

Campus Connection

Mount Saint Vincent University

February 26, 1990



Jill Burns, a fourth year student in the Mount's public relations degree program, tours visiting high school students around the campus during the recent public relations open house.

Department open houses prove successful

High school students from around the Maritimes came to the Mount recently to participate in open houses for the office administration and public relations programs.

A general open house promoting all programs is held several times a year. But the concept of an open house geared to an individual program is a new one. "We wanted to try a more focused approach that would answer needs of particular departments," says admissions liaison officer Teresa Francis, who organized both open houses in conjunction with the department chairs.

Jean Mills, office administration department chair, explains, "We're up against a common notion of what constitutes a traditional secretary's role. Our degree and diploma programs offer much more than that, and they're often a professional stepping stone. The idea of an open house for office administration was to show the opportunities available with a degree or diploma from our program."

Public relations chair Judith Scrimger notes that the open house was a way for her department to attract more high school students. "Our degree pro-

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PR chair's research shows women gaining ground

A sharp increase in the number of Canadian women entering the public relations field in recent years has given rise to questions of interest to researchers and practitioners alike. For example, do women hold a proportionate number of higher-level positions; do they claim the authority and salaries of their male counterparts; and are the function, salaries and status of practitioners becoming devalued by virtue of more females in the field?

Since 1985 Mount public relations department chair, Judith Scrimger, has been looking for answers to these and other questions revolving around "the feminization of public relations".

"It seemed natural, being at the Mount, that I developed an interest in questions surrounding women. Also, the relationship between women and the field is becoming an important issue with public relations professional associations."

Scrimger decided to focus on women in public relations management. Results of her 1985 survey of more than 150 women across Canada showed that overall, women practitioners held few upper-level management positions, and those who did had less professional status, less influence with their employers, and earned less money than their titles would suggest. In helping to define the situation of women public relations professionals in Canada, the survey also provided a profile against which to measure future changes.

"The field is changing so rapidly," says Scrimger. "We're seeing a real flip-over from a male-dominated field to one dominated by females, and in a short time. It's also a field which has no clearly defined professional standards. Plus, you've got a profession that is still trying to prove itself to management."

Last year Scrimger took another look at what was happening with women in public relations, and their impact on the profession. "My 1989 study was much more positive," she comments. The study included in-depth interviews with 20 women practitioners in senior positions across Canada, employers who were in the process of hiring, and a focus group of senior students from the Mount's public relations degree program. Reporting in the 1989 IABC (International

Association of Business Communicators) Research Foundation publication, Beyond the Velvet Ghetto, Scrimger outlined three main conclusions from her study:

"First, if we accept the traditional definition of career success, then both the women in this study and the public relations students who participated in the focus group seem clear on how to achieve it. Those who fear the function will be devalued because women don't have the motivation and drive to succeed in management should be reassured....

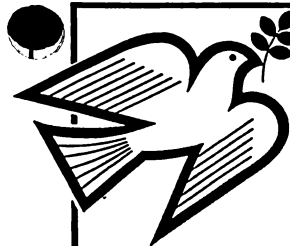
Second, with only two exceptions, women practitioners cited the importance of quantitative skills which could be applied to both financial management and environmental scanning. The students uniformly saw these skills as critical to their careers.

Third, both the women practitioners and the male employers who were interviewed saw women as being highly skilled."

Scrimger notes, "I was impressed that these women were really concerned with professionalism. They took courses to improve their skills. They had a real understanding of what they were doing and why they were doing it."

Interviews with students yielded positive results too. "I was surprised by the fervor with which these students said that they want to be part of management. Of course, that reflects the management focus of our public relations program at the Mount. But our co-op program has a tremendous impact too, because it offers students organizational experience first-hand. Also, in their co-op terms, many of our students are supervised by women, who are effective role models."

Scrimger notes that the results of her 1989 study also hinted "that women may be redefining public relations, but in a positive way. That's an excellent topic for further research."



International Women's Day activities

An International Women's Day benefit lunch for Bryony House will be held Thursday, March 8, noon to 2 p.m., in Vinnie's Pub, Rosaria Centre. The benefit, sponsored by Versa Services, Mount Women's Studies Society and the Mount Student Union, is dedicated to the memory of the women engineering students of Montreal's Ecole Polytechnique who were murdered in December. Tickets are \$5, and are available in the women's studies department, Room 313 of the Seton Academic Centre, and at Red Herring Co-op Books, 1555 Granville Street.

