

Almanac

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Insurance Costs Fought Down

The cost of University property & liability insurance reached its peak in 1969-70 at more than \$1.2 million, compared with a stable cost picture in the \$2-4 hundred thousand range over the previous six years. This is the insurance which the University maintains to protect its assets and income and assure that its activities are not interrupted by a serious loss.

According to Rodney F. Pyfer, insurance manager of the University, the cost increase can be attributed to the series of fires at the University and increased litigation against the University. In fact, losses over the past 6 years exceeded premiums paid for insurance. Also involved have been inflation, new programs requiring expanded protection, the issue of student unrest and the general contraction of insurance markets.

The University's approach to this problem is twofold. From a financial point of view, the insurance premium in 1970 was reduced to \$700,000 because a \$100,000 deductible now applies to all losses. Thus, all of the smaller losses incurred by the University will not be covered by insurance but will be handled internally.

Pyfer explained that it is less expensive to pay directly for smaller losses than to carry insurance which would cover them because insurance firms simply take known or predictable loss levels to be a certainty and add their overhead, taxes and profit. An example of this is the campus theft problem which, though unpredictable in terms of individual departments, can be predicted with a fair degree of certainty for the University as a whole. To insure \$50,000 of known loss would result in a premium of approximately twice that amount.

Pyfer went on to emphasize that attempts to reduce insurance premiums such as juggling deductibles, self-insuring or studying ways for universities to insure one another, though important in terms

of handling the cost of losses, deals with only half of the problem because it is dealing with the effects of loss rather than the cause of loss.

If insurance costs go up, whether losses are handled internally or through an insurance company, this simply mirrors problem areas that need attention. Looking at any activity, loss problems can often be forecasted. We must take a deeper look at loss occurrences and ask "why". "It's like the physician treating a foot injury and wondering why the patient was wearing sandals while using his power mower," Pyfer said.

Every decision the University makes from the planning table down to day-to-day activity carries with it an element of risk. Adding up all of these things produces the composite risk complexity which is what our insurance must protect. Loss costs will be influenced a great deal by the extent to which safety consciousness permeates the thinking and activity of all segments of the university family.

It is not suggested that all losses can be prevented. In some cases the cost of prevention itself will be prohibitive and even the best efforts will not eliminate all loss. But most loss problems can be "engineered" at least to the extent that the risks associated with an activity and the loss potential can be weighed against anticipated benefits from insurance so that a more meaningful decision can be reached which is based on the true cost factors. Oftentimes relatively simple adjustments can be made. "The key is to institutionalize loss prevention into our thinking. The University has two full-time people on the payroll to help us do just that," Pyfer said.

In the past, people paid insurance premiums and worried little about the losses until after they occurred. But that hasn't worked out so well because it has forced insurance costs up near prohibitive

Trustees Act on Corporate Responsibility, Establish Standing Committee

A standing committee has been established by the Trustees to assist the Trustees and the University administration in determining the role of the institution in issues involving corporate responsibility.

Bernard G. Segal, Esquire, a Life Trustee and immediate past president of the American Bar Association, will serve as chairman. He is chairman and senior partner of the Philadelphia law firm of Schnader, Harrison, Segal & Lewis.

Mr. Segal has served, and presently serves, as the chairman or a member of a number of government commissions and committees appointed by the last three Presidents of the United States, including his chairmanship under Presidents Kennedy and Johnson of the Committee on Civil Rights Under Law, and his current membership on the Department of State's Advisory Panel on International Law, and on the National Advisory Committee to the Office of Economic Opportunity.

In announcing the establishment of the Committee on Corporate Responsibility, William L. Day, chairman of the Trustees, said:

"Increasingly in recent years the Trustees and the administration have been called on to make decisions concerning the exercise of corporate responsibility both by the University and by corporate enterprise with which the University has relationships. The need for

thoughtful guidance in this important area prompts the appointment of a standing committee which will periodically assess our policies and practices in this regard. The establishment of the new standing committee will also provide an official channel for the expression of views of interested students, faculty, alumni, and Trustees on particular issues which fall within the committee's charge."

Establishment of the new committee was approved by the Trustees at their Stated Meeting on January 15, 1971.

Meyerson Forms Council of Deans

A Council of Academic Deans has been established by President Martin Meyerson to encourage communication among the deans and to facilitate academic and financial planning.

Meyerson said he expects the Council to deal with such matters as tenure and appointment procedures, the function of advisory boards, procurement and provision of academic planning data, and analysis of the University's mix of undergraduate, graduate, and professional instructional programs. The Council's first meeting, held January 27, was devoted to discussion of the Task Force on Governance's recommendations on organization of the faculties.

