An Early Retirement For Dean Sullivan

Dean of Students D. Bradley Sullivan, a member of the Suffolk University administration for 27 years, is taking an early retirement, effective in June of this year. He will be 54 years of age on April 16.

Sullivan has been Suffolk’s only dean of students. He was appointed to the post by Judge John E. Fenton, Suffolk’s fifth president, in 1966 when it was created. Before that, he was director of admissions for six years.

In his present position, Sullivan is responsible for the academic, social, and personal affairs relevant to the students’ educational development. He supervises the offices of Student Activities, Athletics, Health Services, Career Planning, Cooperative Education and International Students. He is also coordinator for handicapped students.

“Over the past twenty years Brad Sullivan has filled the position of Dean of Students with distinction,” President Daniel H. Perlman said. “The University’s pro-

grams of student activities and student services have developed in quality and scope. Thousands of Suffolk University’s students have availed themselves of Dean Sullivan’s advice and counsel and thousands of alumni have benefited from his decanal guidance and remember him fondly for it. We are grateful to Dean Sullivan for the service he has provided over these many years.”

A native of Jamaica Plain, Sullivan received his bachelor of science degree in 1955 from Boston State College, where he was president of his class, an MBA from Northeastern University, and his doctor of education degree from Boston College in 1973.

He began his career as a teacher at Boston English High School and before coming to Suffolk in 1960 was a special representative for the U.S. Chamber of Commerce in Washington, D.C.

continued on page 3

TV Advertising
A First For Suffolk

Suffolk’s first venture into television advertising has been received positively, according to Dean Robert Lay of Enrollment Management, who heads up advertising for the University.

The University recently completed two weeks of 30-second spot advertising on the 7:30 to 8 p.m. slots on Boston’s three major television channels, 4, 5, and 7. The ads featured a pair of successful alumni extolling the merits of Suffolk programs.

Featured alternately were Sen. Patricia McGovern of Lawrence, chair of the Senate Ways and Means Committee, who has a bachelor of arts degree from Suffolk (1962) and a J.D. from the law school (1966), and Andre Summers, president of Comtronics in Norton, who received his MBA in 1981.

continued on page 3

READY FOR TAKE ONE — Sawyer 522 was the site of the all-day shooting of Suffolk’s first venture into television advertising. Here George C. Kooyoomjian, president of KK&M Advertising, talks with crew while subject of ad, Andre D. Summers (center), MBA’81, watches intently.
was recently accredited by the National Association of Schools of Public Affairs and Administration, one of only two NASPAA accredited programs in the Commonwealth; for services to assist students with marginal academic skills, an objective realized by the creation of the Learning Resource Center and the developmental English program; for an expansion of the undergraduate enrollment, then 2,000 students and now 3,100; for the establishment of advisory committees, now well developed in both the School of Management and the College of Liberal Arts and Sciences with distinguished business and community leaders providing useful advice and carrying information about our programs back to their constituents. The suggestions also called for the establishment of the position of vice president for institutional advancement, now capably filled by Joseph Kelley; for the establishment of a Student Affairs Committee of the Board (the Committee meets regularly, three times a year, and is well attended by student leaders and trustees); for the expansion of the Board of Trustees to include business leaders, positions now ably filled by recent appointments of trustees Thomas McDermott, Carol Parks, John Scully, and Thomas Walsh; and for emphasizing the University’s special character as an urban university, achieved now in our many programs of experiential learning, such as the clinical programs in the Law School, the Cooperative Education program, various internships, practice-teaching assignments, and work-study positions.

In many respects the University’s development has gone well beyond the recommendations and aspirations of the Heald and Hobson Report. It is worth noting, however, that some of the recommendations of that report remain on our agenda: the need for a student center, the need for more office space, the need to make the public more aware of Suffolk University’s quality and variety and distinction of its programs, the need to bring salaries closer to parity with those at comparable institutions, the need or opportunity to explore joint activities or affiliations with other Boston area colleges and universities.