Dr. Krishna Ahooja-Patel, the Mount's Nancy Rowell Jackman Chair in Women's Studies, will lead an open discussion focusing on the women's movement internationally, Friday, March 9, noon to 2 p.m. For location and other details, watch for posters around campus.

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The article on the Host Family Association (HFA) in the February 12, 1990 issue of Campus Connection is drawing an enthusiastic response from the Mount community

Hosts are still desperately needed. If you'd like to find out more about the HFA and becoming a host to an international student, call Carole Hartzman, modern languages department, ext. 170.

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The Mount's athletics/recreation office is sponsoring a March Break Day Camp for girls and boys grades primary to five, Monday through Friday, March 12 to 16, 8:15 a.m. to 5:15 p.m. The group will meet at the Rosaria Centre gymnasium, with games, crafts, music, movies and off-campus field trips planned. The fee is \$50 per week, \$12 per day. Register before March 9 with the athletics/recreation office, Rosaria Centre, ext. 462.

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Cathy Karpenko White, development office, is offering Ukrainian Easter egg painting workshops at the Mount, Sunday, March 4 and 11, 1:30-4:30 p.m.. The \$12 fee includes everything you'll need to transform an ordinary egg into a Grade "A" masterpiece. For more information call Cathy White at ext. 493.

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The campus ministry office is presenting the video, Monsieur Vincent, on Monday, Feb. 26, 11 a.m. to 1 p.m., and Tuesday, Feb. 27, 3-5 p.m., in the Don MacNeil Room, Rosaria Centre. The award-winning French film, made in the 1940s, is a portrayal of Saint Vincent de Paul, for whom the Mount is named. Everyone is welcome.

* * *

The Support Group for Separated, Divorced and Widowed Persons, a non-denominational group sponsored by the Roman Catholic Archdiocese of Halifax, meets the first Tuesday of every month at 8 p.m., at St. Thomas Aquinas Church, 1725 Oxford Street. Everyone is welcome. For more information call John O'Donnell at 429-9800.

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This fall The Pottersfield Portfolio will publish Atlantic Canada's first literary anthology devoted to environmental issues. Submissions of short plays, essays, poetry and short fiction focusing on the environment are welcome. Send work, a short biography and self-addressed envelope before July 1, 1990 to The Pottersfield Portfolio - Environment, 19 Oakhill Drive, Halifax, N.S. B3M 2V3. For more information call Julie McIntyre, managing editor, at 423-6646.

Novanet offers many benefits

Novanet, the computerized system linking the libraries of the Mount, Dalhousie University, Saint Mary's University, Technical University of Nova Scotia, and the Nova Scotia College of Art and Design, reached a milestone on January 30: the 500,000th bibliographic record was entered into the system.

Mount librarian Lucian Bianchini says that Mount students and faculty are making good use of Novanet's expanding capabilities. "The system has caught the imagination of the users. We originally anticipated that the Mount would account for eight percent of the system's total use, but in fact, we're now over 12 percent, and 14-15 percent at peak times."

Bianchini, who chaired the Novanet Planning Committee from 1984-87, says that Novanet has proven to be "very successful" since it came on-line in March 1988. "It represents an enormous time-saver for both staff and readers."

The heart of Novanet is the Canadian designed and built GEAC computer, located at Dalhousie University, which links 165 computer terminals throughout the system, including those in the Mount library. (The GEAC, incidentally, is the same computer used by the Biblioteque Nationale in Paris, the Vatican Library, and the Leningrad State Library, among others.) The automated system is intended to provide a combined on-line catalogue of the total resources of the member libraries. Library users at all five metro universities can easily check whether a book is available, which libraries have it, whether it is out on loan and when it is due back. Circulation activities from all member libraries are also included in Novanet, linking readers' files in the system with records of the books they borrow and even sending out overdue notices. New acquisitions will soon be integrated into the system.

Bianchini notes that Novanet offers tremendous advantages with regard to database and library management. "First there is greater economy of operations. Also, one can monitor not only the number of loans made at any hour but also which subjects or

which publications are most in demand. This is essential in establishing priorities for staffing, for acquisitions and for developing policies and strategies for the future of each library, and of co-operative undertakings."

Automation and integration aren't the only remarkable features of Novanet, says Bianchini. "Its co-operative character makes it truly revolutionary. It is the first consortium in Canada and one of the first in North America where several institutions share common files, one data base, one processing centre, one central processing computer — one organization, really, which is registered as Novanet."

