

# Hey Fellas, Mary Washington's Not Only for Girls!

By MICHAEL ARKUSH  
FREDERICKSBURG, VA (CPS) — In the increasingly-heated efforts to "sell" campuses to high school seniors, deciding which college to attend, administrators have given away frisbees, flown planes with advertising streamers over high school football stadiums, hired Madison Avenue advertising firms, and purged catalogues (at Antioch) of "anxiety-provoking words."

Now there's a college recruiter who wants to change his school's name to make it more salable.

Richard Warner, an assistant professor who frequently recruits high school seniors for Mary Washington College, thinks the name "Mary Washington" drives prospective students away.

Warner claims both sexes want to go to co-ed colleges these days, and that "Mary Washington" just doesn't sound co-educational. Consequently, students do not even seek information about the school — which has had its name since 1908 — because they assume it does not accept male applicants.

"I've sat alone at many college nights

## Test Score Value Held Minimal

(CPS) — Standardized test scores are not as important for getting into college as test critics claim, a new study of admissions procedures suggests.

A report by the College Entrance Examination Board, which sponsors the Scholastic Aptitude Test, and the American Association of Collegiate Registrars and Admissions Officers says admissions procedures are diverse enough to allow minority students to get into college even if "grade averages, class ranks, or admission test scores were significantly lower than those of other applicants."

In recent years standardized test critics have claimed the tests play too large a role in deciding college applicants' fates. Those criticisms have led to truth-in-testing laws in several states.

The laws give students access to test answers, and have been opposed by test-makers like the College Board as inefficient, unnecessary and expensive. College Board President George Hanford, among others, has argued that the laws assume that admissions officers weigh standardized tests in determining who gets into school more than other factors.

One reason the College Board undertook the just-released study of admissions procedures, Hanford says, was to help support its anti-truth-in-testing law arguments.

"Sure we wanted to prove what we were saying," Hanford says. "And I think we've done so in a dispassionate, scientific way."

The two-year survey was of nearly 1500 college admissions offices.

More than half the admissions operations "actively recruit students with characteristics other than academic talent," Hanford pointed out in a written introduction to the report results.

Only two percent of the schools said standardized test scores were the most important admission factors. Nearly a third of the admissions officers said grades were the most important requirement.

But 60 percent said there was no single most important factor in judging an applicant.

A third of the schools regularly waive academic standards for "special admission" classes of applicants like "nontraditional" (over 22-year-old) students.

## Accounting Majors Seen Best Bets

(CPS) — Become an accounting major.

That's the advice implicit in a new report on job prospects by the American Institute of Certified Public Accountants (AICPA).

The institute predicts that demand for accountants, auditors and CPAs — which is already strong — will be even stronger when the present freshman class graduates in 1984.

CPA firms, according to the AICPA, will hire some 32 percent of the accounting majors who graduate in 1984, a three percent rise over 1979 hiring levels.

The AICPA, in its just-released survey of job prospects, further suggests that students go on for graduate accounting degrees. It expects that 56 percent of the students with masters degrees will be hired in 1984, compared to just 28 percent of the students with baccalaureate degrees.

And more of them will be women. The AICPA says that, by 1984, women will comprise 39 percent of the students getting accounting degrees.

Job prospects for accountants typically improve during bad economic times, when private businesses are more cost conscious.

at Virginia high schools," he recalls, "while many kids see our name next to other women's schools and go the other way. I've gone up to them, and they say they thought we only took women."

The professor concedes enrollment figures have not been seriously crippled by the school's name, which honors George Washington's mother, but claims the school's sexual balance and academic selectivity have suffered.

"We have about 2500 students, with a 7-1 ratio of females to males," he says. "That is not being sufficiently co-ed. To make up for our enrollment problems, we had to accept 81 percent of those who applied last year. That's not being

very selective."

Warner's name change proposal has not gone unchallenged. Most often, critics have accused him of being sexist and insensitive to the needs of women in modern society. So far, the school's librarian, Rudy Weinbrech, has leveled the toughest attack.

"This name change business flies in the face of getting society to think that women can do anything they want to do," Weinbrech told Zodiac News Service. "Why change the name simply because some men don't like its sound. Sarah Lawrence College and Notre Dame University don't seem to have any problems."

"Those schools such as Sarah Lawrence and others are widely known. They don't have to tell anyone they're co-ed," Warner counters.

Dudley Blodget, the admissions director at Sarah Lawrence, says his school's enrollment has not suffered from its name, but concedes "there have been problems with some students who were surprised to find out that we are indeed co-ed."

"But there's no way we're going to change our name," he predicts.

At Mary Washington, Warner's hopes appear just as slim. The school's Committee on College Affairs has authorized a study to investigate its image at

high schools across the state. So far, Warner says, those committee members have been "quite surprised by what they found." But he admits there is no serious talk of changing the name.

