

School of Business announced

University Relations--Penn State-Behrend has announced that it is establishing a School of Business, effective July 1.

"Behrend's new School of Business will bring to Erie a core of outstanding faculty who will greatly enhance the business and academic environment of the region," said Dr. John Lilley, Behrend provost and dean, in announcing the School of Business.

"The Penn State-Behrend School of Business is an outgrowth of Behrend's expanding commitment to research and graduate studies. It is both a recognition of what Behrend has become and a preparation for what we shall become."

Included in the School of Business will be the Penn State MBA program at Behrend, along with the undergraduate majors in accounting, business and behavioral sciences, business economics, economics, general business, management and management information systems.

This organizational change has received the approval of the University Senate Council and the office of the President of the University system.

"As other professional graduate programs are developed and as Behrend continues to grow, other schools will be created," said Lilley.

The Division of Business and the Social Sciences and the Division of Humanities and Communications at Behrend will be phased out by July 1, when the School of Business and a new Division of Humanities and Social Sciences are created.

"In the areas of humanities and social sciences, Behrend has world-class scholars. The new division will have outstanding faculty involved in first-rate research," said Lilley. The Division of Humanities and Social Sciences will include communications, English, general arts and sciences, history, political science and psychology programs.

Dr. Charles Redenius, acting head of Business and the Social Sciences, said establishing the School of business is an important first step in gaining national accreditation by the American Assembly of Collegiate Schools of Business for Behrend's business programs.

"The notion of high quality is what distinguishes the Penn State-Behrend School of Business from others," said Redenius. He estimates that Behrend's business faculty will increase by almost 50 percent by

the 1988-89 academic year in response to the new school.

"We will continue to bring to Erie top-flight Ph.D. business faculty who can serve as consultants to businesses in the region," said Redenius. "The name Behrend College has the opportunity to become as well-known as the name Penn State."

A nationwide search has begun for a director for the School of Business. Lilley said a search committee is looking for "a Ph.D. with experience in business who is a leader and a fine scholar."

PSU begins search for visual logo to attract national recognition

by Doreen Cronin
Weekly Collegian Staff Writer
University Park, PA--Penn State's current lion head logo may

soon become a thing of the past as the University begins procedures to find a logo that people will immediately identify with the University.

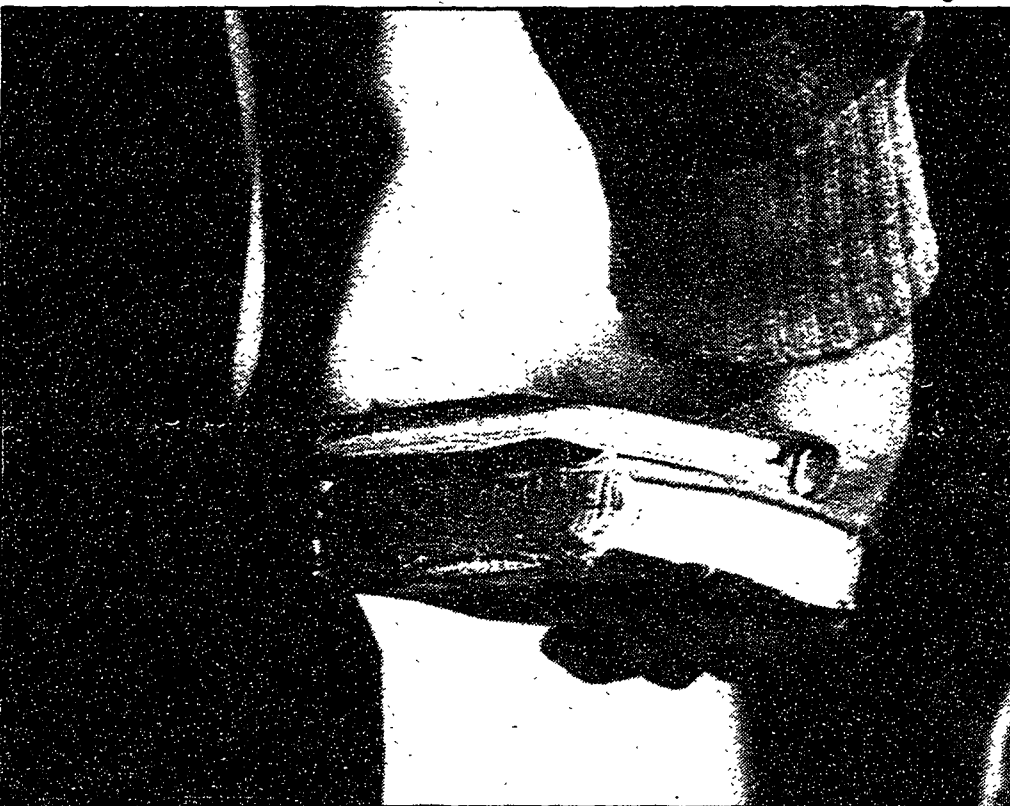
The University has hired Downey, Weeks & Toomey, a New York City marketing communications and design consulting firm, to come up with a "visual identity system" for Penn State that will provide a consistent and compelling look, said Roger Williams, interim executive director of University Relations.

