

Capital Times

Vol. 28, No. 2

Penn State Harrisburg

September 21, 1992

Is it the right one, baby?

Candy Franks
Capital Times Staff

Penn State recently said "uh-huh" to a ten year, \$14 million partnership with Pepsi.

Six million dollars will be apportioned to building the new Academic/Athletic Convocation and Events Center at University Park. University libraries will be allocated \$1 million; \$500,000 will expand the HUB/Robeson Cultural Center; and the 21 branch campuses will divide \$500,000 among them over a 10-year period.

Remaining dollars will aid scholarship funds, University housing and food service vending operation activities, and help fund a new scoreboard for Beaver Stadium.

"We are very pleased about this welcome news for Penn State," said University President Joab Thomas. "We will have new and unexpected help for the University libraries and other Penn State campuses across the Commonwealth."

"The partnership came about as an attempt to procure athletic sponsorship for the new Convocation Center," said Roger Williams, director of university relations. "It grew into a much larger package than we anticipated. As a result, there is unexpected money for campuses other than University Park."

It isn't definite when other campuses will receive the unexpected money or even how much each campus will receive, but according to Williams a decision will be made "before too many months."

The University will receive \$1.4 million per year over the ten-year life of the partnership.

In return, Pepsi gained exclusive rights to place its logo on the main scoreboard in Beaver Stadium, and will be the primary corporate sponsor on the scoreboard in the Convocation Center. Pepsi also gained

exclusive rights for managing vending services at University Park and marketing its products on the 21 branch campuses.

"Pepsi is equally excited about this partnership," said Andy Cross, Pepsi's vice president for on-premise sales. "It's a classic win-win situation, and it gives Pepsi an array of marketing opportunities in connection with one of America's most prestigious universities."

Although Pepsi controls Penn State's soft-drink market, there hasn't been a "huge outpouring of criticism," according to Williams. "Some people voiced concerns of over-commercialization and freedom of choice, but [students, faculty, and staff] do have a choice if they go off campus and buy a Coke." This is exactly how some Penn State Harrisburg students, faculty and staff are dealing with the change.

"I can't stand Pepsi. If I want a soda, I'll usually bring it with me," said Joe Belanger, a senior communications major. "If they'd have done the same deal with Coke, I'd be perfectly happy."

"I'm a Coke drinker. I drink coffee now," said Dr. Michael Barton, professor of american studies. "I have friends who sneak Coke in with them."

But for some students like Diane Durborow, an elementary education major, "it doesn't really matter."

And for others it isn't the Pepsi, but the partnership, that leaves a bad taste in their mouths.

"It's a shame that Penn State has to rely on its money from a corporation," said Tom Flanagan, a senior engineering major. "It's common knowledge that PSH needs a new library. I suggest that PSH install in the dorms, coffee house, and the Olmsted building, coin-operated brew meisters. Just imagine the revenue that a bidding war between the major breweries could elicit."



The new Pepsi machines located in the Olmsted Building.

"Maybe soon we'll strike a deal with Goodyear and have all the maintenance vehicles only using Goodyear tires," Barton said.

Although a number of students, faculty and staff don't agree with the corporate

partnership, University President Thomas said the deal will help to provide for critically-needed and renovated facilities at the University.

"Our students and faculty, our alumni and others in the Penn State family will benefit for years to come," he said.

Committee cuts our future

Stacey Simmers
Capital Times Staff

Pinching pennies proved problematic for Penn State University on Sept. 16. Three of the twelve members of the University Future Committee met in the auditorium with Penn State Harrisburg faculty and staff.

The committee hoped to hear some suggestions to make the 10 percent budget cuts that must be made over the next three years.

Julien Biebuyck, associate dean of academic affairs at the Hershey Medical Center and member of the committee, hoped to gain national and international recognition of the University's name by having someone who knows a division best "make a critical evaluation...so we can narrow our focus on areas of excellence."

But of the 60 faculty and staff members at the meeting, those who approached the microphones lining the auditorium aisles were concerned about Penn State Harrisburg being a "metropolitan" college.

"We have a responsibility to the local community," said Robert Lesniak, professor of education and training development in the master's program.

So students should work with local industries or schools to get the experience they need, he said.

Education is important...not recognition on a national level.

Hina Khan, a senior political science

major at University Park and the only student on the committee, worried about her education as well.

There seems to be a trend toward mass education--using satellites and videos to teach at various campuses at one time, Khan said.

"We need to modernize in order to keep up, but mass education isn't the best way to go," Khan said.

Larger classes might save some money but they don't give students the education they deserve, Khan said.

Committee members will report to President Joab Thomas in April 1993. During the two-hour discussion, the panel heard suggestions for improving Penn State Harrisburg.

Louise Hoffman, associate professor of humanities, said this campus is underfunded.

"Even though 20 percent of graduate students in the Penn State system are at Penn State Harrisburg, we don't have one graduate assistantship," Hoffman said.

Gregory Lozier, executive director of planning and analysis, said he fully understands the concern about the cuts.

"Nobody wants to see a program discontinued. We need input from everybody so we can give the president some suggestions," Lozier said.

But the people who addressed the panel weren't defending individual programs.

"Everybody was there to help the campus," Lesniak said, "not themselves."

Parking fee impending

Tim Brown
Capital Times Staff

Dr. Leventhal called it "particularly painful."

Students will undoubtedly call it harsher things. What is it? "It" is an annual parking fee that may be implemented at PSH.

Faced with a \$1.3 million budget cut between 1993 and 1996, the University needs to come up with cash.

The university sees the fee as one way to help bring in money to cover part of the expected shortfall.

"The idea was presented to Dr. Leventhal by the people on the administration council in order to reduce the college budget," said Dr. James South, associate provost for administration operations.

Part of the reason the strategic planning meetings were held last week was to deal with this problem.

"This idea is at a conceptual stage,"

said South. "Our job is to see if this is a reasonable idea for the Provost to submit to the University's Future Committee."

Since this is still at conceptual levels, there is no set cost yet or plan on how it will be implemented.

"We are looking at the cost of managing the program and the infrastructure involved," South said. "I can say that our fee will not be the same as University Park's."

It won't be just the students who'll feel the crunch of this possible fee.

This fee won't be part of student tuition and most likely will be listed on the bill like the computer fee is.

South said, "All money raised from this fee will remain on this campus. This will be an auxiliary account with all the money being accounted for separately."

"This is part of how we will operate the university with few dollars from the legislature. None of us like paying taxes, but we have to. This is something we won't enjoy, but will have to do it."