The system, says Bianchini, is only as good as its data base, memory and power. While the data base is expanding rapidly, only one-third of manual records have been converted into machine-readable format. On completion, the usefulness of the system within the metro area will increase three fold. The GEAC's power is also growing, from an initial "8000" processor to an additional "9000". However, response time at the beginning of the fall term was slower than users would have liked, Bianchini says. "We were getting complaints, so corrective measures were put into place in November." As a result, response time was almost halved, and because searches took less time, the number of searches per day increased significantly.

Novanet is currently entering the final phase of the initial proposal, which estimated the project to cost in excess of \$1 million — a cost shared by the universities and the Nova Scotia government. The contribution and benefit of each member university is based on a funding formula which takes into consideration the resources and anticipated load placed on the system by that university. However, each university is free to add services, with its own funding, within limits approved by Novanet management. For example, the Mount installed its own micro back-up storage for all systems operations — a feature not included in the basic Novanet package.

"The possible improvements and enlargements are practically unlimited," says Bianchini.

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Talent to Spare!

Entries in the 16th annual University Community Art, Craft, Baking, Hobby and Talent Show prove that members of the Mount community are equally talented in their leisure time.



Manus Melodies added a musical note to the noon-hour talent submissions.



Traditional hand-painted Ukrainian Easter eggs by Cathy Karpenko-White, development office, are a good example of the talent and versatility evident in this year's community show.



Mount board of governors member John Gratwick and his wife Lyn demonstrated the many kinds of puppets and their versatility. The Gratwicks' puppets were also stars of a UNICEF video which was available for viewing at the gallery during the show.

New co-op education co-ordinator for home economics

Daphne Lordly, the Mount's new co-operative education co-ordinator for home economics, describes her first day on the job as "overwhelming! There are so many things to absorb in a very short time."

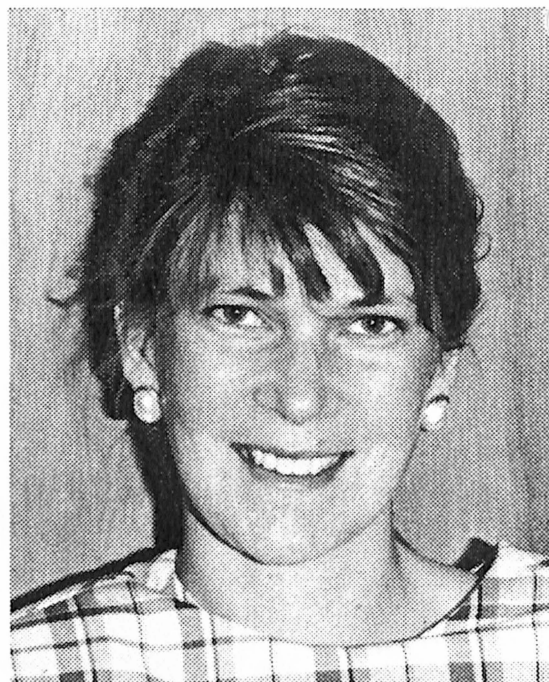
Lordly's responsibilities include faculty liaison and student placements in the areas of family and consumer studies, clothing, housing and facility management, foods and nutrition, and dietetics. A big part of her job involves convincing potential employers to hire students for work terms. "I have to establish those contacts and familiarize myself with the various government funding programs available to employers," she notes.

Not that she isn't up to the task. In her last position as manager of patient services for the 628-bed Mississauga Hospital, Ontario, she was responsible for a staff of 100 people and her duties ranged from policy-making and facility planning to staff training and co-ordinating students.

In addition to her work with students at the hospital, Lordly served as a board member of the Toronto Shared Dietetic Internship Program and chaired the board's Education and Evaluation Committee. "I've always been drawn to the education component," she says. "At the hospital I had the opportunity to work with many students. We chose their responsibilities with care, and they did a good job."

She views her position at the Mount as a "natural step" to working more closely with students. She is also pleased to be back working in Halifax, her home town. "My husband and I have two children, ages four and six. We decided last year to leave Toronto because we didn't want to bring up our children in a big city. I love being back home. And I'm looking forward to establishing a network of contacts here."

Lordly has also worked as a dietitian in private industry. She believes that varied professional experience is a valuable asset, as is the variety offered each Mount co-op student through four different work term placements. "By being exposed to different approaches to doing things you can draw from the best of each. Variety also carries with it the chance to make wiser choices. There are so many opportunities in the home economics field, and stu-



Daphne Lordly

dents exposed to different kinds of work environments will have a better idea of what they want."

