

# Burridge emphasizes keeping the store

By Carolyn Ryan

The gentle-spoken man with the calming manner waited alone in the glare of spotlights as technicians struggled to fix the sound system.

"If I were an accomplished speaker," he smiled, "I would probably tell a joke now." Chuckles from the

small crowd.

"I only know one, but it's rather good ..." and the joke is told.

Dr. Robert Burridge from the University of New Brunswick was not in town Monday night to entertain UPEI people, however, but to convince them he would make a good president.

Burridge was the fourth candidate for UPEI's top job to give a public lecture in Duffy Amphitheatre, and is the only candidate with a non-liberal arts background (excepting former politician David MacDonald, who is to speak this Monday).

Burridge is an Electrical Engineering specialist with an

impressive resume of positions on administrative university bodies. At UNB he was Chair of the Electrical Engineering Department for five years, Dean of Engineering for four, and has been Academic Vice President for the last five years.

As well, he has thirty years of teaching experience, fifteen years on Senate, and numerous committee jobs under his belt.

Burridge spoke of the responsibility a university has to be responsive to a society's needs, but not reactive.

"The university should be leading in forming new ideas," he said, adding later that the "onslaught of unqualified utilitarianism" must be resisted at the same time.

"We must respond to society's needs while at the same time protecting our essential parts (liberal arts)," he said.

When asked by an alumna how he would prioritize the administrative, academic, and public relations functions of the President, Burridge

answered that hers was the order he would choose.

"My strongest talent is administration," he said, "and I enjoy teaching."

He hoped to continue teaching courses part-time if given the position at UPEI.

"But public relations is not top priority to me," he said.

"I don't feel you should try to sell something before it's saleable. You have to mind the store first — and I don't mean that as a criticism of UPEI."

Burridge believes the goal of a university should be to serve its society by developing an educated population and promoting individual excellence in its students. Other important goals are community support and research.

These larger goals must be achieved through self-government, he said, with each department and faculty setting its own goals in support of the larger one.

The bicameral system of university rule, involving a Senate and Board of Governors such as UPEI has, is ideal for this type of goal-

setting, Burridge said, but added that in times of restraint, the basically divided nature of any academic community makes the establishment of priorities difficult.

Answering a question on Ontario's Bovey commission report on the future of post-secondary education, which recommended that student tuition eventually rise to a provide a quarter of needed financing, Burridge said the level of actual student payment for education in the Maritimes has always been high in relation to the rest of the country — 17 to 20% — and should not be raised, if there is any concern for accessibility.

"We either have to find new sources of revenue or cut back on our present operation and perhaps offer students less than they deserve," said Burridge.

In order for the collegial system of self-government to survive, the candidate concluded, "Morale must be maintained at every level; intellectual tolerance, trust and patience will be required."

# Morgan spoke last week

By John Pendergast

On Monday, February 4, 1985, the third presidential candidate, Dr. John Morgan, made a public appearance.

His background includes a Bachelor of Arts degree in Philosophy from Loyola University, in Los Angeles, California. Graduate studies took him to the University of California at Berkeley where he earned a Ph.D. in 1966. He has served in many distinguished teaching posts in other American universities before coming to Canada.

From 1963 to 1975, he taught philosophy at Loyola University in Montreal.

Dr. Morgan's administrative capabilities are also very extensive. At Loyola University in Montreal, Dr. Morgan served on numerous committees. They included the senate curriculum committee, the Chairman of the philosophy department to name a few.

In 1975, Dr. Morgan joined the faculty of Kings College at London, Ontario. He became its first academic dean in 1975 and he eventually became the principal of the college in 1977.

He is credited with expanding the enrolment at Kings and providing new facilities.

Currently, Dr. Morgan publishes articles on death education along with his other academic and administrative pursuits.

In his speech to the audience at the Duffy Amphitheatre, Dr. Morgan outlined three problems facing universities. They include 1) self-understanding, 2) funding, and 3) staff morale.