"It's not enough of a crisis yet. When our enrollment really begins to suffer from this, then we'll see some movement. When we need to fill out the college, we'll change the name," he says.

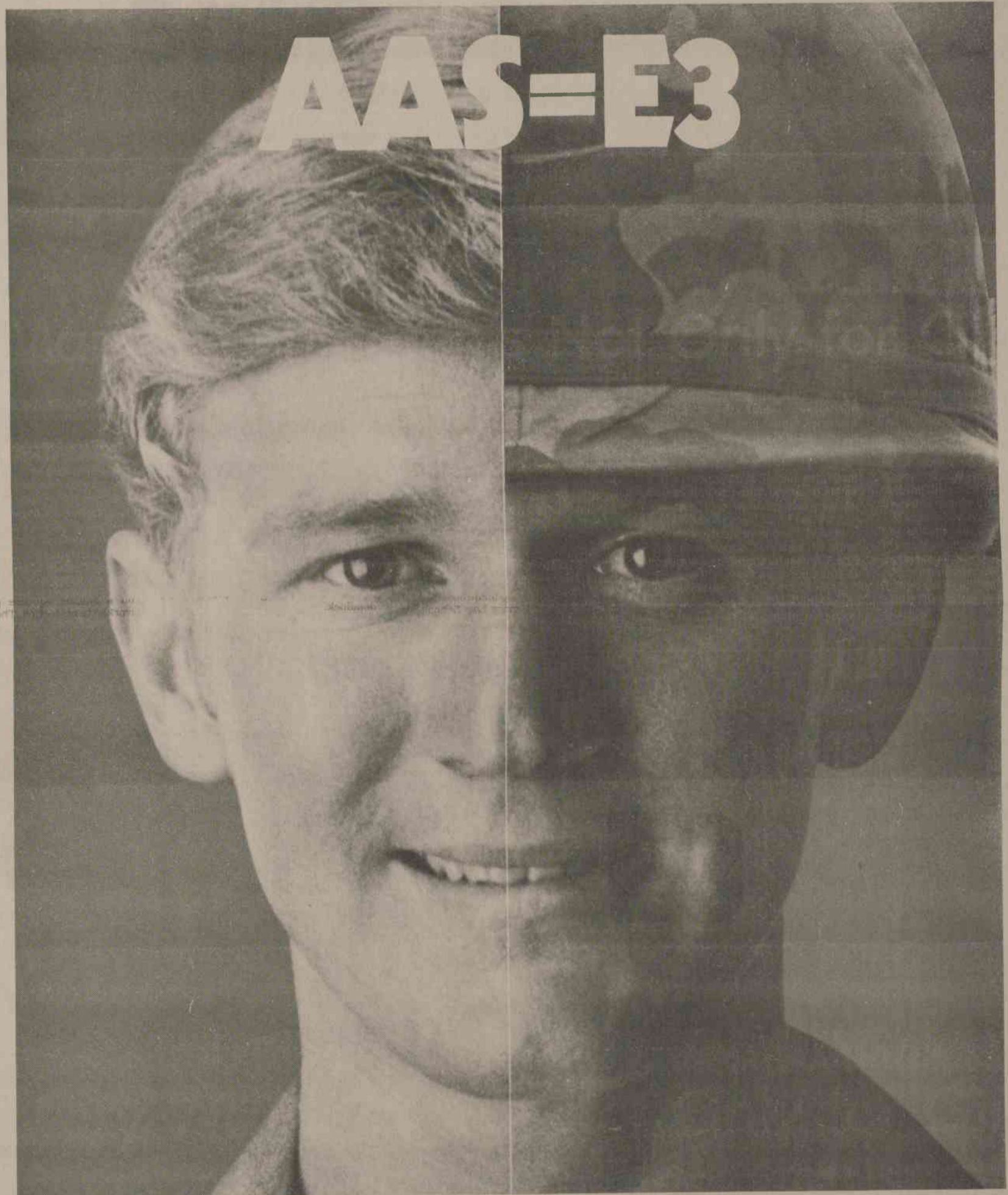
And at that time, he thinks the Mary Washington administration will recognize the school's current name as discriminatory.

Warner insists that "by giving the impression that we're a women's school

we are discriminating against men and women who want to go to a co-ed school, but just don't know that we are co-ed."

He angrily dismisses accusations that he himself is sexist by claiming to be a strong supporter of women's rights. "People who don't have any facts on their side must use emotion" in the name change discussion, he adds.

Warner, however, refuses to suggest any college names that might make Mary Washington into a first choice. Some students were not as shy. Among their proposals were "George's Old Lady's College," "My Mother's Place," and "The College of Mary and Her Son, George."



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