The Council will meet monthly with the President or, in his absence, the Provost presiding. Members of the group are Dr. Mark W. Allam, Dr. R. Jean Brownlee, Dr. Lester W. Burket, Dr. Carl C. Chambers, Dr. Alfred Gellhorn, Dr. George Gerbner, Dr. Neal Gross, Dr. John N. Hobstetter, Dr. Dorothy A. Mereness, Dr. Daniel J. O'Kane, G. Holmes Perkins, Dr. Sidney D. Rodenberg, Dr. William E. Stephens, Dr. Luther L. Terry, Dr. Willis J. Winn, and Bernard Wolfman. William G. Owen serves as secretary.

Report Urges Higher Education Re-analysis

The American Academy of Arts and Sciences, which comprises over 2,500 elected Fellows, mostly scholars and professionals, has released "A First Report" of its Assembly on University Goals and Governance which calls for re-examination and revitalization of American higher education's institutions and policies.

The Assembly on University Goals and Governance was established in September 1969 with support from the Ford and Rockefeller Foundations and the Edgar Stern Fund. Since then, The Assembly, through its policy councils, seminars, special studies and conferences, has involved hundreds of professors, administrators, students and public officials in its deliberations and other work. The First Report was derived from the varied activities of The Assembly; it has largely been written by Martin Meyerson, The Assembly's Chairman, and Professor Stephen R. Graubard, of Brown University, The Assembly's Director of Studies, and Editor of the Academy's journal, *Daedalus*.

The Report notes that "An academic system that was forged in the latter decades of the nineteenth century, came to maturity in the 1920's and 1930's, and was remarkably uncritical of itself in the 1950's and early 1960's when it grew to unprecedented dimensions, is now required to rethink its fundamental orientations."

The Report presents 85 theses or policy propositions for educational reform. They are intended to stimulate further consideration of the issues raised and will serve, along with forthcoming special reports of The Assembly, as the bases of forums to be held with the aim of stimulating educational reforms. Nine major themes interlace the theses:

***That learning is the central mission of colleges and universities; research and public service are appropriate to colleges and universities when they contribute to learning.

***That institutional self-study and study of the educational process has been scant and is much needed.

***That higher education should cease to be regarded as the unavoidable prescription for young persons and should become regarded as an activity to be undertaken voluntarily by men and women of all ages.

***That curricular innovation, not the mere reduction of course requirements or the easing of grading, will adapt the learning experience to current needs.

***That diversity in patterns of higher education and in competing value systems in higher education should be encouraged to maximize student, faculty, and societal choice.

***That educational quality will be preserved only if private institutions continue to compete with public; much will be lost in the public system if the private system is weakened further by financial difficulties.

***That it is time to upgrade the art of teaching, to develop collective and self-enforcing codes of responsibility for faculty members and to create an environment in which learning is as important for teachers as for students.

***That the authority and responsibility of university presidents be restored and the flow of communications within universities be improved.

***That, in this period of financial stringency, universities should do more than petition the federal government for funds—that they should undertake new procedures and new institutional forms

that will make inter-university cooperation and self-help more of a reality.

Among the proposed 85 theses of the report are:

***Appointment to permanent tenure is often regarded as the most important stage in an academic career. Colleges and universities are derelict when they make the most searching inquiry to determine whether an individual merits a permanent post and do nothing to encourage creativity once the person is installed in that post...

***...Today, colleges and universities are urged to devote major resources to public service... Higher educational institutions, in fact, have neither the resources nor the political capacity to engage in such activities except on a modest scale. What they can do and should do... is to contribute knowledge that may be relevant to these problems.

***...Universities are too little involved in a subtle and complex analysis of education at any level... It is unreasonable for the university to pride itself on its expertise in numerous other areas and be ready to accept its continued ignorance on many aspects of its own prime concern—education.

***...Good governance depends on a reasonable allocation of responsibilities... It is impossible that all should decide everything or be consulted on every issue. No parliamentary or bureaucratic procedures can be developed that will guarantee such participation and consultation in most institutions... (Education) is most likely to be achieved... where there is a division of responsibility, a sharing of information, and a readiness to subject authority to the requirements of a well-defined system of

accountability.

***The college or university presidency is uniquely important in American higher education. The office needs to be strengthened so that it can more effectively fulfill its principal responsibilities.

