Durham may be known as North Carolina's city of medicine, but the continued growth and development of Greenville's medical district shows designs on that title. With Pitt County Memorial Hospital and East Carolina University's Brody School of Medicine, this community has solidified its status as the health-care center of eastern North Carolina.

That reputation stands to grow in stature once again with construction of an addition to the Children's Hospital at PCMH, a facility that serves 170,000 patients annually. Thanks to a generous donation announced this week, the project will further enhance an already impressive array of medical care options serving residents of this community and those across the region.

Next month, University Health Systems will break ground on a $48 million addition to its children's hospital. Scheduled for completion in 2013, the larger facility will have a higher capacity, more advanced technology and improved comfort for patients and their families. It stands to be an impressive asset in the city's medical district, joining the East Carolina Heart Institute and the School of Dental Medicine as recent projects there.

Construction will be made possible, in part, by a $9 million donation by James and Connie Maynard announced this week. They are East Carolina alumni, and he founded Golden Corral restaurants and serves as chairman of its corporation, which has a history of generosity toward children's health organizations and initiatives. The couple also pledged $1.5 million to endow a distinguished professorship in the Department of Pediatrics at the medical school.

The need here is evident, though North Carolina has made strides in improving the health for its youngest residents. The statewide infant mortality rate reached a record low in 2009 at 7.9 babies out of every 1,000 live births. That number is historically much higher in rural communities and across eastern North Carolina. Pitt County's 2009 rate was 10.4, for instance, and Martin County recorded 16.8 deaths per 1,000 births.

That rate will lower through improved access to care, which an expanded children's hospital can provide. However, with a design that puts kids at the forefront and recognizes that fear is an impediment to healing, the facility will help treat the many ailments that afflict children.

For the 29 counties served by the medical district anchored by PCMH — a region traditionally without access to health care — this project will be a tremendous benefit.
Greenville may not be called the city of medicine yet, but the moniker seems a better fit with each passing day.
GREENVILLE, N.C. -- The owners of a restaurant chain have announced $10.5 million in donations to expand children's health care services in Greenville, N.C.

James and Connie Maynard and family said Tuesday they will give University Health Systems $9 million for a planned Children's Hospital addition and $1.5 million to East Carolina University's Brody School of Medicine for a distinguished professorship in the pediatrics.


The Maynards now live in Raleigh. Both are graduates of East Carolina University.

The couple said their son was once treated at a University Health Systems hospital after an accident.

A groundbreaking ceremony for the $48 million Children's Hospital addition is scheduled for June 14.

Children's Hospital will be renamed the James and Connie Maynard Children's Hospital.

Copyright 2011 The Associated Press.
Blackbeard's Revenge: UNCW, CFCC star in real-life pirate saga
By Jason Gonzales
On Friday, Blackbeard's Queen Anne's Revenge will be resurrected on the big screen in the fourth "Pirates of the Caribbean" film, but a less flashy event next week could signal something more historic.

That's when the North Carolina Department of Cultural Resources will attempt to retrieve a 3,000-pound anchor from the Queen Anne's Revenge shipwreck in the waters near Beaufort.

Buried in 20 feet of water, the notorious pirate Blackbeard's prized flagship has sat since June 1718. Both Cape Fear Community College and the University of North Carolina Wilmington will help pull the anchor to the surface on May 26.

Linda Carlisle, secretary of the state cultural resources department, said it will be a historic day for North Carolina during a press conference Wednesday at UNCW's Center for Marine Science.

"I can assure you when the anchor is brought up next week, it will be an event of international significance," she said.
The nearly 300-year-old shipwreck was discovered in 1996 by Intersal Inc., a marine recovery and consulting company. Since then, archaeologists have been able to recover more than 250,000 artifacts.

Many of those artifacts are on display at the N.C. Maritime Museum in Beaufort.

Carlisle said the state is hoping to find private funding to help pull up the wreck by 2013.

"(We) really need the extra funding and are looking for those private dollars," she said.

During next week's event, both UNCW and CFCC will play an integral role. CFCC's research vessel Dan Moore and UNCW's research vessel Cape Fear will assist with bringing the anchor to the surface.

Students from CFCC's Marine Technology Program will participate in the event on the Dan Moore, said Jay Rogers, program director. The Dan Moore will be responsible for pulling the anchor out of the water with its crane.

"The students will help navigate, run the boat and help with rigging," he said.

