THE DAILY CLIPS

March 10, 2011

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Two scholarships are being set up at East Carolina University in honor of the late education advocate Kathy Taft.

The Kathy A. Taft Memorial Scholarship will support a full- or part-time graduate student majoring in reading education in the College of Education. An Access Scholarship for undergraduates with financial need also is under way through the ECU Women's Roundtable organization.

Taft, an ECU graduate and veteran member of the State Board of Education, died in a Raleigh hospital on March 9, 2010, a few days after she was assaulted in a Raleigh home. Her murder shocked North Carolina educators and prompted observances of her legacy across the state.

“The fact that mom is being remembered through these scholarships makes all of us in the family extremely proud,” Taft's daughter, Jessica Gorall, said. “Mom would be honored knowing her dedication is being recognized. It's so nice knowing others remember and care about her. We are so appreciative.”

A year after Taft's death, more than $15,000 has been given or pledged to the memorial scholarship through the ECU Foundation, which will house the funds, according to senior gifts officer Marcy Romary with the Office of University Development. The goal is to have the scholarship fully endowed at $25,000.

Preference for the memorial scholarship will go to a student residing in Pitt or Lenoir counties. It will be given out once it is fully funded, and students can start applying in the next couple of years, Romary said.
“Kathy was such a champion for education for all students, both K-12 and higher education,” Romary said. “We felt like this is a way to honor her commitment to education in eastern North Carolina.”

The ECU Women's Roundtable, of which Taft was a founding member, is setting up an Access Scholarship in Taft's name. The ECU Foundation has been giving Access Scholarships to academically successful students with financial need for four years. This year, 77 students are receiving $5,000 per year for up to four years or $20,000.

The Kathy A. Taft Memorial Women's Roundtable Access Scholarship will provide that amount to a qualifying student with funds from the roundtable, a leadership and philanthropy organization for ECU alumnae. Students receiving Access Scholarships can be in any major but must maintain a 2.5 GPA and complete 20 hours of volunteer service per year.

The roundtable board of directors in January voted to fully endow this scholarship at $125,000 and make a $25,000 gift each year for five years to fund it.

“Mom was a true believer in education for all,” Gorall said. “These scholarships allow her wish to be met. We look forward to seeing the results.”

To contribute to the scholarships or for more information, contact Romary at 328-9580 or romarym@ecu.edu.

Contact Jackie Drake at jdrake@reflector.com or (252) 329-9567.
Central Florida's Keith Clanton, left, and East Carolina's Robert Sampson battle for a loose ball during an NCAA college basketball game at the Conference USA tournament Wednesday, March 9, 2011, in El Paso, Texas. (AP Photo/The El Paso Times, Rudy Gutierrez)

**ECU gets first C-USA tourney win**

The Daily Reflector
Thursday, March 10, 2011

EL PASO, Texas — Despite having four players in foul trouble and with its leading scorer struggling mightily, East Carolina's men's basketball team made history again.

The Pirates dominated the second half of a 75-60 win over Central Florida on Wednesday in the first game of the Conference USA tournament. It was ECU's first-ever C-USA tournament victory and its first postseason win of any sort since March 2, 1996, when the Pirates beat American in the Colonial Athletic Association tourney.

“I'm really happy for the kids, especially the seniors,” said first-year ECU coach Jeff Lebo, whose team plays top seed Alabama-Birmingham in the second round today at 1 (EST). “It's the first time they get to stick around for another game in (C-USA) tournament play. ... It's been a season of firsts for this team and it's nice to see smiles on their faces.”

Junior forward Darrius Morrow, who played much of the second half with three fouls, was brilliant for the Pirates (17-14), scoring 18 points and grabbing 12 rebounds — both game highs — while Jamar Abrams scored 15 points before fouling out with 3 minutes, 12 seconds left to play.

ECU freshman Robert Sampson didn't miss a shot in 24 minutes of action to score a career-high 12 points while senior point guard Brock Young filled up the postgame box score with nine points, seven assists, four rebounds and five steals.

Trailing by five at halftime, the Pirates opened the second half on an 18-6 run and led 52-45 after Corvonn Gaines' 3-pointer with 11:51 left to play. East Carolina's leading scorer, Jontae Sherrod, was held scoreless until hitting consecutive jumpers sandwiched around a Young 3-pointer that pushed ECU's lead to 59-50 with 9:07 remaining.
The Pirates built a 64-50 lead before P.J. Gaynor's jumper with 4:50 left stopped a UCF scoring drought that lasted nearly 5 minutes. Gaynor followed with another bucket to trim ECU's lead to 64-54 with 4:03 remaining, but ECU guard Erin Straughn made two free throws and Abrams connected on 3-pointer to make it 69-54. The Pirates took their biggest lead — 75-58 — on a Sherrod free throw with 1:15 remaining.