***Women's colleges, despite their financial and other problems, ought not lightly to abandon their identity... Schemes for coeducation at women's and men's colleges are rapidly gaining favor; many of these proposals may be ill-conceived. The concern on the part of some institutions to be in fashion risks the loss of a purpose that may not be easily recovered.

The aim of all the theses, according to The Assembly "is to provoke discussion and testing" and not to end it. "If they serve to stimulate trustees, faculties, presidents, students, staff, alumni groups and those public officials and citizens concerned with higher education to look at colleges and universities more critically, and if these deliberations help to bring about improvements, they will have served their purpose."

The Panel of Academy Advisers to The Assembly is chaired by Professor Talcott Parsons, President of The American Academy of Arts and Sciences. The members are: Daniel Bell, David Blackwell, Noam Chomsky, Robert F. Drinan, John W. Gardner, Gerald Holton, Willard Hurst, Clark Kerr, Polykarp Kusch, Edward H. Levi, Sir W. Arthur Lewis, Sol Linowitz, Seymour Martin Lipset, Margaret Mead, Walsh McDermott, John Monro, Robert S. Morison, Rosemary Park, James A. Perkins, Anatol Rapoport, Walter A. Rosenblith, Meyer Schapiro, Charles P. Slichter, H. Guyford Stever, Chief Justice Earl Warren, Robert C. Weaver, Steven Weinberg, and C. Vann Woodward.

Four Term, One Emeritus Trustees Elected



Robert P. Levy



Walter F. O'Malley



Sarkes Tarzian



Mrs. Marietta Tree



Mrs. Jacqueline G. Wexler

The Trustees have announced the election of four Term Trustees and an Emeritus Trustee.

The four elected Term Trustees, who will serve for five-year periods, are:

Robert P. Levy, president of the Delaware River Terminal, Inc., and president of the Atlantic City Race Course;

Walter F. O'Malley, chairman of the Los Angeles Dodgers Baseball Club;

Mrs. Marietta Endicott Peabody Tree, who served from 1961 to 1965 with the United States Mission to the United Nations and was the first American woman ambassador to the United Nations; and

Mrs. Jacqueline Grennan Wexler, president of Hunter College of The City University of New York.

Mrs. Tree and Mrs. Wexler will be the only women among the Trustees.

The Emeritus Trustee is Sarkes Tarzian, owner of radio and television stations in Indiana and a manufacturer of electronic equipment.

Senate Proceeds With Analysis of Governance Report

At its January 26 meeting, the Faculty Senate completed the first stage of its examination of the Report of the Task Force on Governance, voting to amend two of the items relating to the Trustees (Section I).

In regard to the mandated election of young alumni Trustees, the Senate recommended instead that "... a continuing effort be made to broaden the membership of the Trustees to achieve diversity. There should be a special effort made to include educators from other institutions and recent graduates of the University of Pennsylvania."

In regard to the placement of students and faculty as non-voting liaison members on all Trustee committees, the Senate recommended instead that "... the Trustees continue to invite students and members of the faculty to all committee meetings at which such liaison may be deemed beneficial."

Approximately 200 members of the Senate attended the January meeting.

Robinson Named Equal Opportunity Coordinator

President Martin Meyerson has named James H. Robinson to the newly created position of Equal Opportunity Coordinator at the University.

Mr. Robinson, 41, has been assistant director of the Office of External Affairs for the past year, working primarily with community organizations in programs that draw on campus resources.

A Pennsylvania State University graduate in sociology and psychology, he had been director of community services for the United Fund before joining the University.

In his new post, Mr. Robinson will be responsible for preparing and maintaining a University-wide Affirmative Action Plan to ensure equality for women and for members of minority groups. He will also assist various departments in preparing affirmative action plans of their own, and will monitor the implementation and execution of the departmental plans as well as the University-wide plan.

Mr. Robinson will advise University administrators on recruitment; in-service and on-the-job training; job classification and upgrading of minority employees and women; allegations of discriminatory practices; purchasing and contracting policies involving minority groups and

Trustees Resolve To Encourage Large Restricted Gift Donors To Provide Operating Funds

The Trustees have resolved to encourage prospective donors of large gifts for restricted purposes to make a portion of their gifts available for general operating purposes.

The resolution approved by the Executive Board directs "... that prospective donors of gifts of \$10,000 or more to the University for restricted purposes be urged to consider designating 10 percent of their gifts for the University's unrestricted current use, or toward the general operating budgets of the schools or major divisions of the University for whose purposes their contributions are being made; and that when appropriate, this portion of a gift be recorded and recognized as a contribution through Annual Giving."

John W. Eckman, chairman of the Trustees' development committee, noted that overhead expenses resulting from new facilities and programs have con-

tributed to the University's financial problems.

