THE DAILY CLIPS

April 21, 2010

News, commentary, and opinion
compiled by the East Carolina University News Bureau from:

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Lebo's staff at East Carolina takes shape
The Daily Reflector
Tuesday, April 20, 2010
East Carolina men's basketball coach Jeff Lebo has kept one assistant from Mack McCarthy's staff, but replaced two others with coaches who were on his staff at Auburn.
Tim Craft and Ken Potosnak will join Lebo at ECU after serving as assistant coaches for Lebo during his six-year stint as head coach of the Tigers while Kyle Robinson is taking the director of basketball operations job.
Lebo kept Michael Perry, who was an assistant coach for McCarthy. McCarthy stepped down from his head coaching job with the Pirates on March 6 after three seasons in charge.
"I'm very excited to have my full staff intact," Lebo said. "This a very experienced group of coaches that I know very well. They each have a wide variety of connections and recruiting contacts and each have a set of exemplary coaching skills that will help shape the future of the program.
"I'm pleased to have coach Perry as part of the staff. His head coaching experience and reputation as a recruiter will be very beneficial as we move the program forward."
Craft, Potosnak and Robinson replace McCarthy assistants Larry Epperly, John Moseley and former director of basketball operations John Ashaolu.
All three new assistants have North Carolina basketball ties. Craft was an assistant at Gardner-Webb for three seasons and helped lead the Bulldogs to an Atlantic Sun title during the 2004-05 season, his first with G-W.
Potosnak began his coaching career as a graduate assistant at Wake Forest for two seasons from 1990-92, helping the Demon Deacons reach the NCAA tournament both years.
Robinson was Gardner-Webb's student manager from 1999-2003 and served as a graduate assistant at Auburn for three seasons prior to joining College of Charleston's staff in August of 2007.
Education bears load in budget

RALEIGH -- Gov. Bev Perdue presented a budget plan Tuesday that she says would save $1 billion by moves such as closing a wilderness camp for juvenile offenders and cutting out basic dental care for Medicaid patients.

The $19 billion proposal would keep spending almost flat and not raise taxes.

Perdue's budget, a starting point for what the legislature passes, would make about half its cuts in schools, community colleges and universities.

The plan that covers the fiscal year that begins July 1, counts as savings nearly $600 million in federal stimulus money that will disappear the following year.

"We are in a cash-short enterprise, and we have to make choices," Perdue said.

Rep. Paul Stam, an Apex Republican and the House minority leader, said that her budget proposal does not cut enough and that her accounting of the stimulus money is deceptive. "She's moving things around, but it's not a cut," he said.

The governor's budget would slash 600 jobs, most vacant. Agency budgets would be trimmed by 5 percent to 7 percent. Schools, community colleges and universities would take a 4 percent hit.

Spending on health and human services, about a quarter of the budget, would rise because more people are enrolled in Medicaid, the state and federally funded health insurance for the disabled and poor. Those on the plan would get less in services.

Perdue managed to provide tax credits for small businesses that hire long-term unemployed workers and a payback of last year's salary cut for state employees - plus four vacation days.
Perdue wields a sharp knife in several areas

UNC system says it can’t absorb the cuts Perdue wants

Gov. Beverly Perdue's proposed budget would mandate cuts far larger than what UNC system officials say they can handle.

Perdue calls for a 4 percent cut on top of the 2 percent reduction already included in the two-year budget adopted last year.

That could result in the elimination of 1,200 positions across the UNC system, half from faculty ranks, UNC President Erskine Bowles said Tuesday in a written statement. The result would be bigger classes, fewer course offerings and the elimination of administrators critical to academic and financial integrity, Bowles said.

Last year, 935 positions were cut as the university cut $163 million in spending.

"We were hoping for a smaller cut because we feel we've given more than our share," said Hannah Gage, chairwoman of the UNC system's Board of Governors.

Campuses will have to weigh the value of non-tenure track instructors, many of whom teach introductory courses that serve large numbers of students, said Judith Wegner, chairwoman of the UNC system's faculty assembly.

"If the campuses end up reducing those positions, the students will really be feeling it," said Wegner, a law professor at UNC-Chapel Hill.

Perdue's proposal would pay for enrollment growth and need-based financial aid, two of the UNC system's priorities.

Perdue's budget includes $33 million in cuts spread across the state's community colleges. It includes an additional $85 million to pay for a 17 percent increase in enrollment in the colleges.

