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Colleges today are adopting many of business' methods in order to keep abreast of the rapidly changing educational world, the New College Dean of Administration said today.

Walter A. Sonnenberg, six-foot, four-inch newcomer to the New College staff recently left a position with huge Massachusetts Institute of Technology to take the new position with the college here.

"It's quite a change of course," said Sonnenberg, "but I've always identified myself with a smaller institution and New College provides and opportunity to work in pure education."

He explained that at MIT, \neq research for government and industry now far outweighs the academic side of the institute's income. A large part of his job there, he said, was in the negotiations over industrial and governmental research contracts.

"Campus life is not a dominant feature as in some college and the institute is becoming so large that the personal touch necessarily has to be minimized," said Dean Sonnenberg. "At New College, there is a smallness which is being built into the structure and of course, the campus reminds me of the Ivy League institutions."

Sonnenberg was graduated himself from Norwich University in Vermont and the Amos Tuck School of Business Administration at Dartmouth College.

Returning to the changes

Returning to the changes in college business practices, he said that most institutions were once "pen and ink" operations.

"Being non-profit, there was no necessity to be concerned with taxes, depreciation or other such items.

Today, most colleges and universities need a good sound cost basis for operation, the dean observed.

"We need to know whether we are spending money in the most efficient manner. It is just good business any more to be cost conscious".

He said that colleges are somewhat akin to the government in not having to be concerned with taxes or depreciation. He pointed out that the Defense Department has waged war against waste and inefficiency because this is the best way to run any organization.

"There is less free money available these days," Dean Sonnenberg added, "and so institutions are having to operate on a smaller proportionate share of income, but with increased costs."

He feels that New College will be a great boon to the Manatee and Sarasota County communities. He sees the benefits coming both from an economic and intellectual source.

"When you bring in 100 students and approximately 32 new people for faculty and staff, you are going to have an influx of new income and new ideas."

Four weeks here have done nothing to diminish Sonnenberg's enthusiasm for the area. Long a sufferer of commuting to Boston, of fighting snow and ice, he is delighted with the opportunity at New College and in Florida. In addition to the job opportunity, he believes it will give him the chance to play some golf and to swim, his favorite recreational activities.

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