He said, "I think many donors don't realize that when they make a large gift to Pennsylvania for a new building or a new program, they're actually costing the University more operating money—for plant maintenance, more faculty and staff, more library and computer services."

The University's first experience with its "percentage for operations" approach has been favorable. The Kardon Foundation, in making a \$100,000 gift in support of Vance Hall, agreed that \$10,000 might be put to unrestricted use.

E. Craig Sweeten, vice president for development and public relations, said he believes most persons and organizations capable of making large capital gifts are financially sophisticated and can be expected to understand and approve the University's new approach.

Meyerson Talks About Women

Following is the text of a statement by President Martin Meyerson, delivered at the Founders Day luncheon Saturday, January 16.

In 1970 the United States Department of Health, Education and Welfare asked the colleges and universities of the country to establish what are called affirmative action programs to promote equal employment opportunities for women. This action has helped bring to a head the rightful concerns of many, and not only women, about the absence of real equality for them. The situation at the University is no different from other institutions of higher education. There are only 10 full professors in the University who are women, most of them in the medical area. In the College and the

College for Women, which has 1600 undergraduate women, there is not one fully-affiliated woman holding a full professorship. Moreover, it may be, as is claimed, that women do not receive salaries equivalent to those of men, despite comparable tasks and achievements.

There are even stronger questions about the inequalities in salary and promotion for women in non-academic employment here. It is also true that there are departments that apparently favor male students on the assumption that women students at the graduate level and in the professional schools are not so apt to persevere in their careers, in spite of evidence to the contrary.

With these problems before us I am asking:

1) That the Equal Opportunity Office serve in a staff capacity to a university-wide grievance mechanism on which women are heavily represented but which also must help assure equality for all groups in the University. This machinery should be devised with the advice of the University Council, the University Senate, the Administrative Assembly and other groups on our campus.

2. That the offices of the President and Provost and Vice-President establish guidelines to enable every budget unit within the University to examine all of its members, academic and non-academic, to make sure the principle of equal pay for equal work is being followed.

3) That for any opening which exists the best possible women candidates and candidates from other neglected groups be sought out.

4) That in the case of graduate and professional students, the academic deans see to it that equivalent admissions and financial aid standards are applied to men and women.

I am also revising the University's statement on nepotism, which seems to have been used to discriminate against women.

I have asked a group of concerned women faculty and staff members of the University to serve for now as a Task Force for me in these matters. They may or may not choose to continue in that role. Meanwhile, however, I am very grateful to them for their help.

Memorial Book Fund

The University has established an Alumni and Friends Memorial Book Fund to accommodate persons wishing to commemorate deceased classmates with a lasting vehicle in lieu of flowers.

Once a year, interest from the fund will be used to purchase books for the University's library system. Specially-designed bookplates will dedicate each volume and the person's name will also be inscribed in a Memorial Book kept in the library. Persons wishing to sponsor plates should contact the Alumni Memorial Programs Office in room 636 of the Franklin Building.



Lyle, Hayden Become Pennsylvania Gazette Editor, Associate Ed.

Anthony A. Lyle has been named editor, and John Hayden, associate editor of *The Pennsylvania Gazette*. Announcement of their appointments was made by Michel T. Huber, director of Alumni Relations and publisher of the *The Pennsylvania Gazette*.

Lyle, a 1961 graduate of the University's College of Arts and Sciences, succeeds Robert M. Rhodes, the editor since 1960, who has been named editor of the *Brown Alumni Monthly* at Brown University, in Providence, R.I. Mr. Lyle has been a member of the staff of the University's Development Office since 1963, with the exception of the 1966-67 academic year when he taught English at Episcopal Academy in Philadelphia.

On the Development Office staff, he wrote and edited material for publications including *The Wharton Report* and *The Wharton MBA*; the *GSE News*, a publication for alumni of the Graduate School of Education; the School of Social Work *Newsletter*, an alumni publication; and the English department *Newsletter*, during the period 1963-66. Since 1967, he has served as development officer for the Performing Arts, with particular responsibilities concerning the raising of funds and publicity work on the University's new Annenberg Center for Communication Arts and Sciences.

Mr. Hayden, who was graduated from Oberlin College in 1955, has been editor, since 1968, of *Medical Affairs*, a quarterly magazine published for alumni of the University's School of Medicine, School of Dental Medicine, and School of Veterinary Medicine. He will continue as editor of *Medical Affairs*, which will appear beginning this fall as a quarterly insert in *The Pennsylvania Gazette*.