The proposed 3.5 percent cut, though, would reach into classrooms, said Scott Ralls, head of the N.C. Community College System.

Staff writers Eric Ferreri and Benjamin Niolet

$15 million is intended to spur hiring

Perdue included in her budget proposal new money to help create jobs and stimulate the economy.

She has been pushing job creation as a key plank of her governorship and programs were among the handful of items that would benefit from new spending.

Perdue included $15 million to pay for a "Back to Work" fund that would provide a tax rebate to small businesses that hire workers who have been unemployed for 60 days. Her budget includes money for a $250 a person tax credit for small businesses that provide health insurance to employees. Businesses that created jobs in counties with a high unemployment rate would also benefit from tax credits.

The proposals wouldn't set Natalie Perkins on a hiring spree. She's president of Clean Design of Research Triangle Park. Clean Design helps businesses create and sell their brand.

"I'm hiring professional staff, so a $1,000 rebate, while I'm happy to take it, I won't make a decision to hire someone based on this," Perkins said. "It doesn't put a dent into what my annual salary hit would be."

Likewise, Perkins, whose company offers health insurance and pays the entire cost for 20 employees, said a $250 credit helps, but wouldn't begin to offset the cost.

Jennifer Dunleavy, president of The Accuro Group, a Raleigh recruiting and staffing company, said employers are starting to hire again.

"Our company can benefit from it and our customers can benefit from it," Dunleavy said of the tax rebate. "It's perfect timing for this program."

Staff writer Benjamin Niolet

A budget bonus for teachers

For teachers and state employees, it's payback time.

Perdue's budget proposal would not give teachers or state employees a raise but would give them an onetime bonus of one-half of 1 percent of their salary to compensate for the pay cut last year, which was imposed in the form of a 10-hour furlough.

Teachers also would receive their longevity-based pay increases.

Perdue also proposed giving teachers and state workers four more paid days off. Her budget encourages them to take one of those days Dec. 23, effectively shutting down government for an extra day during the Christmas holiday.

Spokeswoman Toni Davis of the State Employees Association of North Carolina said the group appreciates Perdue's payback and the extra vacation time.

Staff writer Mark Johnson
Emergency drill planned at UNC-CH

FROM STAFF REPORTS

CHAPEL HILL - UNC-Chapel Hill will hold an emergency drill between 8 a.m. and 4 p.m. today that will simulate the response to a shooter on campus.

The drill is closed to the public and will be confined to the Outdoor Education Center, off Country Club Road.

In conjunction with the drill, students, faculty and staff are asked to practice emergency preparedness today. Shortly before 8:45 a.m., campus sirens will sound as a test. For the next five minutes people on campus are asked to do what they would in a real emergency:

- Stay inside or go inside immediately.
- Close windows and doors.
- Wait for updates.

Students and faculty who are in class at 8:45 a.m. are asked to take the five minutes to discuss what they would do if the warning were real.
Census says women equal to men in advanced degrees

WASHINGTON -- Women are now just as likely as men to have completed college and to hold an advanced degree, part of an accelerating trend of educational gains that have shielded women from recent job losses. Yet they continue to lag behind men in pay.

Among adults 25 and older, 29 percent of women in the U.S. have at least a bachelor's degree, compared with 30 percent of men, according to 2009 census figures released Tuesday. Measured by raw numbers, women already surpass men in undergraduate degrees by roughly 1.2 million.

Women also have drawn even with men in holding advanced degrees. Women represented roughly half of those in the U.S. with a master's degree or higher, due largely to years of steady increases in women opting to pursue a medical or law degree.

At current rates, women could pass men in total advanced degrees this year, even though they still trail significantly in several categories such as business, science and engineering.

"It won't be long before women dominate higher education and every degree level up to Ph.D.," said Mark Perry, an economics professor at the University of Michigan-Flint who is a visiting scholar at the American Enterprise Institute, a conservative think-tank. "They are getting the skills that will protect them from future downturns."

While young women have been exceeding men in college enrollment since the early 1980s, the educational gains have now progressively spread upward to older age groups. That could have wide ramifications in the workplace: more working mothers, increased child-care needs and a greater focus on pay disparities among them.

Women with full-time jobs now have weekly earnings equal to 80.2 percent of what men earn, up slightly from 2008 but lower than a high of 81 percent in 2005.

"I don't know if we can be heartened by the educational gains, because it is persistent wage discrimination that is driving women to get a higher education," said Terry O'Neill, president of the National Organization for Women. "As more women enter the workplace, I think they will realize the unfairness of the situation they're experiencing and demand change."

