

Marketing OSU begins with Brown

Oregon State University began the initial phase of developing a strategic marketing plan with the appointment of Dan Brown as acting marketing director.

L. Edwin Coate, vice president for finance and administration, appointed Brown at the Aug. 24 meeting of the University Marketing Committee.

"The time has come for Oregon State University to adopt an aggressive marketing approach," Coate said. "What OSU needs to do is discover its niche among the nation's universities."

Brown, who received his doctorate degree in marketing from the University of Iowa, has been an associate professor at OSU since 1974. He brings more than 14 years of marketing and teaching experience to the job.

Brown displays his fascination with marketing on bookshelves in his Bexell Hall office. Here, hundreds of diverse, colorful and even antique beer cans line the walls.

"A lot of hype goes into the promotion of beers. In that sense, it's not good marketing," Brown said.

What sets good marketing apart from bad marketing is steering clear of the hard sell — pushing something on people — and opting instead to "provide people with information they need to make the right decisions and also providing them with services they really want to buy," said Brown.

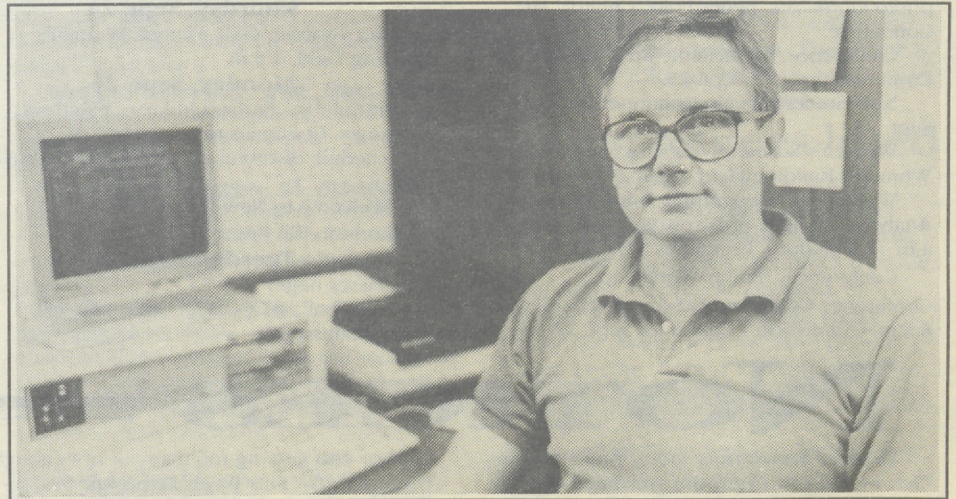
That's the approach Brown and the University Marketing Committee are striving to achieve.

New alcohol policy allows for beer and wine

A new alcoholic beverage policy at OSU allows monitored serving of beer and wine during varsity football games and during approved events at LaSells Stewart Center and Peavy Lodge.

"We wanted to set up rules so people of age can drink in a sane and safe manner," said L. Edwin Coate, vice president for finance and administration. "We felt this to be a better practice than to close our eyes to what was going on illegally."

This is the first time in history that the



Dan Brown uses his IBM-compatible computer to coordinate and communicate marketing-related ideas.

Marketing higher education is an area that more and more institutions nationwide are beginning to explore. Often, however, it's a tricky business.

Education, unlike a tangible product, is a service and isn't easily packaged. "It's difficult to take a picture of what an educational institution does for people," he said. "We're transforming students' minds, and we're filling them with knowledge."

Brown's experience in service marketing includes serving for five years on the OSU Federal Credit Union board of directors. As chairman of the credit union's marketing committee, he helped launch its expansion. He also was a member of the 1986 Task Force on Marketing the University appointed by President John V. Byrne.

The key to successful service marketing, Brown maintains, is understanding the needs of your target

markets. That involves analyzing the characteristics of what is being marketed and coming up with a clear plan that will provide guidance to the administration and valuable information to the public, including prospective students and the legislature.

Brown is quick to point out that the plan is still in its formative stages. Faculty, staff and student forums will be held this fall to gather input.