Mr. Hayden had worked as an editor with McGraw-Hill Publishers in 1955 and then from 1955 to 1960 as Managing Editor of *The Story of Our Time*, an encyclopedia yearbook published by Grolier, Inc. From 1960 to 1968, he was a free-lance writer.

Women To Talk About Women

A regional conference on "Women in the Academic Community" will be held at the University Saturday, February 27. The conference will be sponsored by the University and Bryn Mawr and Douglass Colleges.

Women faculty, students, and staff members, alumnae, and faculty wives from institutions in five states are expected to attend.

Registration will begin at the Christian Association at 8:45 a.m.

100th Birthday for Professor Emeritus

An emeritus member of the University faculty, Dr. Walton B. McDaniel, professor emeritus of Latin language and literature, will be 100 years old on March 4.

Now residing in Miami, Fla., he retired from the faculty in 1937, after 36 years' service here. He had been named an instructor in 1901, an assistant professor in 1903, and a professor of Latin in 1909. Dr. McDaniel received his degrees from Harvard University: the A.B. in 1893; the A.M. in 1894; and the Ph.D. in 1899. He has been a Fellow of the American Association for the Advancement of Science since 1930 and was President of the American Philological Association in 1921.

Tuition Increased, Services Cut

The University of Pennsylvania has announced a \$200 increase in tuition and general fee for all full-time students for 1971-72. The increase will bring the tuition and fee total to \$2750 at the University.

The tuition increase was announced following the regularly scheduled meeting of the Trustees on campus Thursday and Friday, January 14 and 15.

In the part-time divisions of the University, the Evening School of Accounts and Finance and the College of General Studies, tuition has been increased by \$9 to \$105 per course unit and the fee by \$2 to \$5 per course unit. Also, the application fee in these divisions has been increased from \$5 to \$10.

Urban Problems Colloquium Launched By Civil and Urban Engineering Division

Big cities and the physical problems they generate are being analyzed by prominent experts from government, education and industry during a 15-week Colloquium on Urbanism sponsored by the Graduate Division of Civil and Urban Engineering. The colloquium began February 10.

The series, part of a continuing reorientation of the Division's goals, includes such guest lecturers as Senators Claiborne Pell of Rhode Island and Henry Jackson of Washington; Whitney M. Young of the National Urban League; and Alan M. Boyd, former U.S. Secretary of Transportation. There is a lecture every Wednesday evening at 6:30 p.m. The series is offered tuition-free to all University graduate and undergraduate students, but class size is limited and admission to the lectures is restricted to those with course registration cards.

According to Dr. Sidney Shore and

Dr. Iraj Zandi, the professors of civil and urban engineering who designed the course, it will try to define the basic elements of urban problems and consider some of the alternative solutions. It will emphasize the complex ties and overlapping demands of transportation needs, water supply, waste disposal, power production and physical growth in the urban setting. How the various institutions help create and implement urban policies will also be explored.

In addition to the previously mentioned speakers; educators, architects and city planners from Philadelphia and other major urban centers will deal with a broad range of subjects concerning urban management and growth.

University participants include E. Farnsworth Bisbee, associate professor of Civil and Urban Engineering; Vukan R. Vuchic, associate professor of civil and urban engineering; Manfred Altman,

professor of mechanical engineering; John E. Edinger, professor of civil and urban engineering; G. Holmes Perkins, dean of the Graduate School of Fine Arts; and Drs. Shore and Zandi.

Also scheduled to appear are Toronto architect and city planner, Hans Blumenfeld; Vinton W. Bacon, professor of civil engineering at the University of Wisconsin; and San Francisco architect George T. Rockrise.

The final session, a panel discussion, will be moderated by President Martin Meyerson, and will include panelists Edmund N. Bacon, noted Philadelphia city planner; Robert N. Mitchell, professor of city planning at the University; William L. Rafsky, executive vice-president of the Old Philadelphia Corporation; and Paul N. Yivisaker, professor of political science at Princeton University.

Graduate Towers Finished

Completion of the University's \$15-million Graduate Towers was marked by a ceremony on Monday, January 18, on the plaza bounded by the four new high-rise apartment buildings along Chestnut and Sansom Streets between 36th and 37th Streets.

A bronze plaque was unveiled bearing the University's coat of arms and the names of W. Stuart Helm, executive director of the Commonwealth of Pennsylvania's Higher Education Facilities Authority; Governor Raymond P. Shafer (president of H.E.F.A.); the Philadelphia Redevelopment Authority; the U.S. Department of Housing and Urban Development; and the architectural, engineering and contracting firms who helped build the four towers in less than three years.