“We did some good things here, really the entire game but especially in the second half defensively,” Lebo said. “We had a lot of different guys step up and make some big plays for us and we did it without Jontae Sherrod having a great game.”

Sherrod hit just 3-of-14 from the field to finish with seven points, well below his 15.9 points per game average, but the Pirates offset Sherrod's off night by holding UCF's leading scorer, Marcus Jordan, to nine points on 1-of-9 shooting. Keith Clanton led the Knights (19-11) with 15 points.

After ECU raced out to a 20-10 lead with 10:28 left in the first half, UCF responded with a 15-2 run capped by Isaac Sosa's 3-pointer at 3:34 to take a 25-22 lead. The Knights led 36-29 before Sampson hit a 3 to cut UCF's lead to 36-32. Soon thereafter, UCF forward David Diakite was ejected for getting two technical fouls after kicking Gaines in the face during a scramble for a loose ball.

Gaines and Morrow were each whistled for technical fouls as well and Marcus Jordan hit 3-of-4 from the free throw line while Young went 2-of-4 to make it 39-34 UCF at halftime.

EAST CAROLINA 75, UCF 60

UCF (19-11)
McCombs 1-2 1-2 3, Gaynor 3-5 2-3 8, Clanton 6-8 0-0 15, M. Jordan 1-9 7-11 9, Sosa 3-7 2-3 11, Davis 0-0 0-0 0, Rompza 1-5 0-0 2, Young 0-1 0-0 0, Kuzucan 1-1 0-0 2, Diakite 1-1 0-0 3, Tyler 2-6 0-0 5, Sykes 0-0 0-0 0, Herzog 1-2 0-0 2. Totals 20-47 12-19 60.

EAST CAROLINA (17-14)
Morrow 7-13 4-4 18, Abrams 5-9 1-2 15, Gaines 1-2 2-2 5, Straughn 1-3 2-2 5, Sherrod 3-14 1-3 7, Torlak 0-1 0-0 0, Young 2-4 4-6 9, Sampson 4-4 1-1 12, Ellison 0-1 0-0 0, Wynn 2-3 0-0 4, Morales 0-0 0-0 0. Totals 25-54 15-20 75.

ECU WOMEN 71
Tulsa 62
EL PASO, Texas — Five players posted double digits in scoring and the fifth-seeded Pirates shot 54 percent from the field as they defeated 12th seed Tulsa, 71-62, in the opening round of the Conference USA Women's basketball tournament Wednesday evening at UTEP's Memorial Gym.

With the win, East Carolina improved to 16-14 on the year and will take on No. 4 seed Tulane today in the quarterfinals. Tipoff is slated for 7 p.m.

Kelly Smith came off the bench to post a team-best 13 points for the Pirates while reserve Crystal Wilson had 11 and starters Kim Gay, Chareya Smith and Ashley Clarke scored 10 points apiece. East Carolina hit 27-of-50 shots from the floor for the ballgame, including connecting at a 63.2 clip in the second half (12-of-19).

The two Smiths shared team-high rebounding honors with seven each and Clarke tallied a game-high five assists.

The game began as a slugfest as East Carolina and Tulsa traded blows each time up and down the court. The Pirates scored the first four points of the contest on consecutive layups by Clarke and Chareya Smith, but Tulsa answered with four straight points of its own. The trend continued over the first 10 minutes of the half, but with the score knotted at 19-all, Kelly Smith drained a 3-pointer with 8:57 left to go before the break to give the Pirates a lead they did not relinquish.

The ECU advantage swelled to as many as 13 in the opening half when Kelly Smith converted a layup to put the Pirates on top 39-26 with 1:56 left in the period. Tulsa cut the deficit to 11 on a Denise Lewis basket with 32 seconds left in the half, but a pair of Clarke free throws pushed the lead back to 13 as the teams headed to the locker rooms.

The score remained a double-digit affair for most of the final 20 minutes and got to as many as 15 at 54-39 with 13:18 left to play in regulation. Tulsa cut the deficit down to eight on four different occasions with the last coming at 63-55 with 4:11 to go.
— ECU Media Relations
The Wilmington Star News
March 9th, 2011 09:13am

The March Madness of cooking at UNCW
by Liz Biro

As college basketball teams start burning up the courts for March Madness, college chefs are heating things up this week during an Iron Chef-style competition at the University of North Carolina-Wilmington.