The plan is scheduled to be set into motion early next summer. In the August 1988 report "Marketing Oregon State University: Getting Started," Brown outlines the merits of implementing a comprehensive marketing plan: to better serve the people of Oregon; to achieve optimum enrollment; to attract more funds; to improve the perceived image of OSU; to improve faculty, staff and student morale; to find OSU's niche and improve its offerings; and to present ourselves better.

university has sanctioned such a use of beer and wine, said Jo Anne Trow, vice president for student affairs. Since the early 1970s, however, the use of alcohol has been permitted in private rooms of students 21 or older living in university housing.

Under the new policy, groups who buy 40 tickets to football games get free use of an orange-and-white striped canopy tent located within a fenced-off area in nearby parking lots. Eleven tents were set up during the first football game

of the season, said Patti Drapela, director of promotions and sales for OSU athletics. For the Sept. 17 game, Drapela logged 18 applications requesting tents.

"All of us were extremely happy with the way the process worked at the first game and the positive reception by the alumni and community toward the new policy," Coate said.

The two-page policy, which went into effect Sept. 1, sets guidelines for the consumption of beer and wine in

Please see 'Alcohol,' page 4.

UP & COMING

Thursday, Sept. 22

Registration, Gill Coliseum, 8:30 a.m.
Art Exhibit: "Snap Decisions," Oregon newspaper photographers and OSU alumni photo journalists, James Folts, Curator, MU Concourse.
Conference, Panhellenic Rush Counselors. Continues through Sept. 25.
New Student Week. Continues through Sept. 25.
Women's Soccer: Evergreen State College, Women's Building Field, 4 p.m.
Workshop: "Geographic Information Analysis," College of Forestry, Peavy, 8:00 a.m. (Admission). Continues Sept. 23.
Conference: "Pump Workshop,"
Conference Company, LaSells Stewart Center, 8 a.m. (Admission.) Continues Sept. 22, 23.

MU Craft Center registration begins.

Friday, Sept. 23

Educational Opportunities Orientation, Stewart Center, 10 a.m. and 1:30 p.m.

Saturday, Sept. 24

Men's Soccer: OSU Alumni, Women's Building Field, 4 p.m.

Monday, Sept. 26

Art Exhibit: Barbara Milman, paintings, Fairbanks. Continues through Oct. 19.
Schedule distribution, Gill Coliseum, 8:30 a.m.

"Welcome to New Greeks," Milam Auditorium, Bill Brennan, 6:30 p.m.

Tuesday, Sept. 27

Classes begin
Volleyball, WOSC, Gill Coliseum, 7:30 p.m. (Admission.)

Workshop: "Strengthening the Grandparenting Bond," Stewart Center, 7 p.m.

Library Open House, Kerr Library, 9 a.m.-noon and 1 to 4 p.m. Continues Sept. 28.

Play: "The Good Doctor," Mitchell Playhouse, 8:15 p.m. (Admission.) Continues through Oct. 1.

Wednesday, Sept. 28

Conference: "Street Maintenance Short School," Oregon Technology Transfer Center, Stewart Center, 8 am, (admission) Continues Sept. 29, 30.

Friday, Sept. 30

Class of '48, '68, '78 Reunions. Also Oct. 1.
Volleyball, Arizona State U., Gill Coliseum, 7:30 p.m. (Admission.)

Film, "Dark Eyes," Nikita Mikhalkov, director; Wilkinson, 7 & 9:30 p.m. Also Oct. 1.

NOTICES

Horner Museum is sponsoring a tour on Oct. 14 and 15 to view the acclaimed exhibit "Son of Heaven: The Imperial Arts of China" in Seattle. The show includes 225 works of art that span 26 centuries. The cost ranges from \$145 to \$175 and includes transportation, single or double hotel room, admission to the exhibit and an Indian salmon-bake dinner. Call 754-2951.

Apple Computer prices are on the rise effective Oct. 15. If your department is planning to purchase Apple products this year, the Purchasing Division encourages you to buy before prices go up 10 to 20 percent. For questions, call Earlene, ext. 3301.

