



areas where a message that we think is quite clear is not getting through. For example, most of us would describe the Pomona College experience as intense in a positive way, but what filters through to the outside world is sometimes one of relaxed ease in opulent surroundings.

I was surprised at the strong reactions of many students to this study, sometimes based on second or third hand information on what it really showed. Some felt that we were trying to use marketing concepts to change the fundamental nature of our college, to turn us into a cutthroat and competitive institution. Some saw this as an attack on happiness itself. As a TSL col| { } ã c æ\* ^å, % ] |^æ æ çã å & [ ] ^ã ã ^ ÿ ) å^ã |ã ÿ æ ^ ç |^ã } & ^ & æ à ^ æ à ^ ç ! preparation for life than four years of grade-gubbing and backstabbing. Just like a five-year- [ |å, | |ã ^ à ^ã \* @ ] ^.+ þ å ç K Q W | æ ^ã .+