This will be the school's fifth time pulling out large artifacts at the wreck.

But this is by far the largest of the artifacts lifted from the wreck, said Mark Wilde-Ramsing, deputy state archaeologist.

He said the site is about 50 percent uncovered, but removing the anchor will open up everything underneath it.

"This is a very important piece that is on top of the wreck," he said. "When we remove this it will allow us to see more of what's below it."

Jason Gonzales: (910) 343-2075 On Twitter: @StarNews_Jason

Copyright © 2011 StarNewsOnline.com
Divers seek anchor of Blackbeard's ship
Associated Press

RALEIGH—The work to retrieve an anchor from the wreck of what is believed to be the pirate Blackbeard's flagship will begin today off the North Carolina coast, but what's underneath that artifact is just as interesting to researchers.

The anchor is the second-largest item on the site of what is believed to be the Queen Anne's Revenge, outsized only by another anchor, project director Mark Wilde-Ramsing said Wednesday. It's about 13 feet long with arms that are 8 feet across. The other anchor is about 7 inches longer.

"It's a big, cumbersome, flat piece that's going to require some good logistics and some good weather," Wilde-Ramsing said in a telephone interview. The recovery effort will begin in the Atlantic waters near Beaufort, where the shipwreck is about 20 feet underwater. The actual dive will begin Monday and continue through June 3, with only two days off.

The anchor is in the central part of the shipwreck, and it's on top of other items that the team hopes to recover. At the bottom of the pile is the wooden hull structure, the ribs and the plank - the only parts of the ship that survived the test of time, saltwater, currents and tides, Wilde-Ramsing said. Those parts of the ship survived because ballast was stored there.
Former student says Wake Forest did not seek justice

By Ken Tysiac

In a segment on NBC’s Today Show this morning, a former Wake Forest student said the school was more interested in protecting two Wake Forest basketball players than in seeking justice after she accused the players of sexual assault in 2009.

The report included an interview with Maggie Hurt, identified as a former member of the Wake Forest band, who accused players Gary Clark and Jeff Teague of sexual assault. During the recorded Today Show segment, she said the players invited her to what they said was a party in their hotel room following the team’s loss to Cleveland State in the opening round of the 2009 NCAA tournament in Miami.

Hurt said when they arrived at the room, it was empty, and Clark and Teague shoved her inside. The report said she accused Clark of taking her into the bathroom and forcing her to perform a sex act while Teague waited outside the door.

In a Miami police incident report, Clark said two years ago that he did not force her to perform the sex act. The police report also states that she performed the act because she said she was afraid not to.

After a Miami police investigation, state attorney Laura Adams reviewed the case. Charges were not filed because it was a one-on-one allegation with delayed disclosure with Clark denying the allegations, no corroborating witnesses, no physical evidence and insufficient evidence, according to the report.

On Today show, Hurt said Wake Forest officials told her that her best option was to go through the campus judicial process and not report the incident to police. She said that at the campus hearing, she felt like she was the one on trial.

“When it continued to be about me for the next nine hours, I was angry,” Hurt said. “I was so mad because that’s not the way it was supposed to be.”

Wake Forest officials have said a federal right to privacy law prevents them from commenting on the case. But they said in a statement that they take
such issues seriously, have measures in place to enforce their code of conduct, and support students in times of need.

Attorney Michael Grace of Winston-Salem, who represents the two Wake players, said the incident was fully investigated by the Wake Forest police and that all students were afforded their rights under school policies and regulations.

He said Wednesday that if the players were named on the Today show, their families had indicated they wanted to proceed with legal action for defamation of character.

Neither Clark nor Teague was quoted in the Today report.
Chef Ashley McGee, center, helps freshman Kristen Cresante, right, as she filets a sea bass during the New World Cuisine class "practical" or final exam. John D. Simmons - jsimmons@charlotteobserver.com

UNC Charlotte's $50.4million, 12-floor center city classroom building is scheduled to open in the fall. Wendy Yang - wyang@charlotteobserver.com

**Higher education builds growing presence uptown**

By David Perlmutter

For years, Charlotte leaders have coveted a larger footprint for higher education inside the center city.

They are getting it.

Since 2004, student chefs have filled kitchens at Johnson & Wales University. UNC Charlotte is finishing a $50.4million, 12-floor center city classroom building it plans to open in the fall.
Johnson C. Smith, Central Piedmont Community College and Queens University of Charlotte are increasing their presence in the urban core.

