

Jordan: Strategic planning on schedule

By BILL FERRELL
Collegian Staff Writer

The University's strategic planning program is on schedule, University President Bryce Jordan told the University's Board of Trustees yesterday.

"The process has moved forward with careful deliberation," Jordan said. "The program is on schedule."

The strategic planning program was adopted by the University's Board of Trustees in September 1983. The program will look at possible adjustments in the University's programs, organizational structure and finance mechanisms, Jordan said.

The University is looking at strategic planning for two reasons, he said. "Those reasons are to improve our mission in teaching, research and service and to

redirect our resources — be they people, square footage or dollars — to strengthen our performance."

The president has released a strategic planning guide to members of the University community to "provide a structure for implementing strategic planning throughout the University."

The administration is now beginning the data-gathering phase of the program, results of which will be due in June 1985, Jordan said.

The administration has also set up three strategic study groups to study areas where the University must respond to opportunities before the full strategic planning process is completed, Jordan said. The three areas under study are biotechnology, materials sciences and mass communications, Jordan said.

In the area of biotechnology, the

University has announced the establishment of a Biotechnology Institute, Jordan said. The new institute has the potential to create new jobs in the growing field of biotechnology.

In materials sciences, the National Academy of Sciences has named Penn State and the Massachusetts Institute of Technology as the two best schools in the nation, he said. Therefore, the University must ensure continued excellence in this area.

In mass communications, a study group has been appointed to study the feasibility of establishing a School of Communications at the University.

A number of other areas at the University also require immediate attention, Jordan said. Those areas include technology programs, nursing education, academic computing, computing and information

systems programs, enrollment management and planning, training programs for health-care professionals and management of non-academic programs.

"We must be more focused and deliberate," Jordan said, "because strategic planning is only one leg of the three-legged stool upon which the future of the University rests."

The University must also depend upon increased funding from the private sector and increased state appropriations, he added.

"To maintain quality we may, in some instances, need to reduce our comprehensiveness," Jordan said.

In other business, the Summer Session director told the trustees that although the University's Summer Session enrollment increased by only three students, the program was a "smashing success."

"Under the circumstances, we decided to claim a victory," Nancy M. Tischler said.

The total enrollment for the 1984 Summer Session at the University's 22 campuses was 26,946, an increase of three students over last summer, she said.

The eight-week term caused a reduction of 20 percent in the average credit load, Tischler said. This became a problem for students who applied for financial aid.

In order to qualify for a Pennsylvania Higher Education Assistance Agency grant, a student must carry 12 or more credits, she said. Since 90 percent of University students receive some form of financial aid, the 12 credit requirement probably contributed to a lower Summer Session enrollment than expected.

The range of course offerings for Summer Session 1984 was the most comprehensive. Please see TRUSTEES, Page 5.



University and state officials tour Mueller lab after announcing the new Biotech Institute. From left to right: Professor Stanley Person explains a research project to Gov. Dick Thornburgh, Board of Trustees President Walter J. Conti and Secretary of Commerce James O. Pickard. The University's biological technology center will be the first of its kind in the state of Pennsylvania.

PSU to go into biotech business

By LESLIE THOMAS
Collegian Staff Writer

Gov. Dick Thornburgh and University President Bryce Jordan announced yesterday the establishment of a biotechnology institute at Penn State. The institute will be the first of its kind in the state.

Biotechnology is the use of biological processes or systems for industrial purposes. Potential uses of biotechnology include the development of vaccines, the synthesis of chemicals and the development of new plants for agriculture.

"The institute is a new thrust for Penn State which complements Gov. Thornburgh's leadership of and commitment to higher education and economic revitalization in Pennsylvania," Jordan said.

"It has the potential for major contributions to the state and nation in a promising and exciting new field," he added.

He predicted that during the next 10 to 20 years there will be profound changes in the field of biology and he added that "no major research institute can afford not to be involved with those efforts."

Thornburgh said that this institute and others like it are "vital to maintaining

Pennsylvania's leadership in a rapidly changing economy."

He added that the institute will stimulate economic progress and jobs in the state as well as contributing to the improvement of the quality of life, the environment and the food supply in the nation.

The program is a multidisciplinary effort which will be based in the College of Science's department of biochemistry, microbiology and molecular and cell biology, but it will include the colleges of Agriculture and Engineering.

Dr. Jean Brenchley, who will head the new institute, said the overall objective of the program will be to "provide resources for a unique educational program for modern service facilities to benefit the University, government and industrial affiliates and for the research necessary to bring Penn State to the forefront in biotechnology."

Thornburgh complimented the University on the establishment of the institute and stressed that it is a partnership between private industries and public education in keeping with the goals of the Ben Franklin Program, which Thornburgh initiated last year.

Funding for the institute is also a joint venture between the. Please see PSU, Page 5.

