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Behrend speaker series wins national award

Recognized for quality, issues raised

by Mark Owens
Collegian News Editor

The National Association for Campus Activities (NACA) presented Behrend with its nationally coveted Distinguished Lecture Program Award.

Delegates from the Student Programming Council recently attended the national convention in Chicago, meeting with delegates from the other 1,100 member colleges and universities.

Dave Shields, Assistant Dean of Student Services and main organizer of the Speaker Series, says Behrend won the award because all of the programs dealt with current issues and the outstanding quality of the speakers.

"Some of the issues we touched on," said Shields, "weren't popular, but we try to make sure we expose students, faculty and staff to a variety of

issues."

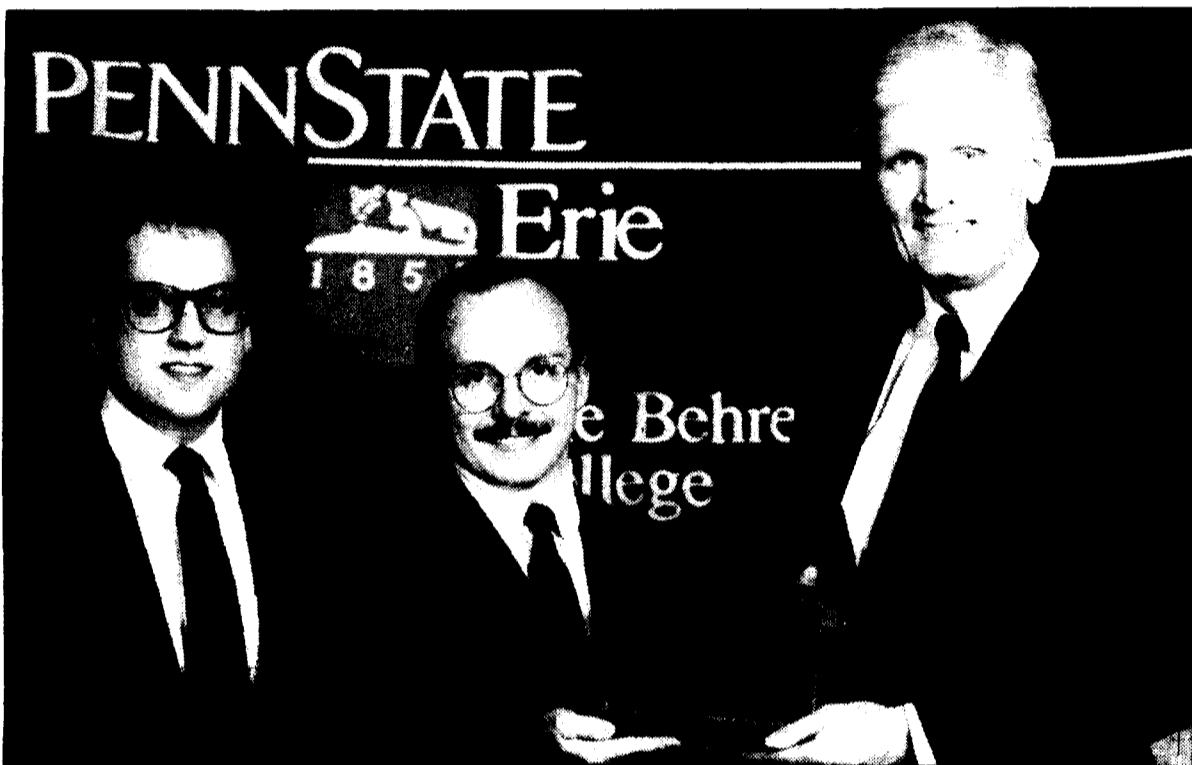
Shields thinks Behrend won the award because NACA was looking for a series that was creatively done; involved the faculty, staff and students; was diverse and was well publicized.

"The award's design," said Shields, "was to further promote and enhance the use of lectures in college programs."

He said one reason the lecture award committee thought Behrend had the best series was the unique way speakers were selected.

"We book the speakers by using a bidding system, which is something most schools don't do," he said. "The first thing we do is put together a list of requirements; the budget we have, how many speakers we need and when we need them and the kind of activities we want them to participate in."

Shields continued by saying the next step was organizing a



Speaker series honored: Dean of Student Services Chris Reber, Assistant Dean of Student Services Dave Shields, and Provost and Dean John Lilley display Behrend's 1990 NACA award

committee of students, faculty and staff to come up with topics they want the speakers to address.

"Out of the topics the committee generates," he continued, "we pick several of them and put it all together in a proposal, which I send out to

seven or eight of the largest agencies in the country. It's their job to come up with a speaker series."

He added the system works out very well and gets Behrend the best series for its dollar.

"The agencies compete with

each other and they do all the leg work." Shields said, "We chose one that meets the requirements and has the most interesting and provocative speakers. That agency wins the whole contract. This way I only have to deal with
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Sunshine, shades, and smiles



Soaking it in: Seniors Ken Crumb and Michele Madison on Spring Break at Daytona (see photo feature on page 10)

Cruz tells of nation's changing culture

Stresses importance of growing Hispanic minority

by Tony Olivito
Collegian News Editor

For years the United States has been inappropriately likened to a melting pot.

At least that is what Miriam Cruz told an audience in her address Monday night. Cruz, an advocate of Hispanic and women's issues, believes a more accurate image would be a stew pot.

A melting pot suggests blending and a loss of identity, according to Cruz. In the stew pot analogy, however, ingredients retain their character while adding to the overall flavor.

Cruz contends that the Hispanic chunk of the recipe is increasing and, consequently, the group should be taken seriously.

There are over 20 million Hispanics in the United States, excluding the Commonwealth of

Puerto Rico.

This group has grown over 44 percent since 1980. That percentage is second to the growth experienced in the Asian community and greater than the increase in the African-American community.

Cruz cites two reasons for the profound increase. First, a young, fertile Hispanic population has created a high birth rate. Secondly, there is a large influx of immigrants from Hispanic countries.

This larger population will mean greater influence both economically and politically.

Businesses are now paying attention to this niche which spends an estimated \$120 billion yearly, according to Cruz. Large corporations such as McDonalds, Coca Cola and General Motors have begun advertising on
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