Next year, Wake Forest University plans to move its Charlotte-based graduate programs to uptown.

And now Northeastern University - yes, of Boston - wants a part of uptown, applying to North Carolina for licenses to provide an assortment of graduate degrees on what would be its first physical expansion beyond Massachusetts.

Established Charlotte schools acknowledge a need for more graduate programs, but some worry about the competition for students. Business leaders welcomed Northeastern, saying its programs would bolster economic development.

"One of the things we think a great city must have is a diversity of continuing education opportunities," said Michael Smith, president and CEO of the uptown booster Charlotte Center City Partners. "It brings talent, and it also retains and advances the talent that is here."

Northeastern has asked the state's higher education licensing authority, the UNC Board of Governors, for approval to offer eight master's degree programs and one doctoral program, all tied closely to Charlotte's business and industry hubs such as health care, finance and energy.

It chose Charlotte after a comprehensive 18-month expansion study.

"In our study of regions across the country, we looked at what cities needed a greater capacity for graduate education," said Philomena Mantella, Northeastern's senior vice president of enrollment management and student life. "...Charlotte has a compelling story as a place that is diversifying, a young city with a lot of career builders."

**Northeastern makes plans**

The school apparently is optimistic, already hiring away Cheryl Richards, a Central Piedmont Community College dean. Richards will start June 1 as Northeastern's dean and chief executive in Charlotte.

Northeastern has picked out an uptown building for the campus but won't say where or how much it'll spend on renovations. Richards and other school officials also won't go into detail about the nine degree offerings, saying they want to respect the licensing process.

Mantella emphasized the degrees wouldn't duplicate what is already offered by established Charlotte schools.

In its study of graduate degrees, the Boston school compared Charlotte to cities such as Atlanta, Boston and Dallas. It found that 22 percent of Charlotte residents have bachelor's degrees, on par with the other three cities.
But it falls significantly short on graduate degrees, with 10 percent of Charlotte residents having master's or doctoral degrees, compared to 15 percent to 20 percent in the other cities.

"We saw a strong need for what we do extremely well," Mantella said.

Northeastern, founded in 1898, is a private research university known for its cooperative programs with companies around the world.

The co-ops go beyond internships, where students are given the opportunity to work full time for one of 2,500 companies in 69 countries. Participating in the co-ops isn't mandatory, but 93 percent of students do, Mantella said.

The expansion process began in September, when Northeastern sent the UNC board a letter of intent, and filed its applications in November. Typically, the licensing process takes six to 18 months, said Maggie Ryan, who coordinates the licensure process.

A team of examiners from North Carolina is scheduled to visit Northeastern next week to confirm that the degree programs up for licensing meet the board's standards, Ryan said.

Mantella said the school could be running within two months after licenses are secured, hopefully by late summer. If that happens, some programs would launch in the fall, but the school wouldn't begin in earnest until January. Initially, the school wants to enroll about 500 students.

She said Northeastern would hire Boston and local faculty and provide some coursework on the Internet.

**A cautious welcome**

The Boston team didn't come to Charlotte unannounced. It has met with at least 100 business and civic leaders and paid courtesy calls to officials at some of Charlotte's higher education institutions.

Those institutions welcome the expansion, but cautiously.

UNC Charlotte Provost Joan Lorden said she hasn't been privy to specifics on which degrees Northeastern would offer.

Yet she agrees more opportunities for advanced degrees are needed.

"It is clear that Charlotte has been historically underserved by higher education," Lorden said. "UNC Charlotte, at this point, has many more applicants than spaces."

She said the two institutions might not be competing for the same students. Northeastern is a private school whose tuition would probably be significantly higher.
"They're not going to have the same kind of presence that UNC Charlotte has," she said. "They're not going to have the same variety of programs. It's a hugely different operation."

CPCC President Tony Zeiss sees Northeastern's mission as an extension of his own school's mission.

"Anytime an additional college or university comes to town and increases the educational opportunities for our citizens, it's a good thing," Zeiss said. "The demands for skills just keep climbing."

Norris Frederick, Queens vice president for academic affairs, said he met with the Northeastern team and was assured that the Boston school won't duplicate programs offered at Queens.

"I certainly take them at their word," Frederick said. "We always welcome more educational opportunities for everyone. But the reality is that the graduate school market is very competitive in Charlotte already."

