Gov. Bev Perdue visits with Leo Corbin, left, and Kirk Bagnal with Attends Healthcare Products, during a luncheon at Brook Valley on Tuesday. (Rhett Butler/The Daily Reflector)

**Governor: Cut budget with care**

By Ginger Livingston  
The Daily Reflector  
Wednesday, September 21, 2011

The right cuts and changes in government can move North Carolina forward, but wholesale slashing can move the state backward, Gov. Beverly Perdue told Greenville’s business community on Tuesday.

Perdue shared stories about the state’s economy with about 100 people during an event sponsored by the Greenville-Pitt County Chamber of Commerce.

The governor said there is a difference in cuts and combining cuts with investments “in our core.”

Recent cuts in the state’s budget have forced the State Highway Patrol to suspend its training program even though it has 100 vacant positions, Perdue said.

A recent jump in the state’s unemployment rate occurred because of public sector job losses, she said.

Perdue said she is willing to make changes in how government operates, including cuts in regulations, privatizing services or eliminating programs to improve the state’s business climate.

“However, I will not do anything that at the end of the day I can’t look at the mirror and say to myself this does no harm to North Carolina, but in fact that it may do good and push us further down the track,” she said.
“I am no great predictor or recommender of what conferences need to do, but I believe quite seriously it is a really appropriate time for East Carolina to be very aggressive if you decide you want to leave your conference. I believe you have the status to do whatever you need to do,” Perdue said.

The governor said she is ready to support the university and so are the people of North Carolina. She will speak with other governors and decision-makers at schools with a vote on conference admission to convince them “what a fabulous school” ECU is, she said.

She said she will educate them about the potential ECU has to increase its fan base, game attendance and television viewership.

For now, teams like ECU in Conference USA and other second-tier conferences aren’t in the mix for automatic bids to the Bowl Championship Series games and don’t reap the revenues associated with more prestigious leagues.

Perdue said since conference realignment discussions became public she has received a lot of feedback on ECU’s future.

She said there may be an immediate opportunity for the Pirates in the Big East Conference, where former C-USA rivals Louisville and Cincinnati now reside.

The ACC, which reportedly may consider Rutgers and Connecticut, seems a longshot.

Contact Ginger Livingston at glivingston@reflector.com or 252-329-9570.
Perdue, ECU officials talk football alignment
By Ginger Livingston
The Daily Reflector
Wednesday, September 21, 2011

Holland discusses merger
With the landscape of college athletics rapidly changing and hitting close to home this week, Gov. Beverly Perdue met with East Carolina University Chancellor Steve Ballard and Director of Athletics Terry Holland on Tuesday to discuss the Pirate program.

Talk about conference realignment has heated up locally since an announcement Sunday that the Atlantic Coast Conference would expand to 14 teams with the addition of Syracuse University and the University of Pittsburgh from the Big East Conference.

Some supporters of ECU, a member of Conference USA, have coveted membership in the ACC or the Big East.

“This school is a big-league school now,” Perdue said. “We are proud of East Carolina, and it’s got the capacity to play in whatever league it wants to play in,” she said.

The university appreciates Perdue’s help, Ballard said. However, he offered no specifics about their discussion.

“We will work to position the university for the best possible partnership and the most positive economic impact on eastern North Carolina,” Ballard said. “Coach Holland and I believe that ECU has a great story and a great future in competitive Division I athletics.”

Perdue broached the topic during a lunch meeting of the Greenville-Pitt County Chamber of Commerce at Brook Valley Country Club.

“I am no great predictor or recommender of what conferences need to do, but I believe quite seriously it is a really appropriate time for East Carolina to be very aggressive if you decide you want to leave your conference. I believe you have the status to do whatever you need to do,” Perdue said.

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Merger between C-USA, MWC possible
By Nathan Summers
The Daily Reflector
Wednesday, September 21, 2011

East Carolina director of athletics Terry Holland confirmed Tuesday that the idea has been raised for a possible future merger between Conference USA and the Mountain West Conference, and he likes the idea.

Such a merger might include as many as 32 teams, according to Holland, and would be founded on the idea of getting at least one of those teams an automatic qualifying berth for a Bowl Championship Series game at season’s end.