President John V. Byrne and Dan Terpack will be dedicating the new MBA/HP Computer Lab at 9:30 a.m. on Oct. 1 in Bexell 112. Demonstrations will be given of the Vectras, PaintJets, QuietJets, LazerJets and a ScanJet as well as software from 9 a.m. to noon. Hewlett-Packard donated the hardware. The software was donated by Hewlett-Packard, Novell and MicroSoft. The public is welcome.

The Department of Art presents an exhibition of paintings by Barbara Milman of Davis, Calif., beginning Sept. 26 in the Fairbanks Gallery. The exhibit, which features works reminiscent of pre-Columbian pictograms, continues Mondays through Fridays until Oct. 19.

Kerr Library will host an open House from 9 a.m. to noon and 1 to 4 p.m. on Sept. 27 and 28 for faculty, staff, students and friends to demonstrate improvements and changes made over the past several months. These include the new CD-Rom Database Center, the centralized Information Desk, the new integrated Reference Service Desk, and demonstrations on the new online Public Access Catalog. The Display Journals and the Ava Helen and Linus Pauling Papers will also be shown.

The library will begin its regular fall-term hours on Tuesday, Sept. 27. The library is open Monday through Friday, 8 a.m. to midnight, and Saturday and Sunday from 10 a.m. to midnight.

Are you getting too many or not enough copies of *OSU This Week*? Let us know. Call Betsy Krause, ext. 4611, to order the correct amount.

MU Craft Center offerings for fall term include ceramics, wood crafts, jewelry, stained glass, photography, fiber arts and calligraphy. Staff memberships for independent use of the center cost \$18 per term. Contact Barbara Gast, ext. 2937.

Classified employees are reminded that the 1988 open enrollment period ends Sept. 30. During this time, classified employees enrolled in BUBB-sponsored insurance plans may change health and dental insurance plans or add eligible dependents. Insurance forms should be completed only if you are making changes. Return enrollment forms to the Department of Human Resources. Union Flex Enrollment applications should be returned to: Union Flex-OPEU, SEIU Local 503 AFL-CIO, CLC, 1127 25th St. SE, P.O. Box 12159, Salem, OR 97309-0159. Questions? Call Susan Hron, benefits officer, ext. 3103.

All management service, academic and GCIU employees must complete a new dental insurance application. Open enrollment materials have been distributed through campus mail to eligible employees. Health insurance applications need to be completed only if employees are changing plans or adding or deleting dependents. Flexible Spending Account applications must also be completed for those wishing to participate during the Nov. 1, 1988 to Oct. 31, 1989 plan year. Enrollment applications must be returned to the Department of Human Resources no later than Oct. 14, 1988.

The Center for Gene Research and Biotechnology is sponsoring the Gene D. Knudson Lectures in Molecular Genetics. Harold Varmus, professor of Molecular Virology at the University of California, San Francisco, is a member of the National Academy of Sciences. Varmus will present a lecture at 8 p.m. on Thursday, Sept. 29, in Wilkinson Auditorium entitled "The Molecular Basis of Cancer." A more specialized lecture, "The Life Cycle of Retroviruses,"

will be given at 3:30 p.m. on Friday, Sept. 30, in Wilkinson Auditorium.

An OSU public auction will be held Saturday, Sept. 24, in McAlexander Fieldhouse. Bidding begins at 9 a.m. Featured items include: Bridgeport Milling Machine, table saw, kilns, hand and power tools, motors, trampolines, wrestling mats, diving board, two Apple computers, desks and chairs, drafting tables, appliances, microscopes, typewriters, office supplies, 1979 Datsun pickup, 1985 Chevrolet Citation. Merchandise inspection: Sept. 23, 8 a.m. to 6 p.m. and Sept. 24, 8 a.m. to 9 a.m.

Fulbright applications for 1989-90 graduate study abroad are due Sept. 30 to Jean Vander Woude, Snell 444, ext. 3006.

The Department of Human Resources and Office of Development are co-sponsoring a time management seminar on Sept. 28, from 1 to 5 p.m., in MU 105. The seminar, presented by the Franklin Institute, costs \$154 per participant. Contact Bill Adams, ext. 4121, or Chesney Sharp, ext. 4218, to register.

OSU This Week

OSU This Week is the staff newsletter of Oregon State University. It is published weekly during the academic year, except during Christmas and spring breaks. The newsletter is published by the Department of Information, which has editorial control over the newsletter's contents.