Reviewing the Heald and Hobson report was instructive in understanding how much Suffolk University has developed over the past 18 years and instructive in the importance of setting ambitious goals, even if they seem slightly out of reach at the time. I suspect that in a few years we will look back on our current objectives of achieving accreditation by the American Assembly of Collegiate Schools of Business, of faculty development and salary enhancement, of increasing the scholarship fund, of creating a more attractive and better equipped student center, of renovating the auditorium, of further strengthening our fund raising activities and wonder why they loomed so large, while we worry about the next series of objectives for Suffolk University.

**President's Corner**

In 1969 a team of educational consultants, known by the name of their firm Heald and Hobson, visited Suffolk University and worked with the president and the faculty to prepare a long range plan. At the time it was written many of the recommendations of the Heald and Hobson Report seemed to reflect “blue sky” thinking in their ambition for the University and were regarded by some as unrealistic or unattainable at that time. Recently, I had an opportunity to review that report for the trustees, for various groups of alumni, and for the University Planning Committee. It is interesting how many of their recommendations have been achieved in the intervening years.

Some of the recommendations were attained so many years ago now that many have forgotten how ambitious and difficult they seemed at the time—for example, accreditation of the Law School by the Association of American Law Schools. Other recommendations were for improved facilities, an objective realized in the Frank Sawyer Building, the John Fenton Building and the renovations in the Archer Building; for the establishment of a program in public administration—our Public Administration Program recently was named president of the retail sector of the company.
TV ADVERTISING

continued from page 1

"Most of the reaction has been very positive," said Dean Lay. "These things are difficult to evaluate short-term but we're hoping they'll have a long-term effect. They're geared to help our visibility and show the vitality of the University. I think it also indicates how much we value our alumni and what they have to say."

The TV ads, produced by KK&M, one of Boston's leading advertising firms, ran nightly from January 26 to February 6 on Chronicle, Evening Magazine or Entertainment Tonight. Lay said the format proved to be no more expensive than newspaper advertising and was an effort to give the school more impact.

He recently showed the ads at a CLAS faculty meeting. The University is contemplating additional television advertising locally featuring students in programs such as cooperative education for peer identity to student TV viewers. The ads will also be featured in newspapers such as the Globe and Herald.

In the past, Suffolk has done a number of radio ads but until now has never attempted television marketing.

President Daniel H. Perlman saw the ad campaign as "an additional way in which we can bring the message to the community on the quality of programs offered at Suffolk University."

Vice President Francis X. Flannery hailed the TV ads as a significant breakthrough for Suffolk in marketing itself. "Andre Summers and Pat McGovern were very effective in selling the University's outstanding qualities," Flannery said. He also endorsed the strategy of a peer television commercial.

Dean Michael R. Ronayne, Jr., said television ads over a period of time will heighten the University's visibility and awareness. "The initial effort was encouraging and I hope we can do more."

Dean Richard L. McDowell of the School of Management said, "It's a breakthrough for the University and it's a pleasure to see the University use this means of communication to show off some outstanding alumni."

HOMAGE TO KING - January 15 marked the 58th birthday of Civil Rights leader Martin Luther King, Jr., and Suffolk University remembered him with a program on that day that featured an address by Dr. Marilyn Richardson of M.I.T. "Martin Luther King, Jr., The Gift of Prophecy." Pictured before the lecture are (from left) President Perlman, Dr. Richardson, Robert Fox of the English Department, Sharon Artis-Goodwin, assistant to President Perlman, and Durrell Fox, president of the Black Students Association, which co-sponsored the observance along with the collection of Afro-American Literature, the President's Office and the Campus Ministry.

New Phone System
For University

The University's long-time telephone number of 723-4700 will soon be a thing of the past as a Nova Centrex phone system will be installed by New England Telephone Co. shortly, thus creating a direct-inward dial system.

"As a result, we all will be getting new phone numbers with most incoming calls bypassing the telephone operators and going directly to the desired office," explained Business Manager Paul Ryan.