He said Northeastern's arrival might force Queens to look more closely at exercising its option to buy the federal courthouse on West Trade Street. Queens has plans to move graduate programs to the building once the federal government is finished with it.

"That'd be a wonderful spot for people working uptown," Frederick said. "We do need to keep an eye on the competition and focus on what we're doing well and how we can do it better."

**Businesspeople pleased**

The business community seems delighted with Northeastern's potential arrival, saying a better-skilled workforce would give Charlotte an edge in attracting new businesses.

"The greatest economic recruitment tool a city can have is quality, bright folks," Smith said.

Northeastern would be an impressive addition to the city's academic landscape, said Ronnie Bryant, president and CEO of the business-recruiting Charlotte Regional Partnership. "It truly increases our competitiveness and makes us more attractive for individuals or businesses looking to relocate."

Melissa McGuire said Northeastern doesn't plan to "plop down a one-size-fits-all program here."

"If they brought in redundant programs, it wouldn't fly," said McGuire, co-owner of Sherpa, a Charlotte recruiting, staff and consultant company, who has met several times with the Northeastern team. "But they've been very intentional about finding the shortages in skill areas. ... They're bringing in niche programs."
State Health Plan deal advances
BY LYNN BONNER - Staff Writer

The Senate approved changes to the state employee health plan Wednesday, pushing forward a compromise between Republican legislative leaders and Gov. Bev Perdue that shifts more costs to workers, but maintains a no-premium insurance option.

Perdue vetoed a state health insurance overhaul last month that would have required workers to pay premiums for the first time. She said bill writers should have consulted with groups representing teachers and retirees.

The legislature passed another health plan bill this month that would have still required premiums, and Perdue didn't want to sign that one either. Most state employees haven't received raises in years, and Perdue did not want to add to their expenses, her spokeswoman, Chrissy Pearson said.

"Some of those people can't afford more," Pearson said.

Pearson said Perdue met with House Speaker Thom Tillis and Senate leader Phil Berger late last week and asked them to come up with a compromise. The supplemental bill the Senate passed by a 33-16 vote Wednesday says the health plan may offer employees the choice of a premium-free basic insurance plan next year, if it could afford it. Plan administrator Jack Walker sent a letter to Perdue, Tillis and Berger on Wednesday saying he would use the plan's cash reserves to offer such an option effective Sept. 1.

The bill tells health plan administrators to find savings to keep the no-premium option through mid-2013.

The second health plan bill that went to Perdue on May 10 and the measure the Senate passed Wednesday are companions. When the supplemental bill passes, Perdue will sign both, Pearson said.

The plan changes aim to fill a $515 million budget hole by charging higher premiums for dependent coverage and higher co-pays and deductibles. Plan oversight will move from the legislature to the state treasurer's office, as the State Employees Association of North Carolina wanted.
Scott Anderson, executive director of the N.C. Association of Educators, thanked Perdue for protecting educators' benefits.

Despite the high-level agreement, 16 Democrats voted against the measure. Sen. Josh Stein, a Raleigh Democrat, said the measure does not fix fundamental problems with the insurance plan, because it raises premiums for families.

Part of the problem with the health plan is that employees seek less expensive coverage for their children, leaving a disproportionate percentage of older people, whose health care costs are higher, in the plan.

The health plan agreement is a short-term fix, Stein said.

"It truly kicks the can down the road," he said.

lynn.bonner@newsobserver.com or 919-829-4821
Hospital rivals go to the mat
BY ALAN M. WOLF - Staff Writer

Already fierce rivals, the top bosses at WakeMed Health & Hospitals and the UNC Health Care System have intensified their animosity after WakeMed's unexpected, and hostile, bid to buy its Raleigh rival Rex Healthcare for $750 million.

Selling Rex Healthcare would cause "a disabling blow" for UNC Health, crippling its ability to negotiate with insurers and fulfill its mission of providing medical care for all residents of the state, UNC Health CEO Bill Roper said.

But UNC Health-Rex is competing unfairly by using various financial benefits it receives through its state-owned status, said WakeMed CEO Bill Atkinson, who made the surprise offer last week. Forcing UNC Health to sell Rex would allow WakeMed to create a stronger medical institution for Wake County and beyond, he added.

"We're trying to take steps to improve care in this market," he said. "I'm sorry if they disagree with our approach."