Forty-two chefs from the Carolinas are facing off during the ARAMARK Culinary Excellence Chef Competition, including UNC-Wilmington’s executive chef Eric Huff. He returns this year for a chance to win the title a second year in a row.

Huff is among five UNC-Wilmington chefs competing in the March 8 and 9 contest at the university’s Madeline Suite. Between 8 a.m. and 3 p.m. both days, chefs prepare dishes based on secret ingredients they receive when they arrive.

Chefs compete at different times throughout the competition, which is sponsored by the food service company ARAMARK. Each chef has three hours to prepare two dishes featuring the mystery ingredients. The finished products are judged by food professionals. Two judges focus on kitchen skills, three on taste and presentation.

Among North and South Carolina colleges represented in the competition are UNC-Chapel Hill, Clemson University, Western Carolina University, College of Charleston, East Carolina University and The Citadel.

The 5-7:30 p.m. March 10 awards ceremony at the UNC-Wilmington Burney Center will feature a traditional 17-course meal inspired by French cuisine and Auguste Escoffier, “king of the chefs” and creator of the 17-course menu concept. Each course will be prepared with fresh products from N.C. farmers.

“As far as using local ingredients for the meal, that was the easy part for me,” Huff said. “Fresh local food is the star; I just embrace the flavors and let them shine as bright as possible.”
The top three chefs will advance to the national chef competition held in conjunction with the National Association of College and University Business Officers (NACUBO) national conference. The three chefs will form a team that will compete July 11 for the national title in Tampa, Fla.
Rushdie will speak at Duke
From Staff Reports


Rushdie's lecture will be at 6 p.m. April 12 in Duke University's Page Auditorium. A brief question-and-answer period will follow.

The event is free and open to the public, but tickets are required. Tickets can be picked up on a first-come, first-served basis at the University Box Office in the Bryan Center starting Tuesday for Duke students, faculty and staff, and Wednesday for the general public. Tickets are limited to two per person.

Rushdie is the author of 10 novels, including "Midnight's Children," which won the Booker Prize in 1981; "The Satanic Verses;" and most recently "Luka and the Fire of Life." A fellow of the British Royal Society of Literature, Rushdie has received, among other awards, the Whitbread Prize for Best Novel (twice), the Writers' Guild Award and the James Tait Black Prize.

He is perhaps best known for the controversy over "The Satanic Verses," which enraged Muslims who believed it mocked their faith and led Iran's Ayatollah Khomeini to issue a fatwa urging his assassination. Rushdie went into hiding for nine years and still receives the occasional death threat, he told a British newspaper last year.

"Salman Rushdie is without question one of the greatest writers of the 20th and 21st centuries," said Ian Baucom, director of the John Hope Franklin Humanities Institute, an event co-sponsor.
When Molly Easo Smith delivered her inaugural address as president of Manhattanville College last spring, she opened with an unusual line: “Welcome, namaste, vannakkam, namaskaaram, bienvenidos and welcome.”

Three of the greetings were in languages from her native India: Hindi, Tamil and Malayalam. They reflected the striking journey Dr. Smith had made from her birthplace in Chennai — where she had never dated or been outdoors past 6 p.m. when she left at age 23 — to the pinnacle of American higher education: a college presidency.

As colleges in the United States race to expand study-abroad programs and even to create campuses overseas, they are also putting an international stamp on the president’s office. Dr. Smith, 52, has joined an expanding roster of foreign-born college and university leaders.

The Association of American Universities, which represents large research campuses in the United States and Canada, said that 11 of its 61 American member institutions have foreign-born chiefs, up from 6 five years ago. In the past two months, three colleges in the New York region have appointed presidents born abroad: Cooper Union tapped a scholar originally from India; Seton Hall University, a candidate from the Philippines; and Stevens Institute of Technology, a native of Iran.

The globalization of the college presidency, higher-education experts say, is a natural outgrowth of the steady increase of international students and professors on American campuses over the past four decades. And it will most likely lead to more relationships and exchanges abroad, they say, while giving students a stronger sense that they are world citizens — a widely advertised goal in academia.

“There’s a logic to seeing individuals born in other nations, who have excelled in their scholarly work, now move into college presidencies,” said Molly C. Broad, president of the American Council on Education, which
represents two- and four-year colleges. “I think the trend will continue and maybe even accelerate as more people move up in the faculty ranks, becoming deans and provosts.”

That trend extends to Washington, where a year ago President Obama named a native of Argentina, Eduardo M. Ochoa, to be his top adviser on higher education, as an assistant secretary in the Department of Education.