Helm said that the University not only had the honor and distinction of being number one in the Commonwealth to build under the new act, but that the job was completed on time, and within the amount of money available. The project, an experiment in concurrency of design as well as in new forms of financing, came in within three years at a construction of \$7,000 per finished unit. Project cost per unit averages \$9,250 according to Arthur R. Freedman, director of planning and design.

The Graduate Towers, most ambitious single construction project dedicated to date at the University, is part of a \$62-million housing program being built as the first H.E.F.A. project in Pennsylvania. The overall program includes a "Super-block" of high- and low-rise buildings for undergraduate students still under construction.

Collaborating architects for the Graduate Towers were Richard and Dion Neutra and Associates, with Bellante

Clauss Miller and Nolan. Daniel J. Keating Co. was the general contractor, and Meridian Engineering, Inc., was project manager of the University.

The Graduate Student Association helped specify space use, design and furnishings for the towers, and according to Freedman, many of their suggestions were later adapted for use in the nearby undergraduate residences.

The four Graduate Towers range from 16 to 22 stories high, and together house more than 1,500 single students, and student wives and husbands. On the ground floor along Chestnut Street are such shops as a Wawa market, the Card'n'Gift Shop, the University City Cleaners, and a rathskeller called "The Woods."

Graduate Residence Named for Nicholises

The tallest building in the University of Pennsylvania's new four-building graduate student housing complex at 36th and Chestnut Streets has been named in honor of Dr. Roy F. Nichols, historian and former dean of the University's Graduate School of Arts and Sciences, and Dr. Jeannette P. Nichols, former chairman of the graduate group in economic history.

In a Trustees' resolution naming the 22-story residence building, it was authorized that a plaque be affixed to the building to read: "NICHOLS HOUSE, For Roy F. and Jeannette P. Nichols, Distinguished Historians, Faithful Counselors, Devoted Companions, this building is named with affection and admiration in token of the students they taught, the scholars who learned from them, and the University they served. January, 1971."

25th Birthday of the Electronic Computer

It was 25 years ago this month (February 15, 1946) that the ENIAC (for electronic numerical integrator and calculator) was officially turned over to the U.S. Government.

In November 1941, just a few weeks before the Japanese attack on Pearl Harbor, John Brainerd, then a newly-appointed professor in the Moore School, came back from a Massachusetts Institute of Technology conference with a list of research and development projects aimed at helping MIT's Radiation Laboratory iron out problems related to the then very-new military radar. (Work which would later prove to be directly related to ENIAC work.) By late 1942, three other Moore School projects conducted in cooperation with the Ballistics Research Laboratory of Aberdeen Proving Grounds (to compute rocket and missile trajectories) were bogging down under the sheer volume of mathematical computations. The joint manual computing efforts of nearly 300 persons, most of them college women in the civil service, at both the Moore School and down at Aberdeen simply couldn't produce results fast enough and under wartime conditions replacements were getting scarcer.

Under these circumstances, discussions and memoranda in the Moore School urging the design of a high-speed electronic digital computer led Dr.

Donald Farrar Joins Center for Study of Financial Institutions

Dr. Donald E. Farrar, who has just completed serving as Director of the U.S. Securities and Exchange Commission's Institutional Investors Study, has been appointed a Senior Fellow of the Center for the Study of Financial Institutions in the University of Pennsylvania Law School.

Announcement of Dr. Farrar's appointment, which was effective February 1, was made by Robert H. Mundheim, who is Fred Carr Professor of Law and Director of the Center. Dr. Farrar will continue as a consultant to the SEC.

Dr. Farrar comes to the University of Pennsylvania after two years' service as Director of the recently-completed Institutional Investors Study. He had been named Director at the inception of the Study in January, 1969. During the fall semester of 1968, he was an associate professor of finance at Columbia University, and prior to that he had been an associate professor of finance at the Massachusetts Institute of Technology since 1962. He received the bachelor's, master's and Ph.D. degrees in economics from Harvard University.

Louis Kahn Receives Philadelphia Award

Dr. Louis I. Kahn, Paul Phillips Cret Professor of Architecture, has been named 50th recipient of the Philadelphia Award. The award is conferred each year upon a person living in the Philadelphia area who during the preceding year served to advance the best and largest interests of the community of which Philadelphia is the center. The award was established in 1921 by the editor of the Ladies Home Journal, the late Edward W. Bok, and comprises a gold medal and \$15,000.