The hospitals' top executives faced off during an often frosty meeting with reporters and editors at The News & Observer on Wednesday. The leaders at WakeMed and UNC Health are at odds on the benefits of a Rex sale, and both expect state lawmakers could ultimately decide the outcome.

They do agree on one other thing: Consolidation in the healthcare industry, in North Carolina and nationally, is accelerating. Driven by the federal health overhaul and other forces, doctors and smaller hospitals are seeking safety in the shelter of larger medical systems.

UNC Health, which is based in Chapel Hill, wants to get bigger, not smaller, by partnering with more providers across the state, including in Wake County, Roper said.

"Absent Rex, we are a large hospital in a small town, and then we are very vulnerable to Blue Cross and other insurers," he said. "It would be a big step
back for us to sell Rex" and UNC Health cannot afford to sit on the sidelines as the hospital industry consolidates.

If WakeMed presents a formal proposal to buy Rex, the UNC Health board will form a committee to review it. But Rex is a "precious asset" for UNC, Roper said. "To divest UNC of any of its partners ... would cause lasting damage."

Orage Quarles III, the publisher of The N&O, serves on Rex's board and did not attend the meeting Wednesday.

Both Roper and Atkinson, flanked during the meeting by Rex Healthcare CEO David Strong and WakeMed Chairwoman Billie Redmond, are seasoned business leaders. For the most part, their discussion Wednesday was heated, but polite, similar to a political debate.

But the two CEOs also aren't likely to back down in their fight. Roper, who favors bow-ties, is a veteran of bare-knuckle Washington politics, with a health policy career that included leading the federal agency that oversees Medicare and Medicaid.

While running a large hospital in Denver during the 1990s, Atkinson received death threats from a white supremacist group but kept up his work with a federal crime taskforce. In 2009, he pressed Raleigh officials to close a nightclub near Wake Med's main campus that he believed was a public nuisance.

At one point during the meeting, Roper lashed back at Atkinson's comment that UNC-Rex gets to "dip into the trough" of government financing. "We're proud of the fact that we're a state-owned institution," Roper said. "We don't get special favors."

WakeMed and UNC have worked together for more than 40 years, with WakeMed helping train UNC physicians and residents. Roper suggested that such ties could be severed as hostility increases. "It begins to be difficult to have a partnership."

In the past decade, the rivalry between the health systems has steadily escalated. Atkinson argues that taxpayer support has enabled UNC-Rex to
accelerate its aggressive - and what he calls unfair - expansion in Wake County, including by recruiting key physician groups away from WakeMed.

WakeMed contends that Rex, which was purchased by the UNC system for about $290 million 11 years ago, is a state asset. Selling it would provide a big cash boost and help fix the state's budget gap, estimated at $2 billion. It also would create a stronger hospital in Wake County, one that's better able to compete against other large health systems across the state, Atkinson said.

To demonstrate WakeMed's commitment to improving medical services in Wake County, its board on Monday approved spending up to $50 million on a new inpatient mental-health facility if the Rex acquisition succeeds, Atkinson said. Combining Rex and WakeMed also would help reduce costs by eliminating redundant services and ending a race to build new medical facilities in all corners of Wake County, he said.

In their brawl over the future of Rex, both sides are lobbying state lawmakers, as well as courting physicians and patients. Roper said that in addition to pressing lawmakers to support its Rex acquisition, Wake Med is using a high-priced team of powerful lobbyists, including well-known Republican Tom Fetzer, to block UNC's annual subsidy in the state budget.

On the offensive
WakeMed appears to be playing some "political gamesmanship," Roper said.

But UNC also bulked up its lobbying clout recently by organizing a team of more than 50 physicians and faculty to meet with state lawmakers. That effort was in response to the budget recently approved by the state House, which eliminates $36 million that UNC would receive in Gov. Bev Perdue's proposed budget.

Atkinson dismissed the timing of WakeMed's bid to buy Rex while the General Assembly is debating major budget cuts.

He said "we're talking to anyone and everyone" to move ahead with the acquisition of Rex. "We won't stop having this discussion and asking tough questions," he said.

alan.wolf@newsobserver.com or 919-829-4572
Duke plans big facilities expansion

BY KEN TYSIAC - Staff Writer

DURHAM—Duke is considering a $100 million facility expansion that would include a substantial enhancement of Wallace Wade Stadium, school athletic director Kevin White said Wednesday.