All material for the publication should be submitted in writing by noon on Monday for that week's issue. Calendar items should be submitted to Conference and Convention Services, LaSells Stewart Center. All other material should be submitted to the Department of Information, AdS 416.

Editor: Betsy Krause, ext. 4611
Calendar: Gale Hazel, ext. 2402
Information Director:
Wally Johnson, ext. 4611

RESEARCH

Please contact the Research Office, x3437, AdS A312, for additional details on the following:

1. **American Council of Learned Societies** supports postdoctoral research in the humanities. Grants-in-Aid due Dec. 15; Grants for Travel to International Meetings Abroad due Mar. 1; Mellon Chinese Summer Language Grants due Feb. 15; China Conference Travel Grants due Nov. 1, Jan. 1, Mar. 1, and May 1; Chinese Studies Postdoctoral Research Fellowships due Nov. 15; and Fellowships for Postdoctoral Research in East European Studies due Nov. 15.
2. **National Institute on Disability and Rehabilitation Research** offers the following programs: Rehabilitation Research and Training Center (due 11/2/88); Career Development and Research Training Program (due 11/2/88); Field-Initiated Research Projects (due 11/30/88); Innovation Grants (due 6/1/89); and Research Fellowships (due 12/2/88).
3. **NSF Special Initiative on Coordination**

VACANCIES

Applications on the following classified vacancies are now being accepted:

Administrative Assistant; Clerical Assistant, FT, PT; Clerical Specialist, FT, PT; Experimental Biology Technician, PT; Peace Officer (Patrolman); Programmer; Registered Nurse 1; Registered Nurse 2; Secretary.

Recruitment has been closed and the selection is now in process for Education Project Aide 2, PT.

Please refer to the recruitment announcement for additional information. For applications and information regarding promotional opportunities at OSU and other state agencies, contact the Department of Human Resources staff or the employment bulletin boards at Ads B122, or call ext. 3103.

HONORS & APPOINTMENTS

Numerous faculty members were granted emeritus status during the 1987-88 academic year, said Dwight S. "Pete" Fullerton, associate vice president for academic affairs.

They include: **John Adair**, animal science; **George H. Arscott**, poultry science; **George S. Beaudreau**, agricultural chemistry; **Dean E. Booster**, agricultural engineering; **H. Daniel Brunk**, statistics; **David A. Bucy**, facilities planning; **George S. Burt**, psychology; **Odette Cadart-Ricard**, foreign languages and literature; **H. Ronald Cameron**, botany and plant pathology; **Joseph Capizzi Jr.**, entomology; **Te May Tsou Ching**, crop science.

Frank R. Cross, education; **Eve-Mary Doudoroff**, foreign languages and literature; **James W. Dunn**, development; **Harry T. Easterday**, physics; **William J. Firey**, mathematics; **Arnold W. Flath**, physical education; **William J. Fredericks**, chemistry; **Paul J. Gunn**, art; **Charlotte T. Harter**, family resource management;

Theory and Technology will support multi-investigator, multi-disciplinary projects. Due Nov. 15.

4. **National Council for Soviet & East European Research** supports activities dealing with the social, political, economics, and historical development of the USSR and Eastern Europe. Due Nov. 1.

5. **National Livestock and Meat Board** supports product development, meat science research, and nutrition research. Preliminary proposals due Nov. 15.

6. **National Association of Broadcasters** supports faculty and student research on economic, business, social or policy issues of importance to the US broadcast industry. Due Feb. 1.

7. **MacDowell Colony Residence Fellowships** support artists through the provision of uninterrupted time and seclusion. Writing, painting, sculpting, printmaking, photography, filmmaking, and composing are supported. Due Jan. 15, Apr. 15, and Sept. 15.

Rockefellers offered for African scholars

The Rockefeller Foundation has an awards program with grants up to \$24,000 to enable sub-African doctoral students to conduct dissertation field research in Africa.

Bill Smart, associate director of International Education, said the program is aimed at outstanding African scholars.

Priority will be given to research topics in the areas of agriculture, health and life sciences. Other proposals will be considered if they relate to economic development or poverty reduction in Africa.

