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ECU trustees delay action on tuition increase

BY JOSH HUMPHRIES
The Daily Reflector

The East Carolina University Board of Trustees delayed action Thursday on the issue of raising tuition.

The executive committee to the board rejected a proposal made by Chancellor Steve Ballard that would have raised tuition and fees by 2.41 percent.

Several members of the committee indicated that the increase was too low, but a motion to raise the in-state tuition by 4.5 percent also failed.

The board will take up the issue at a specially-called meeting in December before sending the final increase to the UNC system Board of Governors for approval.

Ballard's recommendation was lower than the fee and tuition increases being considered at UNC-Chapel Hill, N.C. State, UNC-Wilmington, Appalachian State and UNC-Greensboro, where increases are being proposed at 5.5 percent or higher.

The Board of Governors limits tuition increases at the state's universities to a maximum of 6.5 percent a year.

ECU is the third-largest school in the UNC system, but ranks sixth for fees and seventh for tuition. Current tuition is $2,445; fees are $1,774.

Board member Bob Lucas wanted to see a larger tuition increase, and made a motion for a 4.5 percent bump, which ultimately failed to pass in the committee.

"I recognize the economy around us," Lucas said, "but I have a responsibility to make sure we are providing the best education possible. Nobody wants to raise tuition on students, but we have a responsibility to make sure this university is viable."

Ballard said the decision on tuition is one of the most important jobs of ECU officials.

"Every year, I consider this to be the most difficult meeting of the year, because it has to do with how we treat our students," Ballard said. "Both access and affordability are about student success. They can't be successful if they can't get here."

Ballard said the cost of education nationwide is up by 6.5 percent.

"The costs are real," Ballard said, "What percentage of that cost should our students pay?"

The Board of Governors typically approves tuition increases in February, so ECU officials must make a recommendation before then.

Members said they want to see more information on where the tuition increase will be.

See TRUSTEES, A9
used and the effects of raising the increase above Ballard's recommendation.

Under Ballard's recommendation, students would pay $94 more in 2009 for tuition and fees.

Within the fee increase, $15 would go to athletics and $10 would go to student health services. Within the tuition increase, $41 would go to financial aid, $17 to faculty salaries and $11 to student success and retention programs.

The full board of trustees is to meet today, but the issue of tuition increases will be delayed, according to chairman Bob Greczyn.

Also on Thursday, the university affairs committee heard an update on the planned expansion of Dowdy-Ficklen Stadium from Athletic Director Terry Holland. Holland said the current plan is to add around 7,000 seats to the scoreboard end zone, bringing the total capacity of the stadium to around 50,000.

This could be done by the 2010 season, Holland said.

A second expansion plan implemented later would add suites to the stadium and ultimately a new press box.

The athletics department is also going ahead with a new sports facility that will eventually bring new soccer fields, a new softball field, a new track and auxiliary gym to the campus, though the location of the facility remains undecided, Holland said.

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An evening with

Marvin Hamlisch

BY KELLEY KIRK-SWINDELL
The Daily Reflector

Composer and musician Marvin Hamlisch is one of only two people in history to win a Tony, an Oscar, a Grammy, an Emmy and the Pulitzer Prize.

The other is Richard Rodgers of Rodgers and Hammerstein fame.

Hamlisch will perform at 7:30 p.m. today at East Carolina University as part of the S. Rudolph Alexander Performing Arts Series.

Ticket holders may opt for Dinner & Discussion tickets pre-performance. Hamlisch will make brief remarks and perform exclusively while patrons enjoy dishes prepared by campus chefs.

In addition to playing the piano, Hamlisch will conduct the ECU Symphony Orchestra during the first act. Music will include a tribute to Richard Rodgers and music from “My Fair Lady” and “Tara’s Theme” from “Gone with the Wind.”

Jorge Richter, ECU’s conductor, has been preparing the student orchestra. Richter will hand over the baton to Hamlisch for a 2½-hour rehearsal before tonight.

“I expect certain things from a professional orchestra,” Hamlisch said by phone. “I expect the same things from a student orchestra, maybe to a lesser degree. What I care more about is that it becomes a good learning process for them and that they learn how to work with the artist.”
Typically Hamlisch only conducts student orchestras a couple of times a year, so his visit to ECU is a rare experience for our local students.

As part of the program, vocalist Stephen Lehew, who tours with Hamlisch regularly, will sing.

"He sang at a Sunday service, and I was really taken by him and decided to hire him. He's a wonderful singer," Hamlisch said.

