



The local hero on parade with BC band: But could he make the team next year?

Flutie Passes the Bucks to Alma Mater

If Doug Flutie's star has been slow to rise in the USFL, it's still shining brightly at his alma mater, Boston College. School officials estimate that Flutie's football exploits produced \$3.7 million in television revenues. More stunning, BC's freshman applications, which usually level off at about 12,500, have reached 16,200 (for 2,000 places) for the class of 1989. Authorities give Flutie much of the credit.

The number of visitors to the campus is averaging about 700 a week, and blue-chip athletes from high schools that never paid much heed to BC's recruiters are now lining up to sign letters of intent. "The exposure Doug and the other players have given us is undeniable," says admissions director Charles Nolan. "The declining number of

college-bound high-school seniors may be giving other colleges and universities reason to worry, but at BC we're more concerned about crowd control."

The Flutie phenomenon advertised Boston College in a way that the school could never have done commercially, according to Nolan: "It's been a storybook script that not even the most exciting of writers could have dreamed up." Things are so good, adds Jack Bicknell, the head football coach, that if Doug Flutie had applied to Boston College this year the story might well have had a different ending: "With four first-rate quarterbacks coming in to battle the four who are returning, Flutie probably would not have been offered a scholarship."

Become a Biz Wiz

If you want to land a prestigious management job but you haven't yet mastered the business buzzwords, you could be asking for some "ding letters"—rejection notices from companies that hire recent graduates for executive-training programs. To help you sprint onto that fast track, however, there's a glossary of managerial lingo, plus lots of insightful advice, in two new guidebooks: "Inside Management Training" (383 pages, Plume, \$8.95) by Marian L. Salzman with Deidre A. Sullivan, and "Money Jobs!" (256 pages, Crown Publishers, Inc., \$7.95) by Marti Prashker and S. Peter Valiunas. "I'm still convinced I lost one prime job because I didn't know what an M&A [merger and acquisition] was," says author Prashker, who did eventually learn enough to get into a program at Bank of America, where she's now a corporate finance officer.

Both guides offer detailed directories, as well as salary ranges and helpful interview tips. "Money Jobs!" concentrates on banks, brokerage houses and other financial firms, while "Inside Management Training" covers a variety of industries. The authors note

Work Them Harder

Yet another blue-ribbon panel has examined how colleges prepare schoolteachers—and graded them poorly. Calling recent criticism of teacher education "valid," the National Commission for Excellence in Teacher Education recommended, among other things, that colleges toughen admissions standards and strengthen curriculum requirements for those studying to be teachers. "We are calling for teacher-education programs to be made harder," said C. Peter

Fair Trade With Japan

When Allen Miner went to Japan in 1983, he covered ground most tourists never see. At one point the Brigham Young senior was required to assume the lotus position for meditation in a Buddhist temple outside Kyoto, his ears ringing with mosquitoes, while a priest scolded him for every twitch. That introduction to Zen was only par for the course of the Japan-America Student Conference, an international exchange program founded 51 years ago to promote peace through discussion and debate. The monthlong summer sessions (which were suspended during World War II) alternate between the two countries, bringing 80 or so students to meet with government officials and businessmen as well as their peers. "Arguments about trade and women's rights got pretty hot," recalls Miner. The conferences are funded by private and corporate sponsors and organized by a student committee headquartered in Washington, D.C. Former participants say the program not only looks good on a résumé and starts lasting friendships but can also lead to jobs in Japan.



International students in Washington: Peace through discussion and debate