Since there were not enough numbers available in the old number series (723-4700), the University will be receiving a new exchange. The new numbers will run from 573-8000 through 573-8749.

"To avoid the necessity of learning all new extension numbers, we will maintain our existing numbers and add the prefix 8," said Ryan. "For instance, my present extension is 403 and my new extension will be 8403. But for people calling from outside, they will dial 573-8403."

Ryan pointed out that the special access codes 88 and 89 will be eliminated. The system change will be carried out from March 13 to March 22 and Ryan warns staffers that there may be some temporary loss of service during the cross-over period.

SULLIVAN
continued from page 1

During his career, he was honored by students on a number of occasions including membership in the Gold Key Society. In 1982 he was named administrator of the year by the Evening Student Association and in 1979 the Student Government Association presented him with a certificate of appreciation.

Sullivan will maintain homes in Florida and Falmouth upon retirement. He joins a growing number of faculty opting for early departure. In the past two years, Profs. Don Unger, D. Donald Fiorillo, Mary Mahoney, Stanley Vogel and H. Edward Clark have terminated service under early retirement plans.
People In The News

David G. Tuerck, chair of Economics. On Dec. 29, the North American Economics and Finance Association presented him with a plaque recognizing his outstanding leadership and contributions as past president of the association. He received the honor at the association’s annual meeting in New Orleans.

Margaret Collins Weitz, chair of Humanities and Modern Languages. Yale University Press has just published Behind the Lines: Gender and the Two World Wars, co-edited by Weitz. The volume is based upon an international conference on “Women and War,” which Weitz helped organize at the Harvard Center for European Studies in 1984.

Nancy Mattei of the Counseling Center. She gave a presentation entitled “Changing Careers: You Can Get There from Here” at the New England Regional meeting of the College Board Feb. 10 in Newton.


Robert B. Crowe Elected Alumni Trustee On Board

Robert B. Crowe, a Boston attorney who lives in the Back Bay, has been elected to a three-year term on the University Board of Trustees as an alumni representative.

Crowe, who received a bachelor of arts degree from the University in 1970 and a juris doctor’s degree from the Law School in 1973, was chosen over two opponents in the alumni-trustee election for Law School graduates.

As a member of Summa and director of the Law School Alumni Association, Crowe has been an active participant in Law School alumni activities including the Leadership Gifts Committee. He is a founding partner in the Boston law firm of Crowe & Chappell. He is chairman of the board of the Shattuck Shelter for the Homeless and is director of the Charles River Association for Retarded Citizens. He is also a tax section member of the American Bar Association.

Crowe was sworn in at the February meeting of the Board of Trustees.
The University's Standard Retirement Plan and Voluntary Tax Deferred Annuity Plan permit you to invest in a number of funds including the Teachers Insurance Annuity Association (TIAA), College Retirement Equity Fund (CREF), UNUM (formerly Union Mutual), and a number of mutual funds managed by the Fidelity Investment Services.

The following is a comparison of the earnings performance of some of these funds:

<table>
<thead>
<tr>
<th>FUND</th>
<th>4TH QUARTER</th>
<th>1 YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>CREF*</td>
<td>3.85%</td>
<td>18.30%</td>
</tr>
<tr>
<td>Magellan</td>
<td>4.70%</td>
<td>23.70%</td>
</tr>
<tr>
<td>OTC Portfolio</td>
<td>1.50%</td>
<td>11.40%</td>
</tr>
<tr>
<td>Equity Income</td>
<td>3.90%</td>
<td>17.10%</td>
</tr>
<tr>
<td>Puritan</td>
<td>4.10%</td>
<td>20.80%</td>
</tr>
<tr>
<td>Cash Reserve</td>
<td>1.40%</td>
<td>6.50%</td>
</tr>
<tr>
<td>Mortgage Securities</td>
<td>3.10%</td>
<td>11.30%</td>
</tr>
</tbody>
</table>

CREF* stands for the College Retirement Equity Fund, and is a stabilized fund for employees who have not yet reached the age of 55.