“The MWC and C-USA have each discussed with their own members the possibility of creating a larger conference composed of as few as 24 teams or as many as 32 teams in order to gain access to automatic qualification for at least one team from that large group,” Holland said on Tuesday, two days removed from the Atlantic Coast Conference’s announcement that Big East members Pittsburgh and Syracuse had been accepted into the ACC.

That move was the first step in what is anticipated to be a flurry of conference expansion, which promises to change the face of college athletics across the country. The possible merger between the MWC and C-USA could ultimately give all the member schools what they haven’t had in the BCS era — a chance to play in college football’s championship bowl games.
“As yet, there have been no formal discussions between the two conferences, essentially just asking each other if it is worth pursuing,” Holland said, adding that it wasn’t likely such a merger would take place anytime soon.

Holland released a statement in conjunction with ECU chancellor Steve Ballard on Monday regarding the national buzz caused by the ACC taking initiative with the first major move. It mostly restated ECU’s aim of trying to be in the best position possible if and when another conference comes calling.

It is believed the ACC and college football’s other power conferences will attempt to build leagues consisting of up to 16 teams, possibly forming a conglomerate of four super conferences.

ECU could be in the plans of a handful of those leagues, including the ACC, which upped its conference membership to 14 teams with its recent announcement, the Southeastern Conference, the Big East and the Big 12. According to Holland on Tuesday, however, there has been no movement in that direction yet.

Pete Thamel of the New York Times reported on Twitter on Tuesday evening that East Carolina has applied to the Big East.

If the Pirates don’t land in one of the current BCS leagues during the expected expansion boom, they could find themselves in an even larger nationwide conference than C-USA, which already stretches from Greenville to El Paso, Texas.

“(There was) no discussion of who would be included although I’m assuming all current members of each conference would be included,” Holland said, adding that the combined conference might be a football-only league rather than a merger of all sports programs.

The ECU AD is mindful that even if the MWC and C-USA joined forces, it would only be the beginning.

“This would only get to the discussion phase if the BCS signaled in some manner that such a coalition would have a chance at an (automatic qualification),” Holland said. “With realignment on the table and everyone queuing up for a shot at any openings, I do not expect any substantial dialogue on the merger front in the immediate future, but I do believe that such a merger could be very beneficial to our conference by providing access for our champion.”

**UAB preparation**

The Pirates (0-2) returned to the practice field amid rainy conditions on Tuesday night, continuing their preparation for Saturday’s home C-USA opener against UAB (0-2, 1-1 C-USA).

With last year’s chaotic 54-42 win at UAB fresh in their minds, second-year head coach Ruffin McNeill won’t let his players take anyone lightly.
“I told them that we’re capable of beating everyone on the remainder of our schedule,” McNeill said following Tuesday night’s session. “The flipside of that coin is that everybody on the remainder of our schedule can beat us. I think we’ll be a team that’s mentally focused and will stay the course on their cause. For us, it’s play hard and fast and continue to play smart football.”

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 Greenville

**Author Rushdie to speak at ECU**

East Carolina University will host Salman Rushdie, writer in residence at Emory University who will deliver the Premier Lecture of the Thomas Harriot College of Arts and Sciences Voyages of Discovery Lecture Series.

“Public Events, Private Lives: Literature and Politics in the Modern World” is scheduled for 7 p.m. on Oct. 5 in Wright Auditorium.

One complimentary ticket for the lecture is available to ECU students, faculty and staff members with a valid ECU ID. Tickets are $10 for the general public. For tickets, call the ECU Central Ticket Office at 328-4788 or 800-ECU-ARTS. Individuals requesting accommodations under the Americans with Disabilities Act should call 737-1016 (voice/TTY) at least 48 hours prior to the event.
Guskiewicz will get $500,000 over the next five years. He says he'd like to turn it into $1.5 million.

UNC researcher wins 'genius grant' for work on concussions

BY JAY PRICE - Staff Writer

CHAPEL HILL— A UNC-Chapel Hill researcher who won a MacArthur Fellowship - the so-called "genius grant" - says he hopes the attention from the award will attract more money for his work in understanding sports-related concussions.

Kevin Guskiewicz, 45, was among the 22 MacArthur winners for 2011 announced Tuesday. He'll get $500,000 from the fellowship over the next five years, and can use the money however he wants.

"It probably sounds crazy, but I want to turn the $500,000 into $1.5 million, if we can," Guskiewicz said.

