

New interim dean discusses plans

By SHARON BUENO
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Those students and faculty members in the YSU community familiar with Frank Seibold in past years knew him as a professor of marketing. Today, and until further notice, he will be recognized as the interim dean of the Williamson School of Business Administration.

As announced last week, Seibold takes over the duties of dean on Aug. 1, replacing Earnest R. Nordtvedt, who rejoins the faculty of Loyola University in New Orleans after spending a year at YSU as interim dean.

"I was very pleased and very anxious to have the opportunity to serve," said Seibold of his being selected dean.

The focus of Seibold's administration for the upcoming year will center on the WSBA's

goal of attaining their accreditation. "My primary responsibility will be to lead the WSBA closer to accreditation by the American Association of Collegiate Schools of Business," said Seibold.

This will be accomplished through "accentuating the communication within the WSBA by encouraging faculty scholarly activities and research," said Seibold. Both of these elements have played an important part throughout his career.

Though the research and community service remain important to Seibold, it will be put on hold along with his teaching duties in the future.

"The requirements of the deanship have first priority," said Seibold.

Seibold, though not through teaching, hopes to continue to interact with the student body at every opportunity. "The welfare and growth potential of the

students will always be the highest priority," he said.

Faculty cohesiveness is also an important element that he hopes to maintain. "I know the faculty very well and understand their problems and concerns," said Seibold. "I will do anything in my power to work closely with them."

Through his background and experience, Seibold sees the adjustment from instructor to administrator as smooth. "My whole background and experience prior to coming to academia has been management," he said.

He foresees no immediate problems as he enters his new office and credits this to the prior administration. "The administration was expertly handled by my predecessor," said Seibold. He does not view his arrival as disruptive and plans to continue the programs and ideas initiated

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by Nordtvedt.

Seibold has served the YSU community since 1971 as both instructor and administrator. He has presided over the advertising and public relations department as chairperson for nine years, as well as spending a short time in 1979 as acting dean of the WSBA.

Seibold was graduated from Long Island University with two degrees in psychology and later received his Ph.D. in communication from Yeshiva University in 1969. He achieved all this by attending night school while working as an executive sales consultant in Boston. "All that I learned was applied daily in



—DR. FRANK SEIBOLD—

business," said Seibold.

Seibold said his decision on whether or not he will pursue a position in administration or continue to teach "will be determined at the end of [his] tenure as interim dean."