**The College Retirement Equity Fund (CREF) unit value was restated as of December 31, 1986. The new unit value will reflect net dividend income, as well as capital gains and losses. The total value of your CREF account did not change, just the number of units you own changed. The new CREF unit value as of December 31, 1986 was $29.7514. If you wish to know the latest CREF accumulation unit value, call tollfree at 1-800-223-1290 for a recorded message.

Q: I'm having some trouble in my department. My supervisor and I can't seem to settle it, and I want to know if there is a procedure I can follow to resolve the issue.

A: We encourage you to discuss any work-related problems with your supervisor and with the Personnel Office. Often, with all of us working together, these problems can be resolved informally.

However, if these attempts to resolve the problem fail, you may use the formal grievance procedure. The procedure which has been in place since 1975, outlines several stages of review intended to provide a systematic and orderly way of adjusting causes of complaint. The procedure is comprised of three steps — review by (1) your department head, (2) the appropriate dean or the vice president/treasurer, and (3) the Grievance Review Board (a four member board selected by both you and the Director of Personnel and EEO).

The Personnel Office, extension 415, would be happy to explain the procedure and to facilitate a better working relationship in your department. Feel free to call us with your concerns.

Q: Where can I get a copy of the Grievance Review Procedure? How can I find out more about the University's Personnel Policies?

A: If there is a specific policy you'd like a copy of, just call Personnel and request a copy. University personnel policies are explained in the Personnel Policy Manual. Your department head has a copy which you may borrow or you may obtain a copy from the Reserve Section of either library.

Q: How can I find out about available positions at the University so that I can consider promotional opportunities?

A: Position vacancies are posted on bulletin boards outside the Payroll Office (Sawyer 7th Floor), Dean's Office, CLAS (Fenton 2nd Floor) and the Bookstore (Donahue Building, near the Mailroom). The application/interview procedure does not begin until a position is posted and a job is posted for a minimum of five days prior to making employment commitments. This is done to allow any current employee to apply for other positions within the University.

As always, remember that if you refer a qualified applicant who is hired by the University, you will receive an employee referral bonus when that person completes the 90 day probationary period.

More information about job openings and the application or referral procedure is available in the Personnel Office.
SOM Receives $50,000 Professorship Grant

The School of Management has been awarded a $50,000 L.J. Buchan Distinguished Professorship grant by Beta Gamma Sigma, national scholastic honor society in business and administration.

Dean Richard L. McDowell, in announcing the grant, said that under its terms, Dr. Robert J. House, a distinguished management scholar and professor of organizational behavior at University of Toronto Faculty of Management, will come to Suffolk for teaching and research activities in 1988 and 1989.

The professorship was established to memorialize the contributions of L.J. Buchan, past national president of Beta Gamma Sigma, in the growth of collegiate schools of business. All member schools of the American Assembly of Collegiate Schools of Business are eligible to compete for the grant, issued from Beta Gamma Sigma's national office in St. Louis.

Record-Breaking Year For S.U. United Way

Suffolk University enjoyed a record-breaking year in its 1986 United Way campaign, going over the top with a total of $17,743 in pledges, the most ever raised in a United Way campaign at the school.

According to Louis B. Connelly, director of public relations, the University had a participation of 45 percent with some 215 employees contributing. The average gift was $83, up from $69.80 of a year ago. Last year's campaign raised $15,987.

Per capita pledges increased from $31.59 to $39.00.

Suffolk's successful effort was part of the Education Division of United Way's record-breaking contribution of $1,051,609. The entire community raised some $42.2 million to help support some 194 United Way agencies.

Nobel Prize Winner To Speak at Suffolk

Dr. James M. Buchanan, 1986 winner of the Nobel Prize in Economic Sciences, will give a lecture at the University on March 31 at 4:30 p.m. in the University auditorium.