Brainerd to propose that the BRL at Aberdeen finance its research and development. In addition, Dr. John W. Mauchly, an assistant professor of electrical engineering long interested in computation was working on a signal corps project, while J. Presper Eckert, an instructor, and others were already attempting to develop new high-speed counters for the Rad Lab project.

The result—after two-and-a-half years of research, development and manufacture—was a 30-ton monster occupying more than 1,500 square feet of floor space in the Moore School. It didn't really get operational until December 1945, several months after the war ended, and by modern standards it was actually slow. But it was the first big step, since it established nearly all the concepts on which today's high-speed electronic computers are based.

Dr. Donald S. Murray, assistant to the president for federal relations, has been named chairman of the Grants Administration Advisory Committee of the Department of Health, Education, and Welfare.

ACE Report Shows Upward Trend

The University of Pennsylvania emerged stronger in the recently published 1969 survey on the quality of graduate education conducted by the American Council on Education than it did in a similar 1964 Council study. The evaluations were based on the quality of faculty and the effectiveness of graduate programs.

In 10 fields of study, Pennsylvania ranked among the first 10 institutions nationally. These fields are anthropology, Spanish, pharmacology, linguistics, psychology, classical studies, economics, physiology, German, and the history of art.

Of the 34 fields in which Pennsylvania was rated, 23 departments, including the ten listed above, were placed in the "highly rated" classifications. The 13 additional fields included in these rankings are English, French, history, sociology, biochemistry, developmental biology, microbiology, molecular biology, zoology, mathematics,

physics, chemical engineering, and electrical engineering.

Anthropology, psychology, and pharmacology are listed as the University's most attractive fields of graduate study. A comparison with the 1964 ACE report with the recent study shows that more of Pennsylvania's fields of study have risen in the rankings than have fallen. The most improvement in position was achieved by chemical engineering, which is given a "highly rated" ranking in the 1969 report—a jump of 1.8 points.

Further examination of the 36 tables reveals that the comparative standing of Pennsylvania is 14th in the country on the basis of the number of mentions among the top 10 institutions in the fields included in the study. If the number of mentions among the top 20 is considered, Pennsylvania ranks 12th.

The report itself attempts to play down institutional comparisons. Unlike the earlier 1964 study, the new report did not include specific scores for institutions

so that it is not possible to make comparisons among institutions as a whole.

ACE officials and universities generally were quick to point out that the ACE study does not purport to be a comprehensive evaluation of graduate and professional education, let alone a rating of an entire institution. In Pennsylvania's case it should be pointed out, the study did not embrace the University's Schools of Medicine, Dental Medicine, Veterinary Medicine, Law, Social Work, Education, Fine Arts, Communications, and the Graduate Division of the Wharton School of Finance and Commerce.

Neither did it take into consideration a number of innovative graduate programs of an interdisciplinary nature for which Pennsylvania is widely known such as Biophysics, American Civilization, Folklore and Folklife, South Asia Regional Studies, Regional Science, Operations Research, Archeology, and Oriental Studies.

Export Promotion Program Launched

The Wharton School and the University are cooperating with the U.S. Department of Commerce and the Pennsylvania and New Jersey business communities in a program to boost export sales by small American companies while giving students of business administration training in international commerce.

The project will be known as the "MBA Export Expansion Program" because the graduate students involved are working toward masters' degrees in business administration (MBA), specializing in international business. The Wharton MBA students will be under supervision of Dr. Franklin R. Root, Associate Professor of International Business and will receive academic credit for the project.

Under the full program, more than 200 graduate students from 21 universities across the United States will research world trade leads for U.S. exporters interested in new foreign markets and for businessmen seeking their first overseas sales. The program will be administered jointly by the participating universities and the Commerce Department's Bureau of International Commerce (BIC).

Viewpoint

Athletics in Academe—Time for a New Look

Fred A. Shabel, director of intercollegiate athletics and recreation, and his staff have begun a budgeting exercise which is expected to lead to substantially reduced expenditures but, hopefully, no cut in the number of sports participants.

Shabel's problems, financial and philosophic, reflect a common University problem: Educational objectives have not been sufficiently well established to provide an adequate framework for financial planning.

Shabel says he can write an athletic area budget to suit any given set of athletic program objectives. But at this time there seems little University agreement on athletic program objectives.

Shabel puts it this way: "Answer the following questions and I'll tell you the dollar value of the program you've written . . .

"Do you want to participate in intercollegiate athletics?

"Do you want to participate in Ivy Group intercollegiate athletics?

"If so, in how many sports?

"Do you want to compete only in sports which produce gate receipts?

"What percent of the games you play do you want to win?"