But the University's graphic design department is questioning why its services were not used for the project.

The New York firm is now conducting interviews of about 100 people, both inside and outside the University, in order to learn what kind of perceptions people have about Penn State and to give the University a "definition," Williams said.

After this research is done the firm will come up with a "position statement" for the University which will offer a "platform for positioning (Penn State) in the national marketing place," he said.

Williams explained that Penn State, like all other universities, is in an increasingly competitive environment. **see new logo, page 3.**



Collegian Photo/Paul Duda

Outspoken preachers assault Behrend

Jed Smock & Bro Cope appeared last week on Behrend Campus preaching the evils of modern society. Crowds of students gathered to deflect the random judgements by this bible slinging duo.

These gentlemen came to Behrend independently with no association to the Behrend College. **see related story page 5**

SGA amends constitution

The Student Senate approved several amendments to the Student Government Association Constitution at its March 12 meeting. The major points approved by the SGA were changes in the process of amending the SGA Constitution and establishing an inter-semester spending authority.

Currently there is a four week process for amending the SGA Constitution. The amendment provides that any changes to the Constitution be read at three consecutive SGA meetings. The proposed amendment will be available for review before the Student Senate takes action after the third reading. A two-thirds majority of the Student Senate is required for the amendment to take effect.

A petition signed by 10 percent of the full-time students may be filed to require any proposed amendment to go to a referendum. This percentage was lowered from 15 percent. The petition would have to be filed before the Student Senate took final action.

A second amendment allows the president and vice-president of the Student Government Association and the president of the Inter-Club Council to spend up to 25 percent of unbudgeted SGA money during the summer break. "This will allow SGA to meet unexpected obligations during the summer and winter breaks," said SGA President, Douglas Gerow.

Other amendments included providing for a review process for club constitutions and changing the term of office for members of the Student Senate. The other proposed amendment calls for all elected SGA offices to end on the last day of Spring Semester final exams.

These amendments will be posted on campus and be available in the SGA office until March 28. If no petition opposing the amendments is received by that time, they will become part of the SGA Constitution.

The March 12 meeting also included the Student Senate decision to move SGA elections back one week due to lack of publicity and candidates. Elections will be held March 31 and April 1. Nomination petitions are available in the SGA office and are due Friday March 21. There are 17 positions currently available.

The constitutions of the Alpha Sigma Alpha Sorority and Alpha Phi Omega Fraternity also were discussed. The Student Senate tabled the Alpha Phi Omega Constitution due to technical questions. APO will be reconsidered at a future meeting. The Alpha Sigma Alpha Constitution was introduced for the first time.

Student Governments meetings are held at 5:00 p.m. every Wednesday in Reed 116 and are open to the entire College community.

inside this issue....

SGA reschedules election dates.....p.2

SKN sponsors 24-hour dance-a-thon.....p.3

Student responds to preacher on campus..p. 5

Students debut in "The Children's Hour"p. 5

Screen Talk.....p. 7

Men's volleyball - unsung heroes.....p. 10