Buchanan, who is Harris University Professor of Economics at George Mason University in Fairfax, Va., is appearing here as part of a two-day program jointly sponsored by the University and Babson College. His subject will be "Democracy and Constitutional Order."

In awarding him the Nobel Prize, the Swedish Academy of Sciences recognized Buchanan's contribution to the field of study known as public choice. According to Economics Department Chair David Tuerck, in pioneering that field of study, Buchanan explained the growth of government spending, budget deficits, and special interest legislation in terms of the rules under which legislators and bureaucrats make policy choices.

The University held a drawing for a University captain's chair for those pledging $50 or more and a dinner for two at the Bay Tower Room for pledging at least $25. Wayne Smith of Student Accounts won the chair while Tony Merzlak, professor of English, won the dinner for two.

The captain's chair was made available through the generosity of the Campus Bookstore and Manager Eric Cressman.

-Lucky Winner Wayne Smith-
Potpourri
By Lou Connelly

The University Board of Trustees has passed a resolution expressing its deep sense of loss over the passing of archivist Dick Jones on November 2. The board, noting that the University lost "a beloved alumnus and mainstay who devoted his whole life to the University," resolved that copies of the resolution be included in the records of the University and its General Alumni Association and that a copy be sent to Dick's life-long confidant and mentor, retired Alumni Secretary Dorothy McNamara...

Continuing evidence of the growing reputation of Suffolk as an outstanding law school; only Harvard (96%) topped Suffolk (88%) of all area law schools in the success rate of grads taking last July's Massachusetts bar examination...

And speaking of the law school, all her colleagues wish the best of luck to Admissions Director Marge (Cellar) O'Donnell, who is relinquishing her post in April to spend more time with her family which includes two young sons...

We're also sorry to see Maryann Bartolo leaving as secretary in the Journalism department she has served so well for nearly five years...

And one of Suffolk's truly nice gentlemen, Tony Shaw of Maintenance, is retiring from his duties after 23 years on the job. Tony and wife, Helen, plan to enjoy leisure life and do a little traveling...

Worth catching: The Suffolk Student Theatre's presentation of Lanford Wilson's The Rimer of Eldritch on March 6,7,11,12 and 13. It's directed by Marilyn Plotkins with performances at 8 p.m. Tickets are $6 general admission and $3 for Suffolk staff, students and faculty. Tickets are $2 for the March 11 showing. Call extension 282 for more information...

Now that we are losing our old phone number, 723-4700, how many of you out there can remember the phone number before that? It goes back more than 15 years. Answer at the end of the column...

Arthur West of Biology memos the following to the Suffolk community: "I wish to express my sincerest appreciation for the expression of sympathy and the words of understanding given to me by so many of my Suffolk friends during the mourning over my mother's death Christmas eve. It's at a time like this when we are reminded of how much concern we have for one another during times of need and understanding..."

West's mother, Mrs. Lillian Stafford, died in Fredericksburg, Texas, where she and her husband Ivan made their home...

Nine Suffolk biology students did research at the University of Hawaii over the semester break as part of the Biology Department's Tropical Marine Science Class. The group stayed at the Hawaii Institute of Marine Biology and pursued directed studies of coral reef ecology under supervision of Peter Burn of Biology and Carl Merrill of the Friedman Field Station. The Hawaiian trip climaxed a four-month program which started with a week at the Friedman station...

Bill Coughlin of Admissions conducted a workshop with 50 teachers in a staff development day at Needham Public Schools Feb. 2 and also reviewed the recent Carnegie Report...

Black History Month at Suffolk was highlighted by the appearance of Julius Lester of UMass Amherst speaking on the subject, "Black Folktales: Storytelling as a Way of Knowing"...

Eva Adams, assistant director of financial aid, has been doing public service announcements for the Mass. Financial Aid Hotline...

Dean Bob Lay will be on the faculty of the Nantucket Institute for Enrollment Management in May...