Hamlisch added that Lehew is easygoing when they travel, which is important for artists who are on the road as often as they are.

Hamlisch was a child prodigy, mimicking music on the radio by the age of 5. In 1951, just a few months prior to his 7th birthday, he was accepted into the Juilliard School as the youngest student ever. His audition was to transpose "Goodnight Irene" on the keyboard.

He earned a bachelor of arts degree from Queens College and received the Q Award, which is given to alumni who serve as role models for the college.

Despite his training at both Juilliard and Queens College, Hamlisch never intended on being a performer.

"Performing was never part of my wish list, so it has all turned out very well," he said by phone from New York.

Indeed it has, Hamlisch's career has been prolific to say the least. He has more than 600 songs listed with American Society of Composers, Authors and Publishers, and has scored more than 50 films. In addition to his work in film and Broadway, Hamlisch is the principal pops conductor of five orchestras: The National Symphony and the symphonies in Pittsburgh, Milwaukee, Colorado and Seattle.

Juggling performing and directing duties, Hamlisch continues to work in the movie industry.
"I just finished working on a film score, 'The Informant' with Matt Damon," Hamlisch said. "Right now I'm concentrating on the concert. Between now and Christmas, I'm quite busy performing."

He has worked with some of the biggest names in the business including Liza Minelli and Barbara Streisand.

Hamlisch was 29 when he composed the song "The Way We Were," as the title track of the movie of the same name.

"It was an incredible experience. She made some changes, came back with them and we recorded it. You can imagine how it is going to be and then when she performed, it was better than I imagined," Hamlisch said.

He won an Oscar for "The Way We Were" in 1973, the same year, Hamlisch took home a second Oscar for Best Music for the movie "The Sting."

But when asked what Hamlisch considers as his greatest accomplishment, he's quick to answer "A Chorus Line."

"'A Chorus Line' came out in '74, almost 35 years ago. The fact that people still watch it is my greatest accomplishment because longevity is hard in this industry," he said.

"A Chorus Line" won all of the available Tonys and Drama Critics' Circle awards and became only the third musical in history to be granted a Pulitzer Prize.
The university’s $2.5 billion endowment has lost 13 percent of its value, about $320 million, since July.

BY ERIC FERRERI
STAFF WRITER

CHAPEL HILL – A few indicators of the loopy economy: Tuition is going up at state universities; the value of their endowments are going down; lots more students are asking for financial aid.

A report to the UNC-Chapel Hill Board of Trustees on Thursday revealed that the endowment, worth $2.5 billion in July, had lost 13 percent of its value, or about $320 million.

“IT’s certainly the toughest time I’ve experienced,” Jon King, president of the UNC Investment Fund, said Thursday at a meeting of UNC-CH trustees. The fund manages private money donated to UNC-Chapel Hill and the investments of some other UNC-system campuses. “The economy is going to be in for a tough go for a while.”

The university’s investments performed well until recently, ending fiscal 2007-08 about 8 percent richer than the previous year and 16.7 percent larger over three years.

King said the fund’s continual and steady increases over time prior to the economic swoon of the last few months provides cushion. At the end of the last fiscal year, for example, UNC-CH’s endowment fund’s performance ranked second only to Harvard among the top 30 university endowments, all with values topping $1 billion.

“We are entering this very choppy period in much better shape than our brethren,” King said.

October was a particularly miserable month for investors. Though the final numbers aren’t yet available, UNC’s fund probably lost about 7 percent of its value in October, King said. By comparison, the average loss by the top 30 university endowments was 9.8 percent, King said.

Most years, about 5 percent of the endowment’s value goes to the university for scholarships, professorships and other uses. In the last three years, the university has received $228 million from the endowment, King said.

No university appears immune. Harvard...
University is by far the big boy on the block with an endowment that at the end of June was valued at nearly $37 billion, according to written reports. Its subsequent loss in value isn't known, but is apparently severe enough that Harvard leaders have in recent weeks raised the possibility of cutting spending.

**Tuition hike of 6.5%**

While clearly aware of the lagging economy, trustees at UNC-CH nonetheless approved a series of tuition and fee increases Thursday to raise money for student aid, faculty pay raises and academic support services. Trustees approved a 6.5 percent tuition increase for in-state undergraduate students that, when coupled with a fee increase, would bring next year’s tab to $4,019.67. Out-of-state undergraduates would pay $21,827.67 in tuition and fees next year under the plan, which must still be approved by the UNC system’s Board of Governors.