He wants to use some to study brain injuries soldiers receive from IED blasts, injuries that bear some similarities to sports-related concussions. Traumatic brain injuries have been called the signature injury of the Iraq war for U.S. troops, and also are common among those serving in Afghanistan.

On Tuesday, as news broke about the grant and as well-wishers clogged Guskiewicz's email and voicemail, he was spending the morning in a long-
planned meeting with officials from Fort Bragg. He told them that he hoped to use some of the money to work with their troops.

"We've been doing pilot work with them for about 18 months, and this is a great opportunity to take it to a new level," he said.

Using the money for more research is typical of Guskiewicz, said Stephen Marshall, an epidemiologist and acting director of UNC-CH's Injury Prevention Research Center, who has collaborated with him on several research projects.

"Kevin is a genuinely nice person, and extremely productive, so much that it's almost disconcerting at first because you can't believe this is real," Marshall said. "Some academic researchers are just in it for their ego, but his motivation is that he honestly wants to make the world a better place."

Guskiewicz, a Kenan Distinguished Professor and chairman of the Department of Exercise and Sport Science, makes his interest in sport-related brain injuries infectious, and has drawn together a team of about 30 people from several disciplines who often work with him, Marshall said.

"It's not that he coerces you, but he has this vision, and you can't help but buy into it," Marshall said. "It's like a really good novel: at some point, you absolutely know you should put it down and cook dinner, but you just have to read that next chapter, then the next one."

**The BESS test**

Guskiewicz was raised in Pennsylvania, where he played football and tennis in high school. He became interested in concussions when he worked as a trainer for three years with the Pittsburgh Steelers and didn't like what he saw when players took hard hits to the head.

In particular, the way decisions were made among the various teams about whether a player was ready to play again after a concussion seemed arbitrary, he said.

Then, while studying for his doctorate at the University of Virginia, he began research that showed that simple tests of balance, such as standing awhile on one foot with your eyes closed, could be effective in determining whether someone had suffered a concussion. That eventually led to the development of an elegantly simple approach called the Balance Error Scoring System, which includes a small foam pad, a stopwatch and a checklist to test athletes who have taken a hard blow.
Dustin Fink, a high school sports trainer in Illinois who writes The Concussion Blog and himself suffers lingering effects from nearly a dozen concussions, often posts Guskiewicz's research.

He also uses the BESS system on his athletes, and said that it underlines one of the great things about Guskiewicz: that he understands not only the lab, but the sidelines, too.

"He not only has the ability to do important research, but to come up with ideas that are practical in terms of athletes and trainers," Fink said.

**Studying concussions**

Guskiewicz has worked with retired NFL players for a decade, studying the long-term effects of concussions. In one study, he found that those with a history of three or more concussions were 20 percent more likely to develop clinical depression than players who hadn't suffered one.

The NFL rejected the research of Guskiewicz's team for years. Now, Guskiewicz is on the league's Head, Neck and Spine Committee, and earlier this year UNC-CH announced that he would get matching $100,000 grants from both the NFL and the NFL Players Association for concussion research.

His work has led to new sideline testing guidelines for players of all ages, and a better understanding of the dangers of concussions for players, parents, trainers and health care professionals.

Among other projects, Guskiewicz and his colleagues are now using instruments in the football and hockey players’ helmets to study the relationship between magnitude and number of head impacts and concussion symptoms.

Winning the MacArthur Fellowship, Guskiewicz said Tuesday, was thrilling and particularly gratifying because it was recognition from people who weren't his peers. His research, he said, is judged almost solely by peers, whether it's evaluating a grant proposal or a manuscript for possible publication.

The grant is partly a measure of how much Guskiewicz's work has lifted understanding of sports-related concussions.

"When he started, it wasn't a big arena," Marshall said. "Now it is."

Guskiewicz said that he learned he had won the award Sept. 9. He was in a hotel lobby in Minneapolis waiting for a shuttle to the airport when his cell
phone rang and the president of the MacArthur Foundation, Robert L. Gallucci, was on the other end.

"I've got some exciting news for you that's probably going to change your life," Gallucci said.

That was fitting. Guskiewicz's work itself has already changed lives and will change many more, Marshall said.

"For athletes, the work he has done means added quality of life later in life," he said. "It means that when you finish playing, and you have graduated from college, you have the chance to be there for your kids and loved ones more fully."