It's been a long, cold winter for Suffolk athletic teams. The basketball Rams are enduring their poorest season ever, and both the hockey team and women's hoop team are also suffering through losing seasons. But a bright spot emerged through the gloom. Ellen Crotty, a junior majoring in business, broke an individual scoring record for the women hoopsters when she tallied 45 points in a 79-74 win over Emerson. She also had 18 rebounds and seven assists. The performance won Ellen the Player of the Week honor by the Eastern Collegiate Athletic Conference in Women's Division III...

It won't be long before Joe Walsh's 1987 baseball Rams will be out on the field trying for their fourth straight ECAC post season tournament. So there's reason for some optimism...

President Dan Perlman authored an article detailing "Suffolk's Legal Audit: Preventing Problems," in the January/February issue of the Association of Governing Boards Reports, Washington, D.C. One of the hits of the lecture season here this winter was the discussion on baseball free agency and arbitration featuring Red Sox General Manager Lou Gorman, players' agent Alan L. Nero and sports owner Robert Caporale. They played to a capacity audience and TV cameras from Channels 5 and 7. The timely program was put together by Economics' Dave Tuerc and the Suffolk Economics Association...

A reminder: Three prizes for papers in women's studies are available this year. A prize of $200 is available through the Phyllis Mack Prize for an undergraduate paper in liberal arts and science; the School of Management offers $200 for an outstanding undergraduate paper in management and the study of women and an SOM graduate prize of $200 is available for a similar study. Those interested should contact Nancy Mattei in Archer 307 at extension 226...

Brenda Chalifour, president of EDSA, believes repetition is a good teacher, so okay, Brenda we will again remind everyone that the EDSA Recognition Night will be held Friday, May 8 at the 57 Hotel...

Variety continues to spice the poetry of English's prolific Bob Johnson. Recently, he's had eight poems published in seven different magazines...

Wishes for a speedy recovery go to Suffolk...
POTPOURRI
continued from page 7

folk trustee Jim Linnehan, who suffered a broken hip and shoulder on a fall on ice during this snow-laden winter... Back from Georgia where she met with Rosalyln Carter, Betty Ford and Lady Bird Johnson as part of a committee on women in connection with the bicentennial of the constitution is Fran Burke of Public Management. Fran is helping to plan a symposium in Atlanta that will examine women’s roles in the constitutional process. Papers are being solicited for the conference and Burke is receiving abstracts on history and biography. The symposium, which will be held Feb. 10-12 in 1988, will feature a keynote address by Supreme Court Justice Sandra Day O’Connor and talks by Barbara Jordan and Geraldine Ferraro... Suffolk University’s Asian American Association rang in the Chinese New Year Celebration of the Year of the Rabbit with a convivial gathering in the Sawyer Dining Room that included a dancing exhibition by the Gung Ho Club and a Chinese cuisine buffet. Christina Fong, SUAAA president, and her colleagues put together a fine program... Law Prof. Cliff Elias was a member of incoming Attorney General Jim Shannon’s transition team, which also included special Watergate prosecutor Archibald Cox and former U.S. Senator Paul Tsongas. The SUN received a card recently from Mal Wetherbee of Psychology. He reports that he is enjoying his stint with the Peace Corps in Tunisia and finds working with retarded children very rewarding... And History’s John Cavanagh writes friends that he and his wife are enjoying his sabbatical in Durham, N.C., where he’s utilizing the Duke University Library for course research... A quick recovery wish to veteran SOM Prof. Joel Corman who’s at Newton-Wellesley Hospital after a heart seizure... The School of Management’s 50th anniversary observance got off to a good start with an MBA/MPA alumni reception for more than 200 in the Sawyer Dining Room Feb. 12... Big names coming to campus this Spring: consumer advocate Ralph Nader March 26 and publisher-balloonist Malcolm Forbes April 29... Alumni phonathons are now underway in Sawyer 808 and will be running through April. Faculty, staff and students are urged to make calls. The phonathons are held Monday through Wednesday and dinner is served beforehand... See you next month. And, oh yes, before forgetting, the old Suffolk telephone number was 227-1040...