Speaking in front of a Raleigh Sports Council meeting held at Duke's Yoh Football Center office complex, White said the school has consulted with a group headed by former Duke trustee Roy Bostock about a project that could "totally rework, revitalize and re-create Wallace Wade."

White provided few details, though, about a project whose workings have remained extraordinarily secretive. After his speech, he said Duke hasn't openly talked about the project and has not made a decision on it.

At 33,941 seats, Wallace Wade has the smallest fan capacity in the ACC, and the Blue Devils' football program hasn't played in a bowl game since the 1994 season.

During his speech at the Sports Council's quarterly meeting, White talked about Duke's athletic accomplishments in 2010-11 as well as about the state of sports globally and in college athletics.
One of the key areas of emphasis for college athletics officials, White said, is facilities. Looking out the window of the Yoh Center at the $13 million field house that is under construction and scheduled to open as early as August, White said recruits now are extremely sophisticated when they ask about facilities.

He said they want to know when projects are going to be finished and are not satisfied with strategic diagrams of future construction.

"In college athletics, you're never going to be out of the facility game," White said.

White also discussed the thing that keeps him awake at night as a college athletics administrator. He said NCAA rules compliance has become extremely complicated, because people outside college sports are trying to find ways to make money off athletes and are jeopardizing their college eligibility as a result.

Last summer, the NCAA began an investigation of impermissible benefits given to football players by agents and others that involved several schools, including Duke's neighbor and rival, North Carolina.

"There is an external group that has found a way to lock in [on college athletes]," White said. "That's frightening to me."

Nonetheless, he said, the young athletes bring an "infectious" enthusiasm to his job that makes it worthwhile. He also said they are savvy consumers who compare facilities as they visit schools during recruiting.

That's why he considers upgrading facilities such a big part of his job, even as whatever the school plans to do with Wallace Wade remains a closely guarded secret.

"Facilities," he said, "are really, really important."

ktysiac@charlotteobserver.com or 919-829-8942
Many With New College Degree Find the Job Market Humbling
By CATHERINE RAMPELL

The individual stories are familiar. The chemistry major tending bar. The classics major answering phones. The Italian studies major sweeping aisles at Wal-Mart.

Now evidence is emerging that the damage wrought by the sour economy is more widespread than just a few careers led astray or postponed. Even for college graduates — the people who were most protected from the slings and arrows of recession — the outlook is rather bleak.

Employment rates for new college graduates have fallen sharply in the last two years, as have starting salaries for those who can find work. What’s more, only half of the jobs landed by these new graduates even require a college degree, reviving debates about whether higher education is “worth it” after all.

“I have friends with the same degree as me, from a worse school, but because of who they knew or when they happened to graduate, they’re in much better jobs,” said Kyle Bishop, 23, a 2009 graduate of the University of Pittsburgh who has spent the last two years waiting tables, delivering beer, working at a bookstore and entering data. “It’s more about luck than anything else.”
The median starting salary for students graduating from four-year colleges in 2009 and 2010 was $27,000, down from $30,000 for those who entered the work force in 2006 to 2008, according to a study released on Wednesday by the John J. Heldrich Center for Workforce Development at Rutgers University. That is a decline of 10 percent, even before taking inflation into account.

Of course, these are the lucky ones — the graduates who found a job. Among the members of the class of 2010, just 56 percent had held at least one job by this spring, when the survey was conducted. That compares with 90 percent of graduates from the classes of 2006 and 2007. (Some have gone for further education or opted out of the labor force, while many are still pounding the pavement.)

Even these figures understate the damage done to these workers’ careers. Many have taken jobs that do not make use of their skills; about only half of recent college graduates said that their first job required a college degree. The choice of major is quite important. Certain majors had better luck finding a job that required a college degree, according to an analysis by Andrew M. Sum, an economist at Northeastern University, of 2009 Labor Department data for college graduates under 25.

Young graduates who majored in education and teaching or engineering were most likely to find a job requiring a college degree, while area studies majors — those who majored in Latin American studies, for example — and humanities majors were least likely to do so. Among all recent education graduates, 71.1 percent were in jobs that required a college degree; of all area studies majors, the share was 44.7 percent.

An analysis by The New York Times of Labor Department data about college graduates aged 25 to 34 found that the number of these workers employed in food service, restaurants and bars had risen 17 percent in 2009 from 2008, though the sample size was small. There were similar or bigger employment increases at gas stations and fuel dealers, food and alcohol stores, and taxi and limousine services.