In regards to self understanding, Dr. Morgan emphasized many points: firstly, that one institution cannot supply all things. Resources must be allocated to the important facilities in the institution first. To do otherwise is to waste one's resources and ruin the basic purpose of education.

Secondly, the university must be clear on its purpose in the community before it can justify itself.

In a much broader perspective, the university must clarify its overall mission before it can proceed to collect money from charitable organizations, industry, etc.

Dr. Morgan congratulated the university of P.E.I. for its previous report on academic priorities.

Dr. Morgan himself considered the university's main goals to be the education of the student and advancement of learning. Furthermore, Dr. Morgan believes in job preparation. However, he is convinced that a liberal arts education is the best avenue. Narrow specialization does the student no good whatever, because it does not develop all of the individual's faculties.

General knowledge is very important, according to Dr. Morgan, because the average university graduate might have to change careers five times.

The exposure of the students to a variety of liberal arts subjects (ex: English, math, natural sciences, etc.) give the individual the opportunity to postulate problems, analyze, and produce solutions. Education follows this pattern because the faculty guides the student in self-education.

When universities tried to emphasize their importance to the economy, they made a big mistake, said Morgan. The goal of any university is to educate and enlighten people, first and foremost. Their importance to the job

market is secondary.

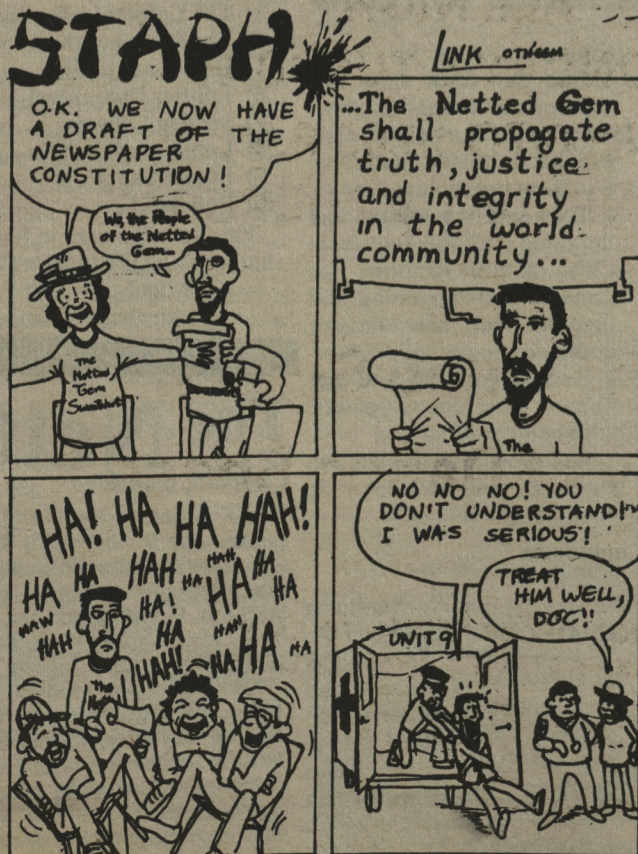
In other words, Dr. Morgan wants the educational aspects of the university emphasized before the technical aspects.

Dr. Morgan believes that the university is funded by the public because knowledge is a public good.

Even pure research (research conducted for non-practical purposes) is of use to the public. Dr. Morgan referred to the use of non-Euclidean geometry and non-Aristotelian logic, once considered "Ivory tower mumbo-jumbo". Both sub-disciplines are used in the 20th century by nuclear power experts.

In regards to funding and financing, Dr. Morgan believes that a new president must market a university education to the general public. The university must prove to potential students the value of an education at UPEI. Dr. Morgan referred to statistics which reveal that university graduates are in a much higher income bracket than that of non-graduates.

New sources of revenue must be generated by the university. The alumni must be pressured to make further contribution to the university. Dr. Morgan opined. The facilities of continuing education and research must be utilized to a greater extent.



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