The number of international scholars working at colleges and universities in the United States — as researchers, instructors and professors — rose to 115,000 last year, an all-time high, from 86,000 in 2001. That growth, documented by the Institute of International Education, a nonprofit group in New York, came despite the problems in obtaining visas after 9/11.

Allan E. Goodman, the institute’s president, said he had an “epiphany” two years ago about the changing landscape at a banquet in Washington. The gathering honored about 40 scholarship recipients — undergraduates at the nation’s strongest institutions in math and science.

“The first thing I noticed was that nobody looked like me,” said Dr. Goodman, who is white. “At least half, if not two-thirds, were international students. They were from India, Asia, the Middle East, North Africa, and yet they were Harvard students, Stanford students, Rice students. It just reminded me that American higher education is not American. It’s for the whole world.”

Still, academic leaders from foreign countries where English is an official language, or is at least widely spoken, may have an edge. Of the foreign-born presidents of institutions that belong to the Association of American Universities, three are from Canada (including Shirley M. Tilghman, at Princeton), one is from South Africa and one is from Australia. The other six hail from China, Greece, France and Cyprus.

While many presidents first arrived in the United States as unproven graduate students, Michael A. McRobbie, president of Indiana University, was recruited 14 years ago from Australia National University to be Indiana’s vice president of information technology, as well as a professor of computer science. He became provost in 2006 and president the following year.
Dr. McRobbie found the Midwestern university to be remarkably diverse, with several thousand international students representing some 100 countries. There are now about 50 students from Australia alone.

He also encountered a warm welcome, feeling every bit a Hoosier. Last fall, on his 60th birthday, Dr. McRobbie took the oath of allegiance as an American citizen, along with his three grown children. “I have been here a long time and have become well accepted in this state,” he said. “They treat me like a local with a funny accent.”

Other journeys to American academia have been more turbulent. Nariman Farvardin, who in January was named president of Stevens Institute of Technology in Hoboken, N.J., recalls struggling to finish college in Iran in the late 1970s, just as the Islamic Revolution broke out.

“The government decided to shut down the university completely,” he said. “I remember there was a tank parked in front of the main entrance of the university. There were daily strikes and demonstrations, and buildings were on fire.”

Then 22 and only a semester shy of graduation, he contacted the American colleges that had accepted him to graduate school. He asked if they would take him instead as a transfer student — immediately. Rensselaer Polytechnic Institute said yes, and within weeks, he was en route to Troy, N.Y., from Tehran.

“I was in a state of shock,” Dr. Farvardin, 54, recalled. “I had very little money and no knowledge of the English language.”

He went on to earn a bachelor’s, a master’s and a doctorate from Rensselaer. He then spent the next 27 years at the University of Maryland, where he rose from assistant professor to provost, becoming an American citizen along the way.

“I give an enormous amount of credit to this country,” he said. “There would have been no other place in the world that would have judged me by the value of my contributions and the content of my character. Quite frankly, right now I look at myself as an American, and I think others do as well.”
Although many colleges have tentacles firmly planted abroad, the influx of foreign-born presidents could extend that reach. Dr. Smith, president of Manhattanville College in Purchase, N.Y., where 16 percent of the student body is from outside the United States, said she was interested in exploring an exchange with her alma mater, Madras Christian College, one of India’s leading schools.

“I would love to make that connection,” said Dr. Smith, who became an American citizen in 1989.

Dr. Farvardin, too, wants to ensure that Stevens Institute of Technology is making the most of international study. “We live in an increasingly interconnected world,” he said. “If you haven’t given students the exposure and appropriate experience in how to deal with the global economy, you’ve done them a disservice.”
Here, Tweeting Is a Class Requirement

By KATHERINE ROSMAN

Big consumer-products companies are going back to school.

Businesses including Sprint Nextel Corp., Levi Strauss & Co. and Mattel Inc. are sponsoring college classes and graduate-level research to get help with their online marketing from the young and hyperconnected. Sprint, for example, supplies a class at Boston's Emerson College with smartphones and unlimited service in exchange for students working gratis on the company's local Internet push.

Universities, in some cases, receive funding or proprietary consumer data from companies for their research. Students get experience they can display on their résumés, and add lively classes to the usual mix of lectures and written exams.

"We are helping students to go out and get hired," says Randy Hlavac, an instructor at Northwestern University's Medill School. "They've done the work."
The partnerships are emerging as businesses are scurrying to bolster their ability to engage with their customers on the Web by using Facebook, Twitter and the like.

Of course, some parents may be surprised to learn their tuition dollars are helping to underwrite corporate marketing in addition to their children's education.