Stadium rules:

Lions meet Rutgers as fans meet new policies

By PHIL GALEWITZ and
CHRIS LINDSLEY
Collegian Staff Writers

As a result of recent controversy over changes in Beaver Stadium policy, students will be permitted to leave football games at halftime and re-enter the stadium, but open fires on University grounds are still prohibited, Assistant Athletic Director Fran Fisher said earlier this week.

The controversy has resulted in confusion among fraternities which misinterpreted the new laws to mean stricter enforcement of laws against underage drinking, said John Ziegler, professor of meat science and former member of State College Municipal Council. The State College borough's new open container law will not be enforced in the area around the stadium, he explained.

The stadium is located in College Township where the only applicable drinking laws pertain to minors, who will be issued a citation if caught drinking alcohol, said Tom Lechner, manager of College Township. He explained that the township has not added any new laws pertaining to behavior outside the stadium this year.

Paul Blahusch, executive vice president of the Interfraternity Council, said he does not foresee any problems in the State College borough or on the

stadium grounds, but does encourage IFC members to exercise extreme caution in drinking before and after the game.

College Township represents the area east of Shields Building and north of the graduate housing buildings and University Drive, Lechner said. It includes Stone, Stuart, Hastings, and Snyder Halls, Jefferey Field and the parking fields adjacent to the stadium.

Last spring, personnel from the offices of University safety, security and intercollegiate athletics formed a committee which decided no individual would be allowed to leave the stadium at halftime because of a large number of complaints.

But after receiving complaints about the rule change, the committee revised it to allow pass-out checks to be distributed from gates 2, 8, 12 and 16 only with the hope that fans would be more considerate when re-entering.

"Many people like to stay and enjoy the Blue Band at halftime, and the movement of people leaving disrupted that," Fisher said. "But then we thought eliminating check-out passes might not cut down on movement, and people might still leave their seats for the same reasons, so we revised the rule."

The open-fire policy, which mainly bans charcoal fires, is not a new rule. In fact, since 1976 there has been a University policy prohibiting fires in Beaver. Please see FANS, Page 3.

Pros and cons of porn debated in front of hostile, vocal crowd

By PAT COLLIER
Collegian Staff Writer

Pornography, Dolores Alexander said in front of a loud and hostile crowd in Eisenhower Auditorium, is a root cause of violence against women and has conditioned males to view women as sex toys meant only for their gratification.

"Pornography is the theory behind the practice of rape," said Alexander, president of Women Against Pornography, drawing hoots and shouts of derision from a vociferous, primarily male crowd of 2,000 people last night.

Harry Reems, the star of the movie "Deep Throat," countered by saying that the link between pornography and violence has never been conclusively established, quoting a 1968 presidential study that showed no connection between exposure to pornography and violent behavior.

"Studies show that the vast majority of these rapists and psychopaths have never been exposed to pornography," said

Reems, raising his voice to be heard over the catcalls of an audience that was clearly in his favor.

Reems, who was introduced to overwhelming applause at the debate's outset, argued that pornography was a positive factor in society, in that it had brought sexual attitudes in America "out of the closet."

"There has always been a fear of communicating with each other sexually," Reems said. "Perhaps this fear has been alleviated by proliferation of this (pornographic) material."

Reems contended that pornographic material has helped overcome the prudish attitude that "sex is bad."

"People can see through this material that not only is sex not wrong, but it's being done," Reems said in an interview after the debate.

Alexander, in contrast, does not believe that pornography is related to sexual freedom. She said her organization is in favor of the positive results of the sexual revolution, such as abortion and legal birth control.

"Pornography is not sexual liberation — it is another form of sexual repression," Alexander said, concluding her initial 20-minute presentation.

Alexander cited pornography as "propaganda against women," and said she believes that pornography has negative effects on the attitudes of men toward women and of women toward themselves.

It is precisely pornography, she said, that has portrayed women as a man's "kitten, pet, playmate, chick and plaything," and has



Dolores Alexander

caused today's man to view women in this way.

She referred to this as the "Playboy mentality."

Recounting a brief history of pornography, she referred to Playboy magazine's tradition of showing women with dimensions 38-22-36. She stated that a study of 1,000 women found that none of them had a 22-inch waist.

"Imagine the effect that these perfect bodies had on the women who fell short of these standards," she said.

Alexander said her organization is concerned with the spread of pornography to all walks of life, she said.

"Porn has begun to invade every facet of American life," she said. "Look at today's jeans commercials. Companies like Calvin Klein — with Brooke Shields — have literally turned the female into a piece of ass."

Reems countered that "there is nothing wrong with healthy people looking at pictures of pretty men and women."



Harry Reems

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fyi	
Freshmen with semester classifications of one or two may obtain ID stickers in the HUB reading room from 9 a.m. to 9 p.m. today.	