Women outnumber men in the U.S. - among adults 25 and older, 103 million are women, 96 million are men.

And women now represent a majority in the nation's work force. They have consistently outpaced men in employment rates in the current economic downturn that some researchers are now dubbing a "man-cession." The main reason is that the male-dominated construction and manufacturing industries, which require less schooling, shed millions of jobs after the housing bust.

Still, despite recent gains, women's advantage in the work force is expected to be temporary as job losses spread to other sectors, such as state and local government, where women are more highly
represented. Some men are also returning to school for degrees in female-dominated industries such as nursing and teaching, which tend to fare better during recessions.

Unemployment for men now stands at 10.7 percent compared with 8.6 percent for women. That 2.1 percentage point gap is down from a record of 2.7 in August but remains far higher than in the previous three recessions, when women were almost as likely as men to be out of work.

The findings are the latest to highlight a shift of traditional roles of the sexes, caused partly by massive job losses in the Great Recession. The effects have included a growing number of working moms who are the sole breadwinners in their families, declining births and small increases in stay-at-home dads.

Many women returning to the work force say they are now realizing how critical it is to get good training and a higher education. Linda Lorde, 62, of York, S.C., retired as a U.S. postmaster three years ago, but began looking for a new job after her husband was laid off as a newspaper distribution manager and their 401(k) accounts shriveled in the recession.

Aiming for a fresh career in hotel management, Lorde is now taking college-level business finance courses and in the meantime is the family's sole wage-earner in customer service for local companies. "In this tough economy, you have to know how to compete," she said.

Other census findings:

-The share of women who hold an advanced degree has doubled to 10.1 percent from 5 percent in 1980. In 1960, the share was 1.7 percent.

-Eighty-seven percent of adults have a high school diploma or more. A higher proportion of women (87 percent) than men (86 percent) have at least a high school education, a reversal that first appeared in 2000.

-Broken down by race, more than half, or 53 percent, of Asians have a bachelor's degree or higher. That's compared with 33 percent for non-Hispanic whites, 19 percent for blacks and 13 percent for Hispanics.

The shifts come as Congress considers legislation that would make it easier for women to file wage discrimination lawsuits and empower the government to collect payroll data from private corporations. The bill passed the House last year, but has stalled in the Senate.

Jane Henrici, a study director at the Institute for Women's Policy Research, said continued efforts are needed to ensure that women can compete for jobs on an equal footing, such as flexible work policies involving sick-day and onsite child-care as well as training for future green jobs.
Scott Yu had the strongest possible credentials: a perfect SAT score, a perfect high school transcript and conservatory-quality piano skills. But his first foray into college admissions, an "early-action" application to Stanford, landed in limbo with a deferral.

His faith shaken, Yu responded the way any straight-A student would, with a flurry of work. He applied to every college in the Ivy League, along with Duke, MIT, Washington University in St. Louis, the University of Maryland and the New England Conservatory in Boston. For his efforts, the Rockville teen reaped 12 offers of admission. He now faces a not-very-painful choice among Harvard, Yale and MIT.

Yu, a senior in the Science, Mathematics, and Computer Science Magnet Program at Montgomery Blair High School in Silver Spring, represents a new generation of college applicant. Spooked by single-digit admission rates at the top private schools, students sweeten the odds by applying to more of them. And thus, the applicant pool runneth over.

Harvard, the nation's oldest college, crossed a symbolic threshold this year when it received more than 30,000 applications for about 1,600 seats in its freshman class. With 1.5 million students expected to enter four-year colleges this fall, that means roughly one in 50 applied to Harvard. Brown University passed the same milestone this year, Stanford last year.

One-fifth of college applicants nationwide apply to seven or more schools, twice the rate of a decade ago, according to data from the National Association for College Admission Counseling.

Yu, 18, knew he was a strong candidate. But he didn't know how strong. The early rebuff from Stanford -- a school not in the Ivy League but just as selective -- unnerved him. He sat at his computer with two Harvard teddy bears for luck as he checked for admission news April 1.

"I didn't mean to apply to this many schools," he said. "You can't really gauge your qualifications as a candidate until you get in somewhere."

Students apply to more schools partly because they can: Today's online applications are more easily replicated than the paper forms of previous decades. But that's not the only factor. The biggest surge has come at the most selective schools, where fewer than half of applicants gain admission. Students apply to twice as many schools as their parents did, on the theory that they are half as likely to get in.