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Other MacArthur Fellows for 2011
Jad Abumrad, 38, radio host and producer, WNYC Radio, New York.
Marie-Therese Connolly, 54, elder rights lawyer, Washington.
Roland Fryer, 34, economist, Harvard University, Cambridge, Mass.
Jeanne Gang, 47, architect, Chicago.
Elodie Ghedin, 44, parasitologist/virologist, University of Pittsburgh School of Medicine, Pittsburgh.
Markus Greiner, 38, condensed matter physicist, Harvard University, Cambridge, Mass.
Peter Hessler, 42, long-form journalist, Ridgway, Co.
Tiya Miles, 41, public historian, University of Michigan, Ann Arbor, Mich.
Matthew Nock, 38, clinical psychologist, Harvard University, Cambridge, Mass.
Francisco Nunez, 46, choral conductor and composer, Young People's Chorus of New York City.
Sarah Otto, 43, evolutionary geneticist, University of British Columbia, Vancouver, B.C.
Shwetak Patel, 29, sensor technologist and computer scientist, University of Washington, Seattle.
Dafnis Prieto, 37, jazz percussionist and composer, New York.
Kay Ryan, 65, poet, Fairfax, Calif.
Melanie Sanford, 36, organometallic chemist, University of Michigan, Ann Arbor.
William Seeley, 39, neurologist, University of California, San Francisco.
Jacob Soll, 42, European historian, Rutgers University, Camden, N.J.
A.E. Stallings, 43, poet and translator, Athens, Greece.
Ubaldo Vitali, 67, conservator and silversmith, Maplewood, N.J.
Alisa Weilerstein, 29, cellist, New York.
Yukiko Yamashita, 39, developmental biologist, University of Michigan Medical School, Ann Arbor.
Humble moment

Thanksgiving of 2006 brought more than turkey and fixings to the tables of the most devoted fans of the University of North Carolina at Chapel Hill's football team. Dick Baddour, director of athletics, had announced earlier in November that the football program would be raised from the doldrums by Butch Davis, formerly head coach of the University of Miami and the Cleveland Browns.

Yes, it would be expensive, costing in the multimillions and there would be improvements in facilities, also expensive. (One cannot expect Caesar to tolerate an inferior Colosseum.) But the time had come for the university to play big-time football and compete for national championships. Previous coaches had been good representatives, apparently faithful to academic standards and loyal to the institution (John Bunting had played there), but they just didn't win enough, and the boosters wanted bowls and bragging rights.

It looked like genius there for a while. Davis showed some success, then more success. Bowl games. A $70 million palace to accommodate top donors at Kenan Stadium in suitable style was under construction. After rumors of a job flirtation with his alma mater, Arkansas, Davis had gotten a raise and seemed content. Hail, Caesar!

A sorry pass

Five years later, the old ticket-selling campaign labeled "Carolina Fever" comes to mind. The fever's been broken. The school that likes to see itself as the flagship of the UNC system finds the flag over the football stadium at half-staff, figuratively speaking.

The tab for big-time football has been totaled, almost. It is large and it is humiliating and it will take a lot of time to pay it. For the first time in more than half a century, UNC-Chapel Hill is facing a true scandal in its athletics program.

And it didn't have to happen.
On Monday, in a clear effort to curry favor with the NCAA, ruling body of college athletics, the university offered its own self-punishment in response to allegations that players broke rules by having contact with agents and accepting gifts and that there was improper help to players from a tutor. The university is resisting an allegation that basically amounts to saying the university failed to properly oversee the football program.

In these self-imposed penalties, UNC-Chapel Hill went easy on itself, reducing scholarships by three a year for three years, fining itself $50,000, putting itself on two years probation and vacating all 16 wins from 2008 and 2009. One wonders if the university is trying to improve its position before an October meeting with the NCAA, or if by imposing mild self-inflicted punishment it's giving the NCAA a chance to look tough by imposing harsher penalties.

**Lessons learned?**

After all, the billion-dollar behemoth that college sports has become isn't something the NCAA wants to seriously challenge. There's too much television money involved to tolerate any boat-rockers.

It would be interesting to see if, now that the university has admitted it broke the rules and has damaged its overall reputation, there remain those boosters who still believe Chancellor Holden Thorp should not have fired Butch Davis. They were vociferous for a while, signaling a misguided belief that the university is defined by the wins and losses in its athletics program.