Co-op education, she feels, is a plus especially after students graduate. "In this age when jobs are so difficult to get, the experience gained from work term projects looks great on their resume. By the time co-op students graduate they're already ahead of the game."

When asked what she is most looking forward to in her new position, Lordly quickly responds, "I'm already enjoying the best part of my job — the contact with students and faculty. On my first day here I met with a student who was telling me about her current work term. She was so enthusiastic, that I became just as enthusiastic for her. That meeting turned my whole day around."

"Already I can see a lot of tangible rewards in this job," she adds.

Oxford University Summer School



For Mount students, faculty, staff, alumnae and friends
sponsored by the English Department

Programs offered:

Mount Saint Vincent University / Oxford University Summer School and Wordsworth Conference at Grasmere

July 1 - August 10, 1990 \$2,600

Mount Saint Vincent University / Oxford University Summer School
July 1 - 28, 1990 \$1,900

Wordsworth Conference at Grasmere
July 28 - Aug 9, 1990 \$1,800

Enrollment is limited so reserve now, with a \$100 deposit (remainder due May 1, 1990) to Jean Hartley, associate dean (academic advising). Make your cheque payable to Mount Saint Vincent University. For more information call ext. 324.

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gram is attracting more and more people with degrees. But this is an undergraduate program and we have to get that point across to high school students."

Teresa Francis explains the advantage of an individual open house. "Because we have a whole group of participants focusing their interest on one department, it is possible to plan a more comprehensive program, and to offer participants more opportunities than we could with a general program catering to all interests."

Each open house was one day, and included an introduction to the academic program, talks by graduates working in their respective fields, a campus tour, and lunch.

Participants in the public relations open house got the chance to sit in on classes too. "Getting them actively involved, by participating in classes and linking up with current Mount students was invaluable," says Judith Scrimger, explaining that "this less official approach offered participants a more

realistic view of what being in the Mount's public relations program is really like."

Jean Mills notes that participants' contact with office administration students and with graduates generated "a lot of interest and excitement." A representative from a local personnel firm also spoke with participants. "She stressed the importance of getting a degree and the fact that Mount students are in high demand. Her comments scored a lot of points for us," notes Mills, adding that participants were also "very impressed with the Office Automation Centre."

Scrimger and Mills feel that the individual open house program was successful in providing information and personal contact. They also hope that it will raise the Mount's profile in high schools, and attract more high-calibre students.

Teresa Francis says that in future the Mount will have more individual open houses, perhaps eventually rotating all departments.

The Mount women's studies department and the Nancy Rowell Jackman Chair in Women's Studies present the

WOMEN AND WORLD DEVELOPMENT LECTURE SERIES

Monday, March 12, 7:30-9 p.m.

Counting Women's Unremunerated Work

a lecture by Selma James, founder of the International Wages for Housework Campaign and author of The Global Kitchen and Sex, Race and Class

Monday, March 19, 7:30-9 p.m.

Three Immobilities: Women in Development

a lecture by Dr. Krishna Ahooja-Patel, Nancy Rowell Jackman Chair in Women's Studies

Both lectures are open to the public, free of charge, and take place in Auditorium A, 4th floor, Seton Academic Centre.

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Kenneth W. Podrouzek, a graduate of the Mount's Bachelor of Science program (1986), was among students and faculty honored recently at Simon Fraser University's annual awards ceremony. He was recognized for winning a Natural Sciences and Engineering Research Council postgraduate scholarship valued at \$15,000.

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Three Mount students gave presentations at the Tenth Annual Maritime Undergraduate English

Conference, held recently at the University of New Brunswick, Fredericton. Bonnie Elliott-Boivin presented "Re-assessing a Maternal Ideal: Sarah Jeanette Duncan's A Mother in India"; Robert Fiander spoke on "Allusion, Irony and Anger in T.S. Eliot's The Waste Land and Hart Crane's The Bridge"; and Dianne Milligan spoke on "A Sign of the Times: Decadence in Ernest Dowson's 'Non sum qualis eram bonae sub regno Cynarae'".

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Eventually, he hopes that Novanet will link all Nova Scotia libraries and even major libraries throughout Atlantic Canada. "Now users have access to half a million books. If we were linked with other university and public libraries, locating rare and elusive resources would be vastly easier and quicker."

Bianchini says that Novanet has been a rich experience for member libraries. "Practically all libraries are involved in planning, implementing and improving the system modules. Mount librarians are members of committees with responsibilities ranging from cataloguing to public access, circulation

and acquisition. At the same time that services are offered, librarians gain new insights into the management of their own operations in relation to those of other libraries."

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