Admission rates fell this year to 6.9 percent at Harvard, 7.2 percent at Stanford, 7.5 percent at Yale, 8.2 percent at Princeton, 9.2 percent at Columbia and 9.3 percent at Brown. As recently as 2003, when fewer students competed for the same number of seats, all of those schools admitted more than 10
percent of applicants.

Worldwide interest

Ivy League schools are getting more applications from every corner of the globe. Diana Barthauer, who lives in Switzerland, started with a slate of 50 schools and narrowed it to 20. She netted 15 offers, including Columbia, Stanford and Dartmouth, and rejections from MIT, Princeton and the University of Cambridge in England. Two colleges in China haven't replied.

"The reason I did so many applications was that the admission rates are so low," she said. "But then, I pushed them down by doing it, so it's kind of ironic."

Is there any harm in applying to colleges en masse? Counselors and deans are divided.

The fundamentals of admission advice have not changed. Most students are counseled to apply to at least three schools: one that is deemed a "match," a less selective "safety" school and a more selective "reach." Two of each would not be deemed excessive. "I say four to six. I used to say three to five. They end up applying to six to eight," said Robin Groelle, director of college counseling at St. Stephen's Episcopal School, a college-prep school in Bradenton, Fla.

Some students apply scattershot to top schools, without regard for "fit" or "match." They raise their chances of getting in somewhere. They might also be wasting their time.

"It's more work for us, and it's more work for the colleges," said Timothy Gallen, director of college counseling at the private Solebury School in New Hope, Penn. "It's playing the game, more than anything."

The process also can be expensive. Applications to selective colleges cost about $50 apiece, although fee waivers are available for low-income students.

The expanding applicant pool is not simply a matter of more applications per student. There has also been a growing population of college-bound seniors, although it is believed to have peaked in 2009 and now expected to decline. And a larger share of applications are going to the most selective schools, which together receive 31 percent of applications but enroll just 18 percent of freshmen. Deans say their applicant pools are larger, more diverse and better qualified than in previous generations, in terms of grade-point averages and SAT scores.

"The long and short of it is, there has been a remarkable democratization of higher education in the past 50 years in the United States," said William Fitzsimmons, admissions dean at Harvard. He says his department's goal is to get a Harvard application "on the kitchen table of every student in America who has a chance of getting in."

They 'come out of nowhere'

For the broader population of public and private colleges, the explosion in applications means more selectivity, but also more headaches.

The average four-year college, public and private, received 24 percent more applications in 2006 than 2002, according to an analysis of the latest available data by the admissions counseling group. The average admission rate narrowed from 71 percent in 2001 to 67 percent in 2007. The share of students
who were admitted and chose to enroll also declined in that span, from 49 percent to 45 percent.

The rise of mass applications has complicated the task of predicting who will enroll. Increasing numbers of applicants "come out of nowhere" and have no connection to the college, said David Hawkins, director of public policy and research at the admissions counseling group. "And [colleges] just don't have much intelligence on what these students' intentions are."

Colleges have courted mass applicants -- and higher application numbers -- by adopting the Common Application and putting forms online. But they also pay closer attention to an applicant's "demonstrated interest," Hawkins said, weighing such factors as correspondence or a visit to campus.

Admissions departments rely more heavily on early-decision and early-action programs, which deliver decisions to applicants sooner, in trade for a hope -- or an expectation -- that they will attend.

The University of Pennsylvania locked in half its freshman class this year through early decision. The effect on regular applicants was somewhat like scouting tickets for a rock concert that had been heavily pre-sold. With 26,938 applicants for 2,420 slots, the school's overall admission rate was 14 percent. For regular-decision applicants: 10 percent.

"How many offers of admission can we go out with on April 1, knowing that we already have 49 percent of our class spoken for?" said Eric Furda, dean of admissions.

Despite the long odds, some in the industry envision an emerging buyer's market in college admissions. The ease of applying to any college, anywhere, gives motivated students a fighting chance in shopping among schools with single-digit admission rates.

"I think they know that they can be consumers in this process, whereas maybe 10 years ago, it was the college that was picking the student," said Kristin White, director of marketing and communication at Westover School, a private girls' school in Connecticut. "They're comparison shoppers now."

