What is behind these recruitment drives? Is the administration looking to bring more students to an already overcrowded university? Or is Dalhousie looking at increasing the

number of students with high academic standing and pushing out "undesirable" students with lower grades.

Alan Kennedy, chair of English department says the university is probably looking to recruit the best students, and is trying to recruit more students from outside the maritimes.

Kennedy, says it is unlikely the administration can increase the present number of students at Dalhousie even if they desired to because without an increase of class sizes in the department of English, the university will be unable to increase the number of first year English students. "We have five hundred less places (in English) right now," says Kennedy.

Kennedy says that part time replacements for the three retiring professors and four professors on leave increase the number of available spaces, but he says the department could not handle an increase in students next year.

Terry Crawley, Dalhousie Student Union Vice President, says he has not received a clear explanation why the university has increased its recruitment.

Crawley says he is concerned if the recruitment is to attract more students with high academic standing at the expense of local students.

He says Dalhousie seems to be increasing recruitment outside the Maritimes in Ontario, Quebec, and western Canada. "We have seen an influx of students from Ontario coming to Dalhousie," Crawley says.

He says this increased recruitment probably is not due to the fact that most of Dalhousie's top administration, including President Clark, are from Ontario. "The recruitment is a long term plan," says Crawley.

Crawley says he has concerns about an influx of students outside the Maritimes if Dalhousie is planning to put a cap on enrolment. "Will we stop taking more Maritimers to satisfy our quotas?" Crawley asks. Crawley says Dalhousie has a commitment to serving the local community and the university should ensure access to students from the maritimes.

Concerning the possibility of increased enrolment from recruitment, Crawley says the quality of

Are students just a cash cow for administration to milk? Or are they looking for pure "A-grades" beef?

education will be hurt. "We already know we are bursting at the seams. If (recruitment) is for increased enrolment, I would be scared as a Dalhousie student."

Crawley says although the university should not bring in other Canadian students in place of Maritimes, he says the university has a wonderful international student group, and should even look at its development.

Ronald Storey, director of the school of Business Administration, says his department is also facing problems because of increased enrollment.

But Storey says his department has been making adjustments to allow more students into commerce. "We combine classes for some sections, having one large lecture and breaking out into discussion groups," Storey says.

Kennedy says the English

department may also face increasing class sizes in the next two years. Kennedy is opposed to unlimited class sizes, saying it will deny students the high quality of education expected from Dalhousie.

But he says with pressure from the provincial government, a decline in quality may be inevitable. "In the coming year, Dalhousie must reconsider offering a high quality of education. With this political climate... Dal offers quality this province does not want."

If unlimited class sizes are introduced, recruitment may become tempting for Dalhousie to increase its revenue base by expanding admissions. The question is whether any of those funds raised would go towards hiring the extra professors then required.

New campus magazine not just pub promos

by Shelley Galliah

If you've tuned into CFDR or Q104 recently, you may have encountered some slightly offbeat promos filtering through the air waves. Five times a day, these stations are featuring ads for a new magazine entitled *Campus Call*. From the makers of the *Town Clock* (which includes everything from trivia to tales of folklore), this 38-40 page production "aims to preserve the university lifestyle."

Published by two ex-students, Bruce Thompson and James Campbell, their goal is to produce 6-7 issues a year with a circulation of 15,000. Intending to provide a communication link between the city's six universities, the magazine will be distributed at the various institutions as well as the business community. In fact, adds James Campbell, if a student has trouble obtaining a copy, "call us and we'll mail it to you."

Worried that this publication was going to be yet another advertisement for bars — a pub precis where the cheap student can determine the maximum drunk per minimum funds — I brought

up this issue. No doubt they are being prematurely blacklisted because of a certain goodtime drinking guide which Bruce Thompson referred to as a "disaster". With two universities, this concern about promoting alcohol oriented activities is a problem. Granted, they do have ads for bars, but Bruce Thompson asserts, "We're not telling people to go out and drink." But in a fledgling project that initially subsists on advertising, it is impossible to completely ignore the sponsorship of bars. With their major sponsors being Q104, Coca-Cola, and Travel Cuts, they wonder what all the fuss is about. Understanding that such bureaucratic friction only incites interest, James Campbell commented, "We like controversy".

Another fear is that this publication, with its bar ads, will steal business from the university pubs. The publishers think this idea is ludicrous. Instead, they say it would probably improve business.

Each university has two pages to use as it chooses, and if someone wants to write an article promoting their student pub, then so be it. After all, they do

want active participation from the magazine's readers. "We're only testing new ground," said James Campbell, "The students will have to tell us what they like or don't like."

So what can the reader expect from a first magazine which hardly focuses on nightlife and has only one article devoted to clubs? Anticipate light-hearted satire where the work's most serious feature will be an editorial column written by Hercules and his lowly sidekick Newton. They're not pretending to focus on any real issues. Not wanting to infringe on the territories of other university papers, they hope to offer something completely different. What it will include are pieces on trends, entertainment, and culture as well as contests giving away anything from concert tickets to ski trips. Also, look forward to a Q104 sponsored column reviewing local bands.

Nonetheless, this is not a big money making venture. The creators have more to lose than the public who is getting a magazine for free. At any rate, all will be decided in the first week of February when the first edition of *Campus Call* hits the stands.



Staff of Campus Call welcomes controversy