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News Letter

OFFICE OF INFORMATIONAL SERVICES • NEWS BUREAU • MARSHALL UNIVERSITY • HUNTINGTON, WEST VIRGINIA 25701

June 21, 1974

Aids to handicapped students

Marshall University has completed 28 small projects to assist handicapped students, Director of Plant Operations Joseph S. Soto announced.

The work, undertaken by members of the university's buildings and grounds staff, was started at the close of the spring term, May 12, and completed during the following three weeks. Total cost for labor and materials was approximately \$12,000, Soto said.

The projects consist of ramps into buildings and curb cuts, designed to facilitate travel by students confined to wheelchairs. Soto said the work was initiated after discussions with Dean of Students Richard G. Fisher and Rehabilitation Counselor Jerry L. Meadows.

Still other projects are under way or are in the planning stages. A new elevator is being constructed in Prichard Hall to permit wheelchair-bound students to have access to all floors of that building. To be undertaken soon are additional ramps for the Science Hall and Prichard Hall.

Marshall has had a significant number of handicapped

students enrolled each year, in part because of its generally level topography. Last fall, the university joined the West Virginia Division of Vocational Rehabilitation in a joint program to provide improved services and greater educational opportunities to handicapped students from throughout the state. As part of the three-year pilot project, the rehabilitation agency assigned Meadows to Marshall as a full-time counselor to work with handicapped students.

At that time, Cornelius L. Williams, Huntington District supervisor for the Division of Vocational Rehabilitation, commented, "We are hopeful that Marshall University will become a model school for the handicapped as a result of this project." He said Marshall was selected because of the university's "favorable climate" toward handicapped students.

Soto noted that many architectural barriers to the handicapped had been removed in previous years and said this spring's projects were a continuation of that effort. All new buildings are being designed to accommodate handicapped students.

Anti-inflation weapon: unit pricing

Like to buy an ounce of root beer? Or a gallon of peanut butter? Or half an ounce of ice cream?

Normally, consumers don't buy grocery items "by the ounce," but an assistant professor of psychology here estimates with a workable system of unit pricing, savings at the cash register could reach \$8.8 billion a year nationally.

According to research conducted by Dr. David M. Walton, assistant professor of psychology, and a colleague, Dr. Lloyd R. Sloan of the University of Notre Dame, the average family in America could slice its food budget by 10 per cent through a unit pricing system.

How does the system work?

According to Dr. Walton, stores featuring the unit pricing list the package price of an item in two different ways. First, there is the standard listing per package. Then, the product is listed at cost for a specific unit, such as an ounce or pint. This way, the consumer can compare both price systems before making the purchase.

For instance, the price of a soft drink might be listed as follows: eight 6.5-ounce bottles, 91 center (1.8 cents per ounce); eight 10-ounce bottles, 95 cents (1.2 cents per ounce); six 16-ounce bottles, 85 cents (0.9 cents per ounce); eight 16-ounce bottles, 99 cents (0.8 cents per ounce).

Seems simple, right? But according to studies, only about 20 per cent of the nation's consumers take advantage of unit pricing to lower their food costs.

How to encourage more persons to use the system?

"One answer is to let the consumer know more about how unit pricing works," said Dr. Walton.

Dr. Walton recently testified in Boston before the Massachusetts Consumer's Council on behalf of unit pricing. The council works as a regulatory body to the state of Massachusetts on consumer laws and regulations.

"The council is investigating how to establish the most effective unit for the unit pricing system," said Walton. "Additional questions which must be answered include how to

mark the packages, what color labels to use to attract the customer's attention, and what items can best be adapted to unit pricing."

After a survey conducted by his students, Dr. Walton reported once consumers were informed of the unit prices in large quantities of a product, they were likely to purchase the more economical unit. The survey was conducted in three supermarkets over a two-week period. The experimenters interviewed some 270 consumers on products in the staple, luxury or convenience categories.

In general, one of the conclusions reached in the survey was that the size of the product unit was an important factor in a unit pricing system. Consumers selected a more economical package size when informed of price differences in medium-sized units compared with large units such as gallons or small units such as ounces.

