

UNIVERSITY NEWSBEAT

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48 projects planned

Fundraising campaign seeks \$15 million

As York University nears the end of its 20th Anniversary year, it looks to the future with the initiation of a major fundraising campaign. "The York University Fund: In Pursuit of Tomorrow" is expected to raise \$15 million for the University over the next five years.

Chairman of the Campaign is Roy Bennett, President and Chief Executive Officer of Ford Motor Company of Canada Ltd., who has been a member of York's Board of Governors since 1974. The Honourable John P. Robarts, P.C., C.C., Q.C., Chancellor of the University, will serve as Honorary Chairman, and Alfred Powis, a member of the Board from 1967 to 1977, has been named Honorary Treasurer.

The Campaign is the result of more

than a year's planning by York's faculty, staff and Board of Governors. It will seek contributions from corporations, foundations, and government bodies, as well as from York's own Board, faculty, staff, and alumni.

Donors will have the opportunity to designate their contributions for the support of specific projects, which have been developed by the Faculties in consultation with the University's Project Screening Committee and the Board's Campaign Feasibility and Planning Committee.

Business and society are facing increased needs for research and development as they search for new solutions to the nation's problems. With the initiation of this fundraising campaign, York is seeking to build

upon its strengths to help meet these needs.

York is a university that is uniquely well-equipped to meet these changing demands, says President H. Ian Macdonald. This is due to several distinctive features: the interdisciplinary structure that forms the basis of York's academic organization; the emphasis on combining theoretical studies with practical applications, both in professional studies and in research; York's longstanding commitment to accessibility of university education to all who can benefit from it; and the eminence that York has achieved in specific fields of study and research.

The projects in the campaign are designed to provide further development in areas where York has demonstrated strength and

leadership, and where only lack of greater funding prevents the University from making a greater contribution to meeting social and economic needs.

The initial phase of the campaign has been launched by Mr. Bennett. In concert with Mr. Robarts and with John S. Proctor, Chairman of the Board, he has asked the members of the Board to demonstrate their confidence that York can continue its development to stand with the world's great universities, and to give the same kind of leadership and personal support which the Board gave to the Founders Fund in the 1960s.

Other Board members are already active in support of the campaign, and consultation is underway with the Faculties, YUFA, and YUSA in developing the Faculty and Staff Campaign. William A. Dimma is Deputy Chairman with responsibility for organizing the internal campaign, which includes faculty, staff, and other areas of the University, as well as the alumni phase of the campaign. Dr. Dimma has been associated with York for many years, first as a student, receiving his MBA in 1969. He served as a faculty member and Dean of the Faculty of Administrative Studies, 1974-75; and has been a member of the Board of Governors since 1976.

"As members of the York community, our support for the

Campaign is of great importance," David Logan, Chairman of Senate. "It will show potential donors that we believe in York, that we are determined to maintain and improve the excellence of our University, and that we intend to find the means to do this despite constraints in government funding."

The Campaign includes 48 separate projects totalling \$15 million. In addition, 24 supplementary projects have also been approved for donors who may prefer them to projects in the primary list. As new projects are developed within the University, they will be subjected to the same screening and review process, and those that meet the criteria for inclusion in the campaign will be added to the supplementary list. For further information about the Project Screening Committee and the selection procedure, see The York Gazette of April 3, 1981.)

The projects are organized in six groups: capital projects, \$6.4 million; computer, telecommunications and teaching equipment, \$0.8 million; libraries, \$2.0 million; research, \$2.8 million; educational development, \$2.4 million; and public service and national development, \$0.6 million.

Printed materials are now being developed for distribution. These will describe the campaign's aims and objectives, and will provide detailed descriptions of the projects in the campaign.

Faculty of Arts offers 3 new programs geared to careers in the business communities

Three new programs are being offered this fall by the Faculty of Arts to give students a solid liberal arts education while helping them prepare for careers in business, administration, and public policy.

They are designed to fill a void between the training in professional management given by the Faculty of Administrative Studies, and the theoretical approach offered by the Arts' departments of economics, mathematics, and political science.

The programs—economics and business, mathematics for commerce, and public policy and administration—are all entered through a common stream of first and second year courses.

Students can choose their direction at the end of their first year, or they may leave their options open until the end of their second year, when they may apply to any of the new programs, or a less specialized program in economics, or the BBA program offered by Administrative Studies. Speakers, colloquia, and special counselling will be arranged to help students make an informed choice of direction.

