

# National prominence is Jordan's goal for University

By PHIL GUSTIS  
Collegian Staff Writer

In interviews, speeches and even casual conversations, University President Bryce Jordan speaks of national prominence, of a higher level of quality, of making Penn State one of the Top 10 public universities in the country. Those are the goals he has set for the University. Three months into his tenure as Penn State's 14th president, Jordan's strategy for making those dreams into reality is beginning to emerge.

That strategy includes three major components: strategic planning, administrative restructuring and fund raising. His overall goal, he says, is to "select those areas of the University which we want to propel to national prominence."

"We hope that we can select as many areas of the University as possible for that — given what are likely to be finite resources," Jordan said in an interview last week. "But I can't possibly know what those areas are until (the strategic planning) study is finished."

Last week, Jordan continued the development of his strategic planning operation by announcing the appointment of two University planning officers and the creation of the University Office of Planning and Analysis.

Both of these steps are part of a planning operation that Jordan discussed early this summer in his first significant speech at the University. At the time, Jordan announced his intention to start a strategic planning operation that, he said, would "form hard-nosed assessments of capabilities and needs and hard-nosed assessments of the resources required."

In the interview, Jordan differentiated his strategic planning operation from former University President John W. Oswald's recycling operation.

"Dr. Oswald's recycling plan did relocate dollars from one activity to another, but not on the kind of systematic basis, nor with the involvement of the entire academic community and not with a look at external conditions which call for some programs to grow a great deal and for some programs to

diminish," Jordan said. "That's what strategic planning really is."

Speaking confidently of what he has proposed, the president expressed satisfaction with the two new planning officers: G. Gregory Loezer, an associate director of the Office of Planning and Budget, and John J. Coyle, assistant dean for undergraduate programs in the College of Business Administration and professor of business.

In addition to helping develop his strategic planning operation, Jordan's announcements last week were also part of an administrative reassessment the president is undertaking.

While keeping his overall plan for administrative restructuring quiet until he presents it to the University Board of Trustees in November or January, Jordan and his staff have started revealing some of its aspects.

What the University community can expect to see when that plan is revealed is a more unified, "less diffuse" administration, Jordan said.

"The student affairs area is a perfect example," Jordan said last week. "I have to go to four different places to find out about those activities."

Although not yet finalized, administration officials have said Jordan's restructuring plan will most likely have more administrators reporting directly to the Office of the President, which includes the president and the executive vice president.

Jordan has explained his concept of the Office of the President as being an administrative entity that includes the president and the executive vice president, who will have overlapping areas of responsibility. Because he expects to be very involved with the University's external affairs, Jordan said he wants to have an administrator who can act in his absence.

"I'm the chief executive officer — that's what the board hired me to do and it would not be happy with me if I did not perform that duty," Jordan said. "But the duties of the president are many and varied all over the place."

"Any president worth his salt," Jordan said, "needs to have some involvement in

the academic life of the University. So the concept of a 'Mr. Outside' and a 'Mr. Inside' to me is not acceptable.

"But if you have a president who pays attention to the outside and also stays informed about the inside with the help of someone who works very closely with him, you can begin to see what I'm talking about," he said.

Also, in what are extremely important but somewhat "mundane" activities, Jordan said he has restructured the clerical, secretarial and administrative staffs in what used to be the provost's office and in the president's office.

"There have been major shifts there — in location and in duties — to accommodate the concept of the Office of the President," Jordan said. "I really see the Office of the President as being more than just the president's office."

In line with the possibility of a leaner University, Jordan's administrative restructuring is also expected to result in a thinned out administration, officials said.

In talking about his planned restructuring, Jordan continually emphasizes that he thinks the University is being well managed.

"The administration is functioning, it's working," he said. "There are many talented people up there. So there is absolutely no rush (to restructure) and I want to make sure I know what I'm doing. There have been proposals made, charts have been drawn, but we're just not ready to go public with it yet."

One problem Jordan has gone public with is the University's need for additional money. At Encampment '83 last week, the president spent much of his 40-minute keynote address talking about where the University receives funding and its need for additional money.

Since his selection as University president, Jordan has spoke of the combined need to stop increasing tuition and to start receiving increased state appropriations. And he has also continually mentioned a \$150 million to \$200 million capital fund-raising effort he is planning.

Again, as has been the case with his other

two goals, the fund-raising effort complements the other two elements of Jordan's strategy.

