

# THE GATEWAY

volume XCVII number 27 ♦ the official student newspaper at the university of alberta ♦ www.gateway.ualberta.ca ♦ tuesday, 16 january, 2007



NEAL WILDING

**IF IT BLEEDS IT LEADS** Spandex was the material of choice at the U of A Varsity Invitational wrestling tournament this past weekend. More coverage on page 11.

## 'Plant buffet flops

SCOTT LILWALL  
Deputy News Editor

Four months after the Powerplant unveiled a new business plan in hopes of turning the bar's finances around, the Students' Union has decided to close down the dinner buffet in order to reduce costs and cut losses.

"I've been concerned about the dinner buffet for some time—it never really took off. It was a new business model and we felt we should give it some time to grow and get popular," explained Chris Cunningham, SU Vice-President (Operations and Finance).

"At this point of time I just couldn't justify keeping it, so we thought we'd just make the decision to cut our losses and abandon the dinner buffet," he said.

**"Some days it was quite pathetic, and some days it was five or six people. You just can't have a profitable business model with that many clients."**

**CHRIS CUNNINGHAM,  
SU VICE-PRESIDENT  
(OPERATIONS & FINANCE)**

Cunningham noted that, while the lunch buffet offered by the 'Plant remained popular among students, attendance at the evening offering was nearly non-existent.

"Some days it was quite pathetic, and some days it was five or six people. You just can't have a profitable business model with that many clients," Cunningham said.

The main reason for the lack of evening costumers, according to Cunningham, is that the University of Alberta is a "commuter campus"—where students drive in for a few hours at a time, and then return home before the dinner hour.

The lack of people on campus was echoed by Brent Pelland, kitchen manager at the Powerplant, as the reason behind the slow sales.

PLEASE SEE 'PLANT' ♦ PAGE 4

## Atlantic universities fishing for Western students

OLEZIA PLOKHII  
News Writer

High-school graduates across Alberta are in high demand as East Coast universities set their sights on recruiting students from Western Canada in order to meet enrolment numbers and keep their institutions out of financial jeopardy.

Scott Roberts, the Senior Director of Communications and Public Affairs at Nova Scotia's Acadia University, explained that these recruitment efforts stem from fewer youth living in the eastern provinces.

"The main factor is that the Atlantic Canadian high-school population is shrinking and that's typically where we've drawn most our students from. We're having to go beyond our traditional markets to attract students to come to Atlantic Canada," Roberts said.

Although it may seem like this is a novel attempt, Roberts admits that institutions like his have always sought to attract students from the West.

"On average, ten per cent of our incoming class will come from Alberta and British Columbia. We're conscious of the number of students that are in Western Canada that might want to study at Acadia," he

explained.

Last year, Acadia opened up an office in Calgary to support their alumni both in fundraising and recruiting, Roberts said. As a part of their efforts to attract Western students, Acadia University will be holding meet-and-greets with students and family in February, he explained.

**"[Eastern schools] know we have too few seats to accommodate students. We have extra students, they have extra seats, it works for them very well."**

**CARL AMRHEIN,  
U OF A PROVOST &  
VICE-PRESIDENT (ACADEMIC)**

Although University of Alberta Vice-President (Academic) Carl Amrhein wasn't surprised at the East's efforts to fill their institutions, he did express concern about the intensity with which some of these Atlantic provinces are recruiting students from Western Canada.

"The reason being that they have been filling their numbers with students from Ontario during the double cohort, which is now through, forcing Atlantic provinces to look elsewhere," Amrhein said.

Atlantic institutions are offering some enticing incentives to attract students to their campuses. And although Acadia isn't offering tuition rebates or dorm rooms like the University of New Brunswick, Acadia seems to have an edge with online registration by offering students admission without official transcripts.

But to Roberts, a little competitive recruiting is just part of the job.

"[Institutions across the country] have always done different things to attract students," he said.

Amrhein admits it's tough to meet the growing demand for a postsecondary education in terms of seats in a booming province such as Alberta, and cites Engineering and Science as crowded faculties, although Arts suffers too.

"[Eastern schools] know we have too few seats to accommodate students. We have extra students, they have extra seats, it works for them very well," Amrhein said.

He expressed concern over Alberta's willingness to have their top students

study abroad due to inaccessibility into local institutions.

"My personal view is that the system in Alberta needs to be increased at all levels to retain students," Amrhein said.

The province's scarce classroom space comes as no surprise with the rising population growth in the province. This, combined with an increase in a desire for postsecondary education, has students looking beyond provincial borders, Amrhein explained.

Furthermore, Amrhein believes that the issue of Atlantic postsecondary institutions facing financial hardship if they fail to meet enrolment targets merits national debate.

"The reason these schools are aggressively recruiting is because they need students to balance their budgets and I think that's a sign of an overall level of funding in Atlantic universities that is in a deteriorating state," he said, reiterating the fiscal pressures provinces with older population demographics are currently under.

"It's a matter of financial pressure and the absence of young people from their local communities that are pushing these relatively small institutions to recruit so aggressively over greater distances," Amrhein concluded.

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### Hey, Keifer, up here!

Victor Vargas roots out the holiday terrorists—the purists who don't know how to have fun.

OPINION, PAGE 8



### Law-abiding students?

Although Law students may talk the talk, this year's Law Show will determine if they can walk the walk.

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### Correction

In the 11 January article "Arts grads seek better career advice" the quote: "We're pursuing this option to basically get rid of the myth that you can't get a job as an Arts student," was misattributed to Arts Dean Daniel Woolf. It should have been credited to Arts Student Association President Tim Schneider.