Dr. Walton concludes that proper utilization of unit pricing may be the consumer's most effective weapon in the war against spiraling food prices.

MU NEWCOMERS

Welcome these newcomers to the Marshall University campus:

DREMA FAYE POWELL, clerk in the Cashier's Office; KAREN M. SPOOR, parking lot attendant with the Security Office; DEBORAH L. SHEPHARD, secretary in the Department of Management; STEVEN M. ADKINS, computer operator; THEODORE S. WILSON, business manager in the Athletic Office; and NANCY E. TERRELL, secretary in Institutional Research.

Welcome aboard!

DR. PAUL D. STEWART, professor of political science, is listed as one of the compilers of a new bibliography of theses and dissertations in political science at WVU and Marshall. Others who worked on the project included graduate assistants JOHN STOOKEY, JOANNE MAZZA and RICHARD BYRD.

DR. MARVIN D. MILLS, associate professor of safety, has been elected to the Board of Directors, Eastern Area, Alcohol

Training and Education Council. The council sets policies for coordinating alcohol education at all levels. The election took place at a meeting June 3-4 in Washington, D.C.

DR. MILLS also served as the instructor for West Virginia's first Motorcycle Education Workshop, May 27-June 6, at Institute. Twenty-four high school teachers from 24 counties participated.

Sara Chapman named Rockefeller Fellow

Dr. Sara S. Chapman, associate professor of English, has been named a Fellow for the Academic Affairs Conference of Midwestern Universities, according to Dr. George Harbold, Dean of the College of Arts and Sciences.

Funded by the Rockefeller Foundation, the prestigious fellowship will provide an opportunity for promising members of the academic community to research areas of interest in educational administration on five university campuses.

Dr. Chapman, a member of the Department of English faculty since 1967, was selected for the Fellowship earlier this month. The Fellowship begins in September and continues

through the academic year of 1975. Dr. Chapman will be granted a leave of absence at Marshall while a Fellow. She will return to the Department of English on completion of her research next year.

The Academic Affairs Conference allows educators to conduct research on the campuses of Ball State University, Indiana State University, Illinois State University, Northern Illinois University and Southern Illinois University.

Dr. Chapman said she planned to pursue research in the areas of library services, interdisciplinary studies, and the integration of an honors program to departmental course requirements.

"We are quite honored that Dr. Chapman has been selected for this program," said Dr. Harbold, "and I believe the University will benefit from her research."

A graduate of the doctoral program in English at Ohio University, Dr. Chapman received her A.B. Degree in English from Morris Harvey College, and graduated with a masters degree in English from Marshall in 1966.

Theses listing available

The West Virginia University Bureau of Government Research has published a bibliography entitled "Theses and Dissertations in Political Science at West Virginia University and Marshall University." A copy of the bibliography is available in the James E. Morrow Library.

BOOKSTORE CLOSING

The Marshall University Bookstore will be closed June 27 and 28 for inventory, Director Joe Vance announced. Normal operations will be resumed Monday, July 1.

Positions open

VICE PRESIDENT—and Academic Dean for Concord College. Earned doctorate required. Satisfactory evidence of scholarly research. Evidence of administrative ability and planning at the college and university level. Contact Dr. B. L. Coffindaffer, President, Concord College, Athens, Ohio. Closing date July 12.

SECRETARY: Criminal Justice Program, open July 1. Excellent typing and shorthand required. Apply to Dr. George J. Harbold, Dean, College of Arts and Sciences, Marshall University.

SECRETARY: Department of Chemistry, open in July. Excellent typist for technical material. Shorthand required. Apply to Dr. E. S. Hanrahan, Chairman, Department of Chemistry, Marshall University.

INVENTORY CONTROL: Manager for Bookstore. Work under bookstore manager, assist in operation of the bookstore, maintain inventory. Two years college or business school required, one year previous experience in selling, related store work, etc. Apply to Joseph L. Vance, Bookstore Manager, Memorial Student Center.

SECRETARY: Campus Christian Center. Prefer experienced applicant with skills in typing, shorthand, office machines and bookkeeping. Deadline June 25. Contact Rev. William D. Miller, executive minister, Campus Christian Center.

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