After the strategic planning operation identifies the areas in which the University will attempt to excel, the University's Office of Gifts and Endowments, under the direction of Vice President for Development Joseph J. Mansfield, will start to develop fund-raising strategies in those areas.

With the University in the planning stages of fund-raising effort, Jordan cautions that Penn State has not yet moved very far. But both he and Mansfield said they expect to be ready to announce a campaign as the first leg of the strategic planning process ends, in about 18 to 24 months.

Many of Jordan's plans will take about that long to become operative. But, as one official warned last week, the University community should not think the administration is in a holding pattern.

Jordan, who turns 60 next month, says he wants to accomplish too much to stay in a holding pattern for long.

Asked what he would like to see future historians consider as his mark on Penn State, Jordan answered in two sentences: "To carry Penn State to another level of quality from what is already a solvent, well managed, quality University. I also hope I can leave it with a sizable endowment."



# New group for veterans designed to lend spark to vets' social lives

By ANITA COLVER  
Collegian Staff Writer

Veterans attending college often find themselves juggling jobs, family commitments and classes, leaving little time for social interaction with other students.

However, the recent formation of the Association of Penn State Veterans Alumni — an offshoot of the Penn State University Veterans Organization — has given veterans the chance to mingle with other students.

"Veterans are much less likely to be attached to the traditional groups on campus such as the sororities and fraternities," said Brian Clark, coordinator of Veterans' Affairs.

The University has attracted a large number of student veterans since World War II, Clark said. During the past ten years about 1,000 veterans have graduated from the University, he said.

Response to the formation of the new organization has been favorable, Clark said.

"We mailed out about 400 letters two months ago, and we've had about 70 replies," he said.

"There have been four or five false starts in the past few years, but now the idea is continuing to develop," said Christopher Kobi (senior aerospace engineering), acting president.

The first planned activity since its formation last spring will be a reunion Sept. 17, the weekend of the Penn State-Iowa football game. University President Bryce Jordan will address the members at a business brunch, and the group will elect officers, Clark said.

The organization will be entirely separate from the University, with the members providing funds for future activities. An initial membership fee of \$10 will go toward these costs, said Clark.

One long-range goal of the group will be to acquire money to purchase or build a new house where the veterans' organization can establish a permanent base for operations.

# Grad: Poland has its ups and downs

By JANET S. CHRISTMAN  
Collegian Staff Writer

What happens when you take a Polish-American, addicted to Pepsi-Cola and Marlboros, and transplant him in Communist-controlled Poland for six weeks — a place where these American amenities are luxuries?

"Everything in Poland, be it food, clothing, or cigarettes, you have to wait in long lines to purchase. And, not only must you wait in a different line for each item, but there is a distinct possibility that when you finally become the first in the line, the item you want is no longer in stock," says Anthony Slomkoski III, a 1983 Penn State economics graduate.

But Slomkoski did encounter more enjoyable and educational experiences when he attended Poland's University of Krakow, where he studied Polish language, history and culture this summer for six weeks. Through Slomkoski's association with his Polish colleagues, he soon became known as "Antek," the Polish word for Anthony.

"The Polish vodka, Antek said, is excellent. But Polish beer would leave Penn State partiers feeling flat — at least until they acquired a taste for it.

"It's really disgusting. The best beer is exported and the leftovers are what the Polish people get to drink. This is typical of Polish culture because the Polish people always give guests the best they have."

In fact, the summer group of students at Krakow were politely told to obtain dinner invitations from their Polish friends.

While Antek was still a Penn State student, he enrolled in Professor Sigmund S. Birkenmayer's Polish History and Culture class (Polish 100). Birkenmayer, a Polish native, tells his students the Poles have a saying that "to have a guest in one's home is like having God in one's home."

He also tells his students how polite, considerate and family-oriented the Poles are. Antek says. He adds that he saw much evidence of this innate hospitality and family closeness during his stay.

"The Polish men are very considerate of their wives and children. On Sunday afternoons when many Poles go out for walks, it was always the men who pushed the baby carriage," he says.

"There were also families in the discotheques

and children would get out on the floor and dance along with the adults."

Respect for age — regarding both people and culture — is quite evident in Poland, Antek says.

"When an older person gets on the public street cars, the young immediately relinquish their seat. If the elderly person is not seen immediately, he or she has only to lay a hand on the back of the seat to let their presence be known," Antek says.