Deadlines are Oct. 1, 1988, and March 1, 1989. Write: African Dissertation Internships, The Rockefeller Foundation, 1133 Avenue of the Americas, New York, NY 10036.

Charles J. Kozlik, forest products; **Charles M. Leach**, botany and plant pathology; **Victor T. Neal**, oceanography; **Floyd V. Pumphrey**, crop science.

Robert J. Raleigh, agricultural experiment station; **Charles R. Rohde**, agricultural experiment station; **Larry Schecter**, physics; **Robert L. Smith**, extension; **Gene N. Tanselli**, physical education; **Thomas N. Tillman**, physical education; **Charles F. Warnath**, psychology; **Charles E. Warren**, fisheries and wildlife; **Lois A. Watkinson**, extension; **Charles E. Wicks**, chemical engineering; **Murray Wolfson**, economics; and **John A. Yungen**, experiment station.

Bill Adams has been appointed staff development officer and will head OSU's newly organized staff development program. Adams has eight years experience in training and development working within state government and will be developing supervisory-management workshops. He is available for consultation at ext. 4121.

Office has same role under new name

The name of the Office of Student Services has been changed to the "Office of the Dean of Students."

The office will continue to serve as the primary administrative office concerned with student life within the Division of Student Affairs. The office is directed by J. Roger Penn, assistant vice president and dean of students.

Spring retirees listed

Eleven faculty members, and 11 classified or management employees retired from the university spring term.

Retired academic employees include: John Adair, George Beaudreau, H. Daniel Brunk, Te May Ching, Harry Easterday, William Firey, Paul Gunn, Gloria Levine, Robert Raleigh, Thomas Tillman and Berdine Tullis.

Retired classified or management service employees include: Syble Albin, Willis Albin, Fay Burdick, Robert Cochran, Don Ferguson, Evelyn Garren, Barbara Kienle, Jeanne Middagh, Lois Morley, Charles Weathers and Margaret Williams.

Burgess to retire

Fred Burgess, who has been the dean of the College of Engineering since 1971, plans to retire Dec. 31, 1989.

Since he was appointed dean, the research funding of the college has increased about 20 times to almost \$8 million annually.

Burgess, an environmental engineer who began his faculty tenure at OSU in 1953, has had an extensive career in government, public service, industry and academic instruction, research and administration. His scientific research was conducted in environmental engineering and planning, water pollution control and waste treatment.

Future retirees needed

Norma Nielson, College of Business, is seeking OSU faculty and staff nearing retirement wanting an evaluation of proposals they received to buy life insurance in conjunction with a PERS Option I pension.

Participants will receive computer printouts on the value of the life insurance and PERS survivor options. A brief report outlining likely advantages and risks of the insurance program compared to other PERS options will be included.

Interviews will take place from Nov. 4-14. Interested persons should send a card to Nielson in the College of Business with their name, phone number and most convenient time to be called.

Dates, deadlines for easing fall registration

Important dates to keep in mind for the fall registration process begin with Thursday, Sept. 22 as registration activities get underway in Gill Coliseum.

Wallace Gibbs, OSU registrar and director of admissions, requests all persons with responsibilities at the coliseum to be ready at 8:30 a.m. Staff members wishing to register at this time should check the alphabetical listing in the 1988-89 Schedule of Classes. Register for classes at the time that corresponds with your last name or later.

After Thursday's registration ends at 5 p.m., the registrar's office will analyze student course requests. Representatives from individual schools, colleges and departments will make schedule adjustments, and computer sectioning will be completed. On Monday, Sept. 26, student schedules will be distributed.

Classes officially begin on Tuesday, Sept. 27 at 7:30 a.m.

The following dates and deadlines should be noted and observed:

- Centralized adding and dropping of courses for students who did not receive all courses requested will be held in Gill Coliseum on Monday, Sept. 26, from 1:30 to 4:30 p.m. All academic colleges, schools and departments should be represented.

- Beginning Tuesday, Sept. 27, at 8:30 a.m., students who did not complete registration Sept. 22 may pick up registration forms and instructions at the Registrar's Office. There will be no student registration activity on Friday, Sept. 23, or Monday, Sept. 26.