Davis was not the one and only problem here, of course. Academic leaders who should have known better, who should have tightened the reins in pursuit of a "big-time" program, instead handed them to Baddour. He gave the boosters what they wanted. His pending retirement, as it happens, will come earlier than planned.

It is impossible to review this whole sorry experience without recalling the cautionary words of UNC system President Emeritus William Friday, who long ago warned that universities would pay a terrible price for their pursuit of major athletics and television money. Instead of saying, "I told you so," Friday now urges the university community to pull together. In seeking a positive perspective here, he has it right again.
Documents released to the public Tuesday in connection with the NCAA's investigation of the University of North Carolina shed light on some of the impermissible benefits received by football players at the school.

Flight records show employees of a financial advising company called Pro Sports Financial paying for plane flights by former defensive tackle Marvin Austin on at least two occasions.

Jeffrey Rubin, president of the company, paid $146.70 for Austin to fly from Raleigh-Durham to Baltimore-Washington on May 7, 2010, according to records. An Austin flight from Fort Lauderdale, Fla., to Raleigh-Durham on March 14, 2010, worth $237.40 was paid for by Crystal Sheffield, records show.

She is an executive assistant in charge of flight and hotel arrangements for Pro Sports Financial, according to the firm's website. Documents also show a Colin Keeler is identified as purchasing flights for Austin on two occasions; his association with Austin is unclear.

Efforts to reach Pro Sports Financial and Keeler for comment were unsuccessful.

The documents were part of a massive release of about 1,000 pages of public records by North Carolina in response to the NCAA's Notice of Allegations. On Monday, North Carolina released its 111-page letter to the NCAA detailing its self-imposed penalties as a result of allegations of nine major violations.

North Carolina self-imposed two years of probation, docked the football program three scholarships in each of the next three seasons, vacated its eight wins each from 2008 and 2009, and fined itself $50,000.

The Committee of Infractions will hear North Carolina's case on Oct. 28 in Indianapolis and will issue the final ruling on the penalties.

Now in its 16th month, the NCAA's investigation into academic misconduct and impermissible benefits resulted in 14 football players being held out of games in 2010, with seven missing the entire season. Former associate head coach John Blake, who is accused of working for the late agent Gary Wichard while at North Carolina, resigned at the university's request in September 2010.

Coach Butch Davis, who was not personally cited in the report, was fired in July as Chancellor Holden Thorp grew frustrated with continuing damage to the school's reputation.
On Tuesday, North Carolina released 80 "Exhibits" associated with its letter to the NCAA. Some of the information consisted of documents such as tutor handbooks, descriptions of North Carolina's academic honor code and brochures showing the school's efforts to educate athletes on agents and impermissible benefits.

There were 310 pages of Twitter pictures and posts by Austin, Greg Little and Kendric Burney that were gathered by the NCAA. Some information, such as players' academic transcripts, was heavily or completely redacted.

But some information provided more detail about the $27,097.38 in impermissible benefits received by players - $13,507.47 of which was accepted by Austin.

An invoice from Proactive Sports Performance in Westlake Village, Calif., showed charges for Austin and teammate Cam Thomas of $600 each to train in July 2009. It's not clear from the document who paid for the training.

The document also includes 95 pages of a transcript involving NCAA investigators and Todd Stewart, a longtime friend of Austin's from Washington, D.C., who said he paid for travel for Austin.

Stewart denied working for Pro Sports Financial in the transcript and again in a telephone interview Tuesday. But Southwest Airlines also lists Rubin as having paid for flights for Stewart.

On Tuesday, Stewart said any benefits Austin received came from lifelong friends and might have gone through Rubin's company, but that Rubin didn't provide benefits.

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UNC's self-imposed sanctions

The University of North Carolina self imposed football sanctions on its football program Monday as a result of an NCAA investigation. The penalties were:

Two years of probation.

Loss of three scholarships in each of the next three years.

Vacating all wins in the 2008 and 2009 seasons.

A $50,000 fine.

What's next?

UNC is scheduled to appear in front of the NCAA's Committee on Infractions on Oct. 28 in Indianapolis. The committee is judge and jury in the case and will decide whether to accept UNC's self sanctions or add to them.
UNCC's change of art
By Kathy Haight

UNC Charlotte threw open the doors of its new Center City Building Saturday, for a housewarming with everything from a race car to jazz piano.