Economics and business

The economics and business program is a small, high quality, four-year general honours program, administered by the department of economics. It is expected to graduate approximately 30 students per year. This program will interest those wishing to combine the rigorous, analytic approach of a degree in economics with the practical job skills required for business and the public service. Its graduates will also be eligible to pursue graduate degrees in economics or business.

It offers five areas of concentration: business mathematics, financial analysis, international economics and business, labour relations, and public policy. Economics courses will be combined with many other Arts subjects, such a

computer science, French studies, history, languages, mathematics, political science, sociology, or accounting.

Public policy and administration

Public policy and administration, the second new honours program, introduces students to the vast number of theoretical and applied studies on public policy analysis and government relations developed over the last decade.

The program, which is located in the political science department, will provide a better understanding of current issues faced by government by linking policy making with its implementation and organization.

Students will take courses in economics and political theory, and choose from the program's courses in administrative organizations, public policy analysis, statistics, the social scientific applications of computers, and bureaucratic organizations and their decision processes in the broader context of Canadian policy areas.

While the program is founded in the liberal arts and is not a professional or job training program, it does have a practical side—a summer internship program will be established with federal, provincial, and municipal governments to help prepare students for careers in the public service.

At the same time, the body of knowledge and the analytic skills emphasized in this degree will assist students seeking careers in any complex organization, including private business, trade unions, social service agencies and non-profit organizations.

Mathematics for commerce

The mathematics for commerce

program, located in the department of mathematics, leads to an ordinary BA degree. It consists of a coherent group of courses oriented to quantitative methods in business and management, and prepares the student in a general way to apply mathematics to problems in business, government and industry.

Students must complete seven required courses in math and computer science, including mathematics of investment and actuarial science, and operations research. They will also be encouraged to take courses in economics.

Graduates will be attractive to employers as managers with strong quantitative methods orientation. They will be able to read and understand statistical information and to help design statistical studies. Graduates from the math for commerce program will be able to understand and use both computers and operations research techniques in industry.

A repackaging of courses

All three programs draw on existing strengths in the Faculty of Arts and represent a repackaging of courses to meet the specific needs of the student and business communities. Few new courses need be developed.

The University will also benefit financially through these programs. This is not only through an increased retention rate expected in later years but also through the higher BIU earned by students registered in the programs from their first year through the co-ordinated program in business, public policy and administrative studies, the common entry stream.

First grad program in education at York starts this summer

York's first graduate program in education has recently been approved by the Appraisals Committee of the Ontario Council of Graduate Studies. The graduate program in language and learning problems (LLP), approved last year by Senate, is the first university level program in Ontario for hearing impairment and the first with such a decided focus on learning disabilities.

The director and driving force behind the new program is Prof. Gary Bunch (special education and EDEXS co-ordinator) who was invited to York from the University of Saskatchewan four years ago to write the LLP proposal.

According to Prof. Bunch, there has been little in-province opportunity for the experienced teacher to study the teaching of exceptional students beyond a basic generalist level. "Opportunity to acquire methods in discrete areas of exceptionality (blindness, deafness, mental retardation) exist but at a basic teaching level with no opportunity for research on, or study of, other exceptionalities."

Prof. Bunch adds that the Ministry of Education has been encouraging graduate programs in exceptionality, and that York's proposal is meeting a clearly established provincial need. Moreover, over the past year a number of interested individuals and organizations in Ontario and across Canada have written to York urging the establishment of programs to equip teachers to deal with children

who have learning disabilities arising from such problems as hearing impairment.

The main focus of the LLP program will be problems with language and learning found in children suffering from either learning disabilities or hearing impairment. The program is designed to provide: qualified teachers of the hearing impaired and of children with learning disabilities; additional training expertise for administrators whose institutions and personnel must deal effectively with the hearing impaired and learning disabled; qualified educational consultants for boards of education, clinics and specialized institutions; and personnel prepared to offer in-service instruction at the generalist level of special education.

It is also designed to expand knowledge in the area of teaching students with language and learning problems, and stimulate research in the areas under consideration.

The hearing impairment program will start in July and will initially accept seven students into its full-time studies, while the learning disabilities program will take 15 students into a part-time curriculum beginning in September. The LLP program is closely aligned with the York Preschool for Hearing Impaired Children, which was established in September, and which will serve as a practicum for LLP students. (The preschool program is described in the January 23, 1981 issue of the *Gazette*.)