Nova Huta, not far from Krakow, is a large steel-producing town. Antek said he was surprised at how concerned the people in Krakow are with the steel mill's pollution weathering and corroding their old buildings and monuments.

"They are more concerned with their buildings

and monuments than they are of their health," Antek says.

"Krakow is cleaner than Pittsburgh," he adds. "I worked in the steel mills and lived in the Pittsburgh area most of my life and Krakow is definitely less polluted. In Pittsburgh people worry about their health, not their buildings."

Another interesting Polish characteristic Antek noticed is that the Poles always decorate everything artistically. "From simple paper bags to candy bar wrappers, they put artistic designs on them," he says.

"When you go into a Polish home, their walls have pictures painted on them. Their sliced tomatoes are artfully arranged on serving plates, and they always have arrangements of fresh flowers."

Their collective artistic consciousness is dramatically displayed in a stainless steel memorial in the city of Gdansk. The memorial is dedicated to the shipyard workers who died in a 1970 strike. The 135 feet high monument was completed in only two months. When Antek remarked to his guide that he felt this was a remarkably short time in which to make such a huge monument, his guide said that when the Polish people's emotions are involved in their work, things go very fast and very well.

Antek and several other summer students joined the Poles in their annual pilgrimage to Czestochowa to pay homage to the Black Madonna, Catholic Poland's most honored religious symbol. The delegation from Gdansk, the town where Lech Walscia and Solidarity were catapulted into the world's spotlight, was openly defiant of their government's ban on their trade union.

"Even though the punishment for displaying the Solidarity symbol is three years imprisonment," Antek says, "these people carried their Solidarity banners openly and many wore Solidarity lapel pins."

Having the privilege of visiting the land of his forebears, Antek says, was worth abandoning the "luxuries" of American society.

"To abstain from Pepsi-Cola and Marlboros and to endure Polish beer was a small price to pay. The Poles are a delightful people and their culture is much to be admired. I certainly plan to visit Poland again as soon as I can."

# Tussey Mountain ski resort to open under new managers

Tussey Mountain Ski Area will open under new management for the upcoming winter season.

Sheraton Penn State, 240 S. Pugh St., will lease the ski area from the Keystone Ski Corporation to prevent the ski area from closing.

"We're very happy to be able to give the people of Centre County a place to ski and to secure at the same time the employment of approxi-

mately 25 people," Heinz Mathis, vice president and general manager of the Sheraton Penn State, said in a prepared statement.

Heinz added that keeping the ski area open would also "boost Sheraton's business."

The new management plans to open a T-bar lift on the beginner slope and to improve snow-making equipment to extend to all slopes.

— by Lori-Marie Vail

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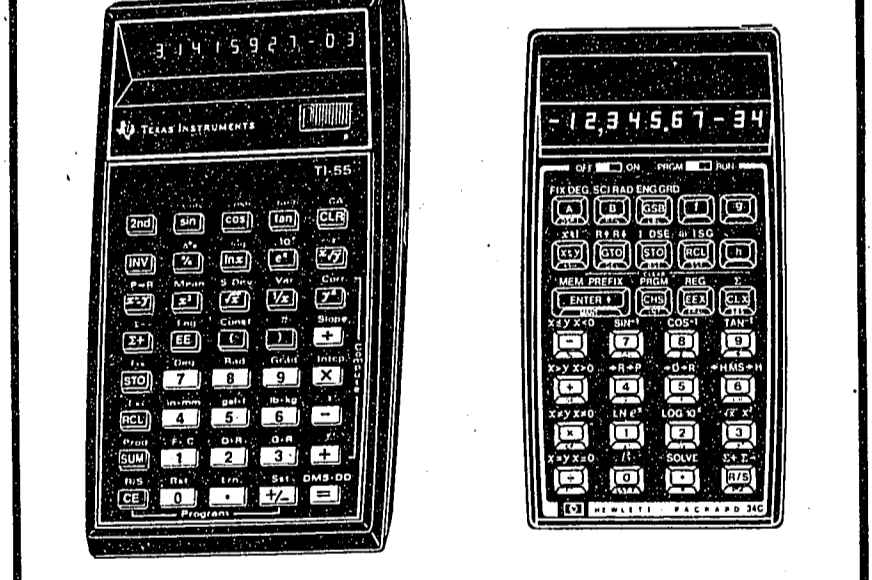
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