

YSU welcomes new dean

By **MIKE SANKO**
Jambar Reporter

After leaving the economic blues of New Orleans, Dr. Earnest R. Nordtvedt, the new acting dean of business, is hearing the same jazz in Youngstown.

The dean feels with the economy moving from a production base to an information and service base, the classroom is necessary to cure the economic blues. "We prepare the student to do other things which are in tune with the economy." Nordtvedt said, "We must give them the ability to adjust to those changes and that would be through education."

Nordtvedt recognizes, however, before the student can advance the instructor must do so first. "When changes come along, you have to make sure your faculty has the opportunity to learn about these — to keep learning so the student then can learn," he said. Nordtvedt said this "life-long" learning process is a "personal responsibility" that the instructor must always be conscious of.

Continuing education through research "is important to the continued currency of an individual in his field." Nordtvedt continued, "The instructor needs to get out and see and read what's being done." The dean said this practice would lead the instructor to "make a contribution to the body of knowledge which is a part of his or her duty." This in turn lends prestige to the university, the school and to the individual. Nordtvedt said, "This is a quality place, faculty research makes it even better."

While the continuing education of instructors is important, the dean warns of its "two-edged sword" affects. "We need to be very careful that the research doesn't interfere with proper performance

See Nordtvedt, page 20

Nordtvedt

Continued from page 1

in the classroom," he said. "You've got to be sure you discharge knowledge to the classroom; you've got to be aware of the students; you've got to be willing to spend time with students — address their problems and questions."

This type of situation seems to generate pressure on the instructor. The pressure of classroom responsibilities and staying current, places conflicting demands on the instructor. "The faculty member is caught in the middle of this thing," explained Nordtvedt.

Nordtvedt does not believe the good instructor will be limited by this. "We're searching for some line where research allows you to stay current but at the same time you have ample time to discharge your classroom responsibilities," he said.

Recognizing that a university is not a publishing house nor a stagnant place of higher learning, Nordtvedt concluded that the student is the ultimate victim in this battle for an equilibrium. "The student suffers either way, too much research, or not enough research," he said.

But couldn't YSU get by without being so up-to-date with the outside world? "No. The world is changing very rapidly and we've got to stay with it," said Nordtvedt. The dean believes facilities at YSU are the best in giving the student a "competitive edge" in the job market. "Almost any financial job you're going to now — accounting, finance, production and many marketing positions — require almost immediate familiarity with computers," he said.

The University's modern facilities, according to Nordtvedt, are making the transition to the information and service base economy smooth and easy. He feels the transition is happening "very nicely" at YSU with Meshel Hall being "a great example and of course what we're doing in the Williamson school," he said.

What is happening in the management department of the business school is a reevaluation of priorities. Greater concentration is being placed on management information systems. Nordtvedt views this as crucial because high-tech communication systems are the "glue" that hold companies and organizations together so they function properly. He sees this new emphasis increasing the role of the personal com-

puter over its counterpart, the main-frame system. The Business school is preparing three or four courses in this area which are designed to give the student "the latest capability to compete in the real world," said Nordtvedt.

While the dean has some fresh ideas on how to prepare students and teachers for a high tech society, he also has a few that will keep him comfortable and at his best during his stay. Nordtvedt believes it is important to perform relative to your situation or context without letting past experience interfere. But before this can be done, an individual must be able to recognize differences in students, faculty, programs, funding, etc. "You have to take into account the numerous differences and learn them, learn a different context before you act — you have to learn what's here," Nordtvedt said.

Already making him comfortable here is the pleasant atmosphere of the YSU campus. Nordtvedt said there are two things that struck him right away, the people and the physical appearance of the campus. "The expressions on their faces and the way they go about doing business has been very impressive so far," he said. "The whole thing is bigger than just the expressions on their faces, it's an attitude — a whole spirit."

The dean admires the colorful landscape of the campus and is impressed by how clean it seems to stay. "YSU is a beautiful campus," Nordtvedt said.

To fulfill the terms of his contract and tradition, Nordtvedt is expected to take a sabbatical, a paid leave of absence, from his university of Loyola in New Orleans. The dean was permitted to forfeit this opportunity to head the YSU business school until July 31 of next year. "This job looks interesting and a lot more rewarding than the other things I had planned for my sabbatical," he said. Trading off the sabbatical for the YSU position is a "tremendous opportunity" for self-improvement and learning said Nordtvedt.

Nordtvedt has an impressive background that qualifies him to specialize in the entrepreneurship, production and management of small business. With intentions to be a school teacher, he mastered in science, counseling and education at Purdue. From Rensselaer Polytechnic Institute, he received a masters of science in management engineering. The dean has his doctor of business administration (DBA) from George Washington University.