Missan DeSouza, a senior at Westover School, applied to 19 colleges. Some, such as Wellesley and Connecticut College, fit the liberal-arts mold of Westover. Others, including John Jay College and West Virginia University, had strong programs in forensic science, an interest she acquired from her mother, a Brooklyn police officer. She added several more to the list because they offered strong academics and a lower price, or promised merit aid.

Thirteen colleges admitted her. Ursinus College offered a $30,000 scholarship, and John Jay would effectively cost nothing. But she is leaning toward three others: Wellesley, Middlebury College in Vermont or George Washington University in the District.

"I'm feeling it was really smart of me to apply to so many," she said, "because now I have enough options."
Living With the Boss
By AMANDA M. FAIRBANKS

If you want to find out what it’s like to be Gail Hochman, a New York literary agent, it wouldn’t be enough to merely follow her around during the workday. You’d have to follow her home for the night and back to the office the next morning — because it is during her daily commute that Ms. Hochman, 56, goes about the business of poring over unpublished manuscript after unpublished manuscript.

“They range from terrible to sort of terrible to maybe this one could actually make it,” she said.

Ms. Hochman, whose clients include Scott Turow, Michael Cunningham and Julia Glass, recently broke with tradition and divvied up her usual 40-pound pile into two additional heaps — one for Amanda Sweet, the other for Julia Gold, two seniors from Carleton College in Minnesota who dutifully followed Ms. Hochman’s every directive.

Both Ms. Sweet and Ms. Gold moved into Ms. Hochman’s Park Slope townhouse for the duration of their recent weeklong spring break as a sort of modern-day apprenticeship. “If you want to succeed in publishing, you go to New York,” said Ms. Sweet, a Milwaukee native who dreams of a career in publishing, whether in New York or Chicago.

While classmates were lapping up tropical drinks or catching up on sleep, Ms. Sweet and Ms. Gold were among the dozen or so students participating in externships, which are essentially job-shadowing opportunities that can last a day or two weeks.

Externships have long been a required part of medical training: nursing students get practical experience trailing their registered-nurse elders.

Adapting the concept, many colleges and universities now coordinate externships for their undergraduates. These programs give graduates a way to connect with their alma mater beyond the usual check-writing. And in a bad economy, with jobs and internships scarce, they give students some perspective on potential career paths at a heavily discounted rate, as well
as a chance to try out what they've learned.

"I'm missing a week that I would have otherwise spent on the couch," said Ms. Gold, a senior, in between bites of an omelette during a lunch break. Neither women had spent more than $40 by week's end. "But it's been a good investment in my future, time well spent."

Home-stay externships are hardly unique to Carleton. Gettysburg College and Swarthmore College in Pennsylvania, Kalamazoo College in Michigan, Centre College in Kentucky and Luther College in Iowa offer them during breaks in the academic year.

"We call it test-driving a career," said Mike Norris, director of communications at Centre College, which began coordinating externships in 2002. "It often leads to networking and, in the best cases, to summer jobs."

Luther College's three-year-old externship program originated as a way of re-engaging alumni in campus life. Last year, 29 students participated. Mark Peltz, assistant dean and director of Luther's career center, says that before sending students on their way, he is not beyond reminding them to help clear the dinner table or to make their beds.

"You're an ambassador to the college," he said. "Some alumni hosts are benefactors to the college, and we would hate to have those relationships compromised."

Professions with boundaries extending beyond 9 a.m. to 5 p.m. are particularly well suited to a home stay. For instance, during a three-day stint, one Luther student accompanied a physician who delivered more than a dozen babies, many arriving in the middle of the night. Another student shadowed a singer with the Metropolitan Opera, who naturally had an untraditional work schedule. "With some professions, not having the home stay shields you from what it's actually like," Mr. Peltz said.

Indeed, externships can inject a badly needed dose of reality into the college experience.

"A lot of great schools don't prepare you for real life, there's no professional development," said Aleshia Mueller, who graduated from Carleton in 2001 and now runs Reel Nomad Productions, a media production company in Minneapolis. Ms. Mueller agreed to allow Kristen Asp to sleep on the sofa of her one-bedroom duplex over spring break.

Ms. Asp, a cinema and media studies major, says she has had a difficult time finding internships in either film or television. She leaped at the opportunity to learn alongside Ms. Mueller, who, unlike Ms. Asp's professors, doesn't wax nostalgic about cutting 35-millimeter film.
“The way I’m trying to get into this industry is more similar to the way that she went about it,” said Ms. Asp between edit breaks. She described the one-bedroom accommodation as a significant improvement over college dormitory life, especially with its walk-in closet.