If these questions are asked within the context of an accepted understanding of the role of athletics in the educational process they are subject to rational debate by emotionally disinterested persons. The answers to the questions lead to dollar figures and the process of getting from answer to dollar cost is subject to logical analysis. The cost of equipment is known, the cost of coaches falls within known boundaries, the cost of travel to other institutions is determinable.

Six years ago the University appeared to have established the place of athletics in education, perhaps not to everyone's satisfaction, but sufficiently well that a

major program in athletics and recreation could be drafted and implemented. In January of 1965 The Athletic and Physical Education Survey Committee reaffirmed the University's commitment to the Ivy Group and its basic principles.

The Committee noted that the University's commitment "... carries with it the unavoidable necessity to devote the energy, capital resources, determination, and cooperative effort to achieve the ultimate objective of the University." It was noted that the "ultimate objective" of the University included offering to the student a sound athletic and physical education program as an integral part of academic life.

In June of 1965 a Faculty Review Committee affirmed the Survey Committee's findings, stating, "After a long and comprehensive examination of the values and problems associated with the athletic program of the University, the Faculty Review Committee reaffirms its support for a vigorous and soundly-conceived program of intercollegiate, informal, and intramural sports. It believes that the various forms of athletic activity can make significant contributions to the welfare of the total University community. It sees positive values in a properly controlled program of intercollegiate athletics and has indicated the nature of the controls which it deems necessary. It believes that those responsible for administration of the total athletic program should now move within the framework of the suggested controls in aggressive and imaginative fashion to strengthen all phases of the athletic function."

The Faculty Review Committee included Dan M. McGill, chairman, Robert D. Dripps, Jefferson Fordham, David R. Goddard, Gaylord P. Harnwell, Michael H. Jameson, John R. Preer, Curtis R. Reitz, George Rochberg, Otto

Springer, William E. Stephens, Robert Y. Turner, Francis C. Wood, and Edward Rogge, secretary.

It would seem that the charge of the Committee has been met. The October *Gazette* reported that in 1969-70 University varsity teams won 61.4 percent of their contests with Ivy opponents, ending Harvard's 14-year monopoly of top position in all-sports rankings.

Less widely recognized was the fact that 822, or about one out of nine, undergraduates participated in intercollegiate freshman and varsity competition in that year. An additional 400 students competed for team positions.

Still less widely recognized is the relationship within the last five years of intercollegiate athletics to facilities to recreation. It would be naive to ignore the fact that there are alumni who like to see their alma mater's teams win and who will provide athletic facilities in order to help make it happen. It is also a fact that athletic facilities built and improved at Pennsylvania during the past five years have benefited and will benefit thousands of students who lack the interest or the superior ability required to make a varsity team. The ice rink, as noted in the last edition of *Almanac*, is serving about 3,000 people per week. The artificial turf and lights at Franklin Field are enabling 1,500 students to play on 111 intramural football teams. The Gimbel gym is attracting 7,000 a week. Faculty and staff are occasionally miffed to find they can't play a pick-up basketball game at lunch hour because students have filled the courts, and the squash courts are used to capacity.

Nor is there lack of spectator interest. Most apparent this year are the student basketball fans who queue up in subfreezing weather in a line reaching back to the University Museum in order to buy out every available seat for a game

the first day tickets go on sale. About 9,000 students picked up football ticket books this fall and an average home game attracted 7,000 students. Less obvious are the 300 or more students who attend a fencing match, the 1,800 who attended a recent hockey match, and the over-capacity crowds at squash matches.

It would seem the University has succeeded in offering students an attractive athletic and physical education program, and that the University might take pride in this achievement.

Shabel says that while athletic program popularity may be recognized there is no longer an accepted understanding of the role of athletics within the educational process. In his view, some of the questions which have refused to stay answered are . . .

To what extent should the University provide out-of-the-classroom activities for its seven or eight thousand resident students?

Should such activities be both spectator and participant oriented?

Do student athletes have a value in "broadening" the undergraduate body?

Is the physical development of students a legitimate University concern?

Does, and should, intercollegiate athletics play a role in unifying the University community?

Does, and should, intercollegiate athletics play an effective role in bringing the institution to the attention of prospective students and the general public across the nation?

The University athletic/recreation program, having come this far, now needs either a redefined or a reaffirmed position within the University's educational program. The University can no longer afford, philosophically or financially, to write budgets in any area in the absence of established educational objectives.

By Robert F. Coryell

Almanac is published during the academic year by the University for the information of its faculty and staff. News items should be sent by the first of the month to:

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