The race car on the sidewalk was rebuilt by students in the school's motorsports engineering program. The jazz was courtesy of adjunct faculty member Noel Freidline, playing piano on the second floor.

"We're trying to demonstrate the connections the university has in the community," said Jerry Coughter, executive director of UNCC Center City.

The distinctive, 12-story building does that by planting the school smack in the heart of the city - instead of 11 miles away in northeast Charlotte.

The $50.4-million high-rise at East Ninth and Brevard streets looks like a twisted Rubik's Cube. It houses UNCC's graduate programs in business, urban design, urban education and health administration, and also hosts continuing education classes.

There's also free Wi-Fi in a bagel shop and bookstore on the first floor, right beside the art gallery.
At the open house, visitors watched alumni paint a mural on the first floor while a modern dance duo performed on the second floor.

On the third floor, families picked up a microphone to pose questions to a "virtual human" created by UNCC computer students.

The on-screen brunette spoke knowledgeably about the school's department of computer science. But when asked about anything else, she could only say, "Pardon me?"

UNCC staffers said they hope to create a public performance series in the new building as early as next spring, and they're looking for other ways to involve the community in the life of the school's new uptown home.

"I hope the new Center City Building will not just be for students studying for MBAs," said UNCC English professor Mark West. "I hope it'll become an important part of the community for families."

Saturday's open house showed it has the potential to do just that.
Universities Seeking Out Students of Means

By TAMAR LEWIN

Money is talking a bit louder in college admissions these days, according to a survey to be released Wednesday by Inside Higher Ed, an online publication for higher education professionals.

More than half of the admissions officers at public research universities, and more than a third at four-year colleges said that they had been working harder in the past year to recruit students who need no financial aid and can pay full price, according to the survey of 462 admissions directors and enrollment managers conducted in August and early September.

Similarly, 22 percent of the admissions officials at four-year institutions said the financial downturn had led them to pay more attention in their decision to applicants’ ability to pay.

“As institutional pressures mount, between the decreased state funding, the pressure to raise a college’s profile, and the pressure to admit certain students, we’re seeing a fundamental change in the admissions process,” said David A. Hawkins, director of public policy and research at the National Association for College Admission Counseling. “Where many of the older admissions professionals came in through the institution and saw it as an ethically centered counseling role, there’s now a different dynamic that places a lot more emphasis on marketing.”

In the survey, 10 percent of the admissions directors at four-year colleges — and almost 20 percent at private liberal-arts schools — said that the full-pay students they were admitting, on average, had lower grades and test scores than other admitted applicants.

But they are not the only ones with an edge: the admissions officers said they admitted minority students, athletes, veterans, children of alumni, international students and, for the sake of gender balance, men, with lesser credentials, too.

At many colleges and universities, the survey found, whom you know does matter. More than a quarter of the admissions directors said they had felt pressure from senior-level administrators to admit certain applicants, and almost a quarter got pressure from trustees or development officers.
“If external parties are trying to influence admissions decisions, that’s a concern that strikes at the legitimacy of the whole process,” Mr. Hawkins said. “We certainly have standards, but there needs to be awareness that when the economy starts to crumble, the standards may start to go out the window.”

Lloyd Thacker, executive director of the Education Conservancy, a two-person nonprofit he founded in 2003 to improve college admissions, said the Inside Higher Ed findings were troubling.

“There’s always been elements of this behavior, but it seems to me that it’s growing,” Mr. Thacker said. “I don’t know whether to blame it on hard times or lack of courage and leadership.”

Mr. Thacker said his own research had found students becoming more cynical about higher education.

“Students say, ‘They’re cheating us, so we can cheat them,’ ” he said. “The cheat they see is that colleges are out for themselves, not for them as students. Our research, with 2,500 students, found that of all the sources of information students get about higher education, they thought the least trustworthy sources are the colleges and college reps themselves.”

While community colleges said their most important challenge in the near future was reduced state funding, all the other institutions named rising concerns from families about tuition and affordability.

Admissions directors at many public universities said in the survey that recruiting more out-of-state and international students, who pay higher tuition, was their top strategy. At community colleges and private institutions, admissions officers were more likely to say that providing aid for low- and middle-income students was their focus.

More than half the admissions officers from four-year institutions said that coaching by parents or college counselors was making it harder to really learn about applicants.