Back in Brooklyn, Ms. Sweet occupied the now-vacant bedroom of Ms. Hochman’s son, who is a senior at Pomona College in Claremont, Calif.; Ms. Hochman’s daughter is a Carleton sophomore, and Ms. Gold assumed temporary ownership of her bedroom, plastered with photos of movie stars.

While hosting externs in no way filled Ms. Hochman’s empty nest, old habits die hard.

Her mother-hen tendencies were on display: like warning the girls that their ears might pop on the way up to the Brandt & Hochman literary agency on the 23rd floor of a Manhattan tower or pulling them back from the platform when they were too close to approaching subway trains.

“At other internships, your boss gives you something to do and says if you run out of stuff, to ask them for more,” said Ms. Gold, who says she plans to contact Ms. Hochman after graduating in June.

“Here,” she said, “you’re seeing the whole life and all the work that gets taken home — the constant reading, the endless stacks of paper.”
IPad Struggles at Some Colleges

By MELISSA KORN

Apple Inc.'s iPad isn't having an easy time during college admissions season.

The tablet, lauded by many as the next wave in education technology, is having difficulty being accepted at George Washington University and Princeton University because of network stability issues. Cornell University also says it is seeing connectivity problems with the device and is concerned about bandwidth overload.

Such issues could be a blow to Apple, which has gone after the higher education market by highlighting the iPad's portability and availability of electronic books. But students may not be willing to pay $499—or more, depending on the type of iPad—if they still need a desktop or laptop computer to check course assignments or email. Some higher education insiders also worry there isn’t enough educational content available via the iBookstore application to eliminate expensive physical textbooks.

George Washington said earlier this month its wireless network's security features don’t support the iPad—or iPhone and iPod Touch, for that matter. Princeton on Wednesday said it has proactively blocked about 20% of the devices from its network after noticing malfunctions that can affect the entire school’s computer system. Princeton is working with Apple to resolve the issue, according to a statement on the school's Web site.

Cornell’s information-technology director Steve Schuster said via email last week that the school is seeing networking and connectivity issues and is “working to ensure the iPad does not have devastating consequences to our network.” Mr. Schuster added that when the iPhone arrived on campus it overwhelmed the network's bandwidth capabilities.

The colleges all say they are trying to find fixes to the problems. George Washington has said it could take until next spring before the iPad operating system is fully supported on its network.

Apple spokeswoman Teresa Brewer said she wasn't familiar with the schools' problems. The company sold more than 500,000 iPads the first week the product was in stores.

To be sure, many school networks are accepting iPads without problem. And some universities are even embracing the device. Seton Hill University in Greensburg, Pa., has promised free iPads and MacBooks to all incoming freshmen next fall, and Newberg, Ore.-based George Fox University will give students a choice between the two.

But even those schools acknowledge the device has its drawbacks. Most of Seton Hill's 2,145 students will have to pay up to $800 a year in additional technology fees for an expanded wireless network and support system.

And Seton Hill says students may still need to buy textbooks. "We believe the iPad will make e-textbooks more viable to assign and use," said Kary Coleman, media relations director for the school, in an emailed statement. Seventy faculty members are in training to learn how to incorporate the computer and tablet into the classroom,
she said, but "some faculty may choose to continue to use physical textbooks for their courses."

Industry analysts and professors say schools won't fully embrace iPads until textbook publishers offer more digital resources that go beyond electronic versions of hard copy books. Educational books can be more difficult than trade paperbacks to translate into e-books because they often include graphs, mathematical formulas and other non-standard-text material.

A Princeton pilot study last fall found that students were frustrated by the lack of a note-taking or highlighting function on Amazon.com Inc.'s Kindle e-reader. Apple's iBookstore now offers books in a similar format, though third-party companies are working on alternatives.

Houghton Mifflin Co.'s Harcourt, Pearson PLC and McGraw-Hill Cos., among others, have formed partnerships with application developer ScrollMotion for interactive digital texts. But ScrollMotion has only one set of texts available for the iPhone so far: medical school entrance exam and licensing test study guides from Washington Post Co.'s Kaplan Publishing. It doesn't yet provide any textbooks for the iPad.

ScrollMotion co-founder Josh Koppel says iPad offerings will be available within "several months" but wouldn't provide further details, citing continuing talks with publishers. He said the products would allow for notations, audio notes and an interactive glossary. "We're not just turning a book into a PDF," Mr. Koppel said.

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