- Staff members who completed course work at OSU in spring term 1988 can pick up pre-printed registration materials for fall term registration. Others must apply for admission or readmission to obtain the proper materials. Approved staff registration request forms must be

on file in the Business Office before fees can be paid at the staff rate of \$11 per term hour.

- The last day for completing registration procedures for fall term is Monday, Oct. 10. When deciding whether to register at Gill Coliseum or to wait and register independently, keep in mind the number of courses you are taking and whether the class is popular and might fill up.

- The last day for fee payment is Friday, Oct. 14. Staff registrants will not be charged late registration and fee payment fines if these final deadlines are met.

Changes in academic regulations include increased fees for late registration and fee payments. A fee of \$5 per course add, \$5 per course drop, and \$5 per change of S-U grading status will be charged for all changes of program after original registration for a term.

University Day honors staff achievements

Ten OSU faculty and staff were honored Friday during the third annual University Day, which officially marked the opening of the 1988-89 year.

"Burlington Northern Faculty Achievement Awards" were presented to **Dan Armstrong**, an instructor in the Department of English, **David A. Bella**, a professor of civil engineering, and **Julius Dasch**, professor of geology.

The "Dar Reese Excellence in

Advising Award" was presented to **David L. Willis**, professor emeritus of radiation biology.

The "Outstanding Research Assistant Award" was presented to **Philip B. Hamm**, Department of Botany and Plant Pathology.

OSU's "Office Personnel Association Member of the Year" was given to **Irene Rau**, management assistant in vocational education, for her activity in OPA.

The "Elizabeth P. Ritchie Distinguished Professor Award" was presented to **Ann M. Messersmith**, head of the food systems management department.

The "Herbert F. Frolander Award" for outstanding graduate teaching assistant was presented to **Scott Harley Ligman**, a graduate teaching assistant in the Department of Zoology since 1983.

Christopher Mathews and **T. Darrah Thomas** were honored as recipients of the "OSU Alumni Association Distinguished Professor Award."

President John V. Byrne presented the President's Award of the Beaver's Champion to **Russ Dix**, associate registrar, and **Rosemary Stoltenberg**, volunteer for the Conversational English School.

Davis to teach current issues

Former Oregon chancellor of higher education William "Bud" Davis will be teaching at OSU during the 1988-89 academic year.

Davis, who resigned from the chancellor post effective June 30, will teach primarily in the Department of Post-Secondary Education in the OSU-Western Oregon State College School of Education, according to OSU President John V. Byrne. Davis will begin the nine-month appointment fall term.

"He will assist us with doctoral courses and seminars in areas such as contemporary issues, political and legal issues, and leadership in higher education," said Robert Barr, dean of the School of Education.

Funds for Davis' salary are provided by the Oregon State System of Higher Education through the Distinguished Service Professor program.

Alcohol policy outlines rules

Continued from Page 1.

parking lots near Parker Stadium and Gill Coliseum in conjunction with Beaver football games, and during special events in LaSells Stewart Center and Peavy Lodge.

The Stewart Center and Peavy Lodge were included because, as Coate said, "We're under constant pressure from people holding conferences who want to have a wine tasting party or serve wine and cheese before an event."

The policy mandates that food and non-alcoholic beverages be provided whenever alcoholic beverages are served. Requests for permission to serve alcoholic beverages must be submitted to the Office of the Vice President for Finance and Administration at least two weeks prior to the event.

Any organized group of 25 or more people wishing to serve beer or wine, or

wishing to serve from bulk dispensing devices such as a keg, must register. The alcohol must be served by a licensed establishment that carries a liquor liability policy of \$1 million.

The Beaver Club has contracted with O'Callahans, which provides the trained staff to serve the beer and wine.

No alcohol will be served after half-time, preventing people from drinking before they drive home, Coate said.

Individuals may picnic, or "tailgate," before the game, but they are restricted to serving non-bulk alcoholic beverages and only at their individual vehicles or in controlled designated areas. In other words, no kegs of beer are permitted — unless when served by an insured licensed establishment.

The policy further prohibits alcoholic beverages, metal or glass containers inside Parker Stadium.