This may be a waste of a college degree, but it also displaces the less-educated workers who would normally take these jobs.
“The less schooling you had, the more likely you were to get thrown out of the labor market altogether,” said Mr. Sum, noting that unemployment rates for high school graduates and dropouts are always much higher than those for college graduates. “There is complete displacement all the way down.” Meanwhile, college graduates are having trouble paying off student loan debt, which is at a median of $20,000 for graduates of classes 2006 to 2010.

Mr. Bishop, the Pittsburgh graduate, said he is “terrified” of the effects his starter jobs might have on his ultimate career, which he hopes to be in publishing or writing. “It looks bad to have all these short-term jobs on your résumé, but you do have to pay the bills,” he said, adding that right now his student loan debt was over $70,000.

Many graduates will probably take on more student debt. More than 60 percent of those who graduated in the last five years say they will need more formal education to be successful.

“I knew there weren’t going to be many job prospects for me until I got my Ph.D.,” said Travis Patterson, 23, a 2010 graduate of California State University, Fullerton. He is working as an administrative assistant for a property management company and studying psychology in graduate school. While it may not have anything to do with his degree, “it helps pay my rent and tuition, and that’s what matters.”

Going back to school does offer the possibility of joining the labor force when the economy is better. Unemployment rates are also generally lower for people with advanced schooling.

Those who do not go back to school may be on a lower-paying trajectory for years. They start at a lower salary, and they may begin their careers with employers that pay less on average or have less room for growth.

“Theyir salary history follows them wherever they go,” said Carl Van Horn, a labor economist at Rutgers. “It’s like a parrot on your shoulder, traveling with you everywhere, constantly telling you ‘No, you can’t make that much money.’ ”

And while young people who have weathered a tough job market may shy from risks during their careers, the best way to nullify an unlucky graduation
date is to change jobs when you can, says Till von Wachter, an economist at Columbia.

“If you don’t move within five years of graduating, for some reason you get stuck where you are. That’s just an empirical finding,” Mr. von Wachter said. “By your late 20s, you’re often married, and have a family and have a house. You stop the active pattern of moving jobs.”
Harvard brainiac to Berkeley radical:
Pop culture’s college IDs
By Daniel de Vise
Tina Fey studied drama at the University of Virginia. But that genteel Southern collegiate pedigree would hardly suit Liz Lemon, her “30 Rock” alter ego. Instead, we are told that Lemon — Northern and cerebral, but also middle-class and hopelessly dorky — attended Bryn Mawr College and the University of Maryland, “on a partial competitive jazz dance scholarship.”

Real colleges pop up all over our fictional landscapes, their names invoked to breathe life and depth into characters. The universities of Minnesota and Virginia serve as backdrops in “Freedom,” Jonathan Franzen’s celebrated novel. “The Simpsons” caricatured the Seven Sisters in an episode touching on the collegiate aspirations of bookish daughter Lisa. (“Come to Radcliffe and meet Harvard men,” they beckon. “Or come to Wellesley and marry them.”) And the Oscar-winning film “The Social Network” essentially stars...
Harvard University — although the campus we see on-screen is actually that of a stand-in, Johns Hopkins University.


Writers create collegiate identities for their characters for the same reason motorists affix alma mater bumper stickers to their cars — college can be central to our sense of social identity, as essential as home town, career or income bracket. A writer might just as easily peg a character as a Camel smoker or a Prius driver. But colleges are more richly evocative than cigarettes or cars.

Colleges “are talismanic in all kinds of ways, of course, signaling the final arc of adolescence, of freedom, of languor and the first or last sparks of intellectual promise,” said John Gregory Brown, an English professor at Sweet Briar College in Virginia. Colleges “show up in novels and stories to suggest the ghosts that might be lingering in a character’s life.”

Colleges seeking brand identity and national repute are just as happy to claim fictional alumni as real ones. Wikipedia pages for colleges and universities routinely track references on television and in film, some seemingly haphazard and random, many more knowing and purposeful. Any fictional portrayal, good or bad, serves “as a bellwether of sorts of how embedded you are in the popular consciousness,” said Michael Schoenfeld, Duke’s vice president for public affairs.