Sprint provided students in an online marketing class at Emerson College with 10 smartphones with unlimited wireless access. In exchange, students blogged, tweeted, produced YouTube videos and posted Facebook updates about the launch of Sprint's 4G network in Boston. "We're teaming up with the class again this semester it worked so well," says Sprint spokesman Mark Elliott.

Dominick Reuter for The Wall Street Journal
Emerson Social Media students design online marketing campaigns.

On a recent Tuesday evening, the students of Emerson Social Media—or #ESM, as the students refer to it on Twitter and elsewhere online—settled on the concept of a Twitter-based scavenger hunt to help spread the word among Boston's college population about Sprint.

"The winner could maybe get a free phone," a student said.

"Or maybe, like, free service for life," said another.
"We should probably check with Sprint before we offer that," said student Caroline Richov, who explained how the students would execute the campaign by posting instructions to Twitter and Facebook. She suggested telling people to take a Sprint phone, go dance in front of Boston's Quincy Hall, and upload a video of themselves "and we'll tell them why it's better to use Sprint."

Ms. Richov says her experience using Sprint's Evo smartphone and working for the company has changed her opinion of the brand, which she associated with "the old, clunky, Nextel phone."

"I am certainly more likely to go with a Sprint phone than I ever was before," she says.

The Emerson class is the brainchild of instructor David Gerzof. He solicited "clients" for the class by tweeting: "Looking for Boston Start-ups that want an Emerson College team to run their PR or Social Media outreach for the next 4 months." Sprint and other start-ups contacted Mr. Gerzof, who also added friends and relatives to the client roster.

In addition to Sprint, the class this semester is working to build online visibility National Public Radio's "On Point with Tom Ashbrook;" Privy, a start-up that offers group discounts; and Margaret Richard, Mr. Gerzof's mother-in-law and the host of the public television exercise show, "Body Electric."
In a recent class, Mr. Gerzof lectured on the role Facebook and Twitter played in Egypt's political demonstrations. Then he introduced Lane Sutton, a 14-year-old with a Twitter following of nearly 3,500, who commands speaking fees as high as $300. The young Mr. Sutton, who lectured at Emerson free, suggested students tweet at 11 a.m. or 6 p.m. for maximum exposure.

Their instructor introduced Lauren Vargas, who oversees community outreach for Radian6, a Web-analytics software company. Each semester, it waives its usual fees, which start at $600 a month, for six social-marketing classes and for three graduate students. "These are the people who are going to be using our product when they're out of school," Ms. Vargas says.

Projecting the Radian6 search page from her computer monitor onto a screen, she explained how to refine searches to find mentions of brands across the blogosphere. She also highlighted the limitations of the software. "Be aware that with a term like 'wicked awesome,' the computer will score that as negative," she said.

For decades, drug makers, car companies and other manufacturers have lent financial support to universities conducting research relevant to their businesses. But industry previously shied from supporting research of "soft" social sciences, says Irving Wladawsky-Berger, a longtime executive at International Business Machines Corp., who oversaw its Internet division and now is a visiting lecturer at the Massachusetts Institute of Technology.

Now, computer science is increasingly employed in the study of human behavior and shopping habits. "What is new is we can extend science to marketing," Wladawsky-Berger says.

The University of Southern California's Annenberg School for Communication & Journalism last fall launched the Annenberg Innovation Lab. The lab is underwritten by IBM, Levi Strauss, Mattel and Verizon Communications Inc. Participants research consumer behavior using vast quantities of previously unavailable data provided by the sponsors.

"It's allowing for a new kind of research that just wasn't even possible a few years ago," says Dmitri Williams, an associate professor at USC Annenberg conducting research using Levi Strauss data.
Fox Sports Net, a group of regional sports channels, works with schools such as USC and the University of Florida as part of a program it calls Creative University, which launched in 2008 and will be rolled out to 10 schools by the fall. (Fox Sports Net and Dow Jones & Co., publisher of The Wall Street Journal, are both owned by News Corp.)

Last semester, Kyle Daly took a Creative University class at Arizona State University's Walter Cronkite School of Journalism and Mass Communication. The class broke into teams to vie for the right to revamp and generate buzz around FoxSportsArizona.com, the website for the network's affiliate there.

Mr. Daly and his team presented an idea to Fox Sports Net executives, calling for viewers to build their own pages. Viewers would post photos and videos of themselves and friends celebrating their favorite local athletes, with links to Fox Sports Net's team-news feeds and statistics.

The network is working to implement the strategy, says Chris Hannan, senior vice president of marketing.

"I've already updated my résumé," says Mr. Daly.

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