Colleges may derive tangible benefits from pop culture cameos as well, although such benefits are difficult to measure. The sheer number of intelligent people in “The Social Network” — not to mention the sybaritic partying — surely contributed in some small way to Harvard’s record 35,000 applications this year. “I do expect positive press can drive up applications and improve yield on a short-term basis,” said Greg Roberts, dean of admissions at U-Va.

Authors have been writing colleges into works of fiction since at least 1828, when a 23-year-old Nathaniel Hawthorne drew upon fresh memories of Bowdoin College in “Fanshawe,” generally regarded as America’s first college novel. Recent years have seen the genre explode. In his bibliography

Notable contributors to the canon include F. Scott Fitzgerald, who set “This Side of Paradise” at Princeton; Mary McCarthy, whose classic “The Groves of Academe” draws on the author’s time at Bard and Sarah Lawrence; and Saul Bellow, whose “Herzog” references the University of Chicago.

Perhaps not surprisingly, the Ivy League wins the collegiate-fiction popularity contest hands down. Harvard is the setting for 77 college novels, the most on Kramer’s list, followed by Yale (32), Princeton (21) and Cornell (12). Only two other schools claim more than a dozen literary treatments: Berkeley (19) and the University of Chicago (18).

Among Washington area schools, U-Va. is the best-represented on Kramer’s list, with three literary citations, not including the recent “Freedom,” which likens the Grounds to a Young Republicans’ convention. (The school’s scholar-athlete ethos may be better served in the film “The Silence of the Lambs,” whose central character, earnest yet gauche FBI agent Clarice Starling, is said to have graduated at the top of her class. She tells a captain, “It’s not exactly a charm school.”) George Washington and U-Md. have two; Georgetown, Howard, Johns Hopkins, Washington and Lee, and William and Mary each have one.

Local schools are better represented in the broader pop-culture universe. Television’s “The West Wing” made repeated reference to Georgetown, an institution associated with Washington’s power elite. (And where HBO Mafia heiress Meadow Soprano was ignominiously wait-listed.) The College of William and Mary, its campus drenched in colonial history, has a recurring nonfiction role as the answer to questions posed on “Jeopardy!” Both Ludacris and Biggie Smalls have rapped about Howard University, epicenter of African American scholarship and host to famously over-the-top homecoming parties. And Johns Hopkins is equated with brilliant, off-kilter doctors, most recently television’s misanthropic Gregory House.

“One of the things about stereotypes is that there’s usually some basis in fact,” said Ted Fiske, creator of the Fiske Guide to Colleges, which emphasizes essays over lists. “The problem with the stereotypes is if they’re too simple.” The University of Florida, for example, “probably has the best-
deserved reputation as a party school,” he said. “On the other hand, that grossly oversimplifies one of the great universities.”

Artists who want to dish dirt on a college sometimes change its name. The debauchery of “Animal House,” arguably America’s most beloved college movie, is set at the imaginary Faber College, supposedly modeled on Dartmouth. The Dupont University of “I Am Charlotte Simmons,” based in part on Duke, is portrayed as a campus “drunk on youth and beer.” (It fares better in the Myron Bolitar detective novels of Harlan Coben, which concern a Duke hoopster-turned-agent who solves crimes. President Richard Brodhead became pen pals with Coben after reading one.)

“There’s a long history of recognizable schools being recognizable even when in disguise,” said Ben Slote, a professor of English at Allegheny College who teaches courses on the college novel. He cites Donna Tartt’s “The Secret History,” one of several college novels that have played off the “fairly wild” reputations of Vermont’s Bennington and Middlebury colleges. Its Hampden College is presumed to be Bennington, the author’s alma mater. Tartt’s male narrator describes his first days on campus: And I was happy in those first days as really I’d never been before, roaming like a sleepwalker, stunned and drunk with beauty. All very well and good, except that some Hampden students later push a classmate off a cliff.

Yet even the most caustic portrayal seems to burnish a school’s mystique. “I would argue that it’s always good for the school,” Slote said. “It means that school counts in the cultural semiology.”

Indeed, colleges may even appropriate dubious stereotypes — as in American University’s recent “wonk” ad campaign or at William and Mary, where many a student has transcribed “Oh, no, William and Mary won’t do” onto a dorm-room door. The line comes from “My Old School” by literary rockers Steely Dan, a homage to their college days at Bard. Pressed by the student newspaper for an explanation, a band associate explained the impetus behind the much-parsed line.

“William and Mary” had the right number of syllables.

© The Washington Post Company