That governing board will face a slew of rate hike requests from campuses in the coming months. Earlier this week, N.C. Central University’s trustees approved a series of tuition and fee increases, and at N.C. State University, trustees are expected today to consider a 3.6 percent tuition increase — or $140 — for in-state undergrads and $280 for non-residents.

In Chapel Hill, trustees acknowledged the difficulty the rate increases may cause students, but they emphasized that 35 percent of revenue raised would be used for need-based financial aid.

“These are obviously serious issues in normal times,” said Roger Perry, the UNC-CH board’s chairman. “They’re exacerbated in tough times.”

But J.J. Raynor, UNC-CH’s student body president, said students were OK with the increased costs. Student government supported the plan because it would provide money for faculty pay and academic support services such as advising and the campus learning center.

UNC-Chapel Hill’s tuition plan included larger rate increases for some professional schools. The pharmacy school, for example, would raise tuition $589 for in-state students and $1,406 for out-of-state students. At the Kenan-Flagler Business School, tuition would rise $600 and $1,600, respectively.

**Requests for aid jump**

Even before the tuition increases go into effect, universities are getting more requests for help in covering the costs of going to college. This year, UNC-CH’s scholarships and student aid office has seen a 13 percent jump in aid applications, an indication that more students and their parents are looking for help. But just 2 percent of those qualified.

Shirley Ort, who directs the scholarships and aid office, expects an even bigger surge in aid requests next year.

“People are aware of budgeting pressures,” she said. “Given this economy, there is a high level of anxiety and concern.”

Students who have not previously qualified for aid may now do so if their family finances have changed. Ort’s office is seeing a trickle of students from families where a parent recently lost a job. Even in the middle of the school year, the aid office can re-do a student’s financial aid formula.

“We encourage students to go to our financial aid office as soon as they see a change in their parents’ circumstances,” said Alston Gardner, a UNC-CH trustee.

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Our view:

'Majoring in football'

The NCAA wants the world to know that it takes education of college athletes very seriously. Since 1986 it has imposed, and frequently augmented, minimum standards on incoming freshman. Its most recent overhaul, in 2004, created a program to sanction teams with underachieving students.

As of this year, a high school student must complete 16 core courses and maintain a 2.0 grade point average to be recruited into big-time college sports. Once there, that student's eligibility to continue is measured each year by the percentage of courses completed towards a degree.

But a special report in Wednesday's USA TODAY shows how creative college sports programs have become in circumventing the spirit of these rules by channeling students into certain majors. Among the findings: At 83% of the schools surveyed, at least one sports team had a quarter or more of its juniors and seniors pursuing the same major. These majors tend to be the less rigorous programs, such as watered down social sciences, general studies and physical education. The large concentrations, known as "clustering," also increase the opportunities for cheating on tests.

Clustering is the latest example of how the first order of business for many universities with major sports is to boost their image and make money by having their teams win, get on TV and advance to postseason play.

The student athletes, meanwhile, are paid in the currency of education, which in many cases is worth precious little. Because only a minuscule percentage of them go on to play pro ball, too many are left with inadequate educations that leave them ill-prepared for life beyond campus. Steven Cline, who was a defensive lineman for Kansas State University, put it this way: "What did I really go to college for? Crap classes you won't use the rest of your life? Social science is really nothing specific. . . . I was majoring in football."

In recent years, the seasons for major sports have been lengthened, sending a clear message that academic considerations need to yield to the demands of sports, rather than vice versa. The clustering phenomenon reinforces this message.

Perhaps the next time the NCAA reforms its academics standards, it should require some courses for school administrators. They could benefit from some drama classes, because their contention that athletes are getting a sound education is not a particularly convincing act.
Advisers face a 'burn-out field'

Competing interests make guiding athletes thorny

By Erik Brady
USA TODAY

B. David Ridpath has a confession to make. As the athletics department's compliance director and liaison to academic services for athletes at Marshall from 1997 to 2001, he often told athletes to avoid tough majors if they wanted to play their sports.

"Academic advisers say that all the time," he says. "You'd do it in more subtle kinds of ways, but I have directly told kids myself.

\[\text{At UNLV, a major that was attractive -- until after graduation, 8C}\]

Many schools still haven't learned academic lesson, 12A

"Whenever you see a team with a high percentage of players in one major, you have to ask if the advisers are advising athletes on staying eligible for four or five years or advising them how to prepare for their next 55 years."

-- B. David Ridpath

"You can be in this major if you want to be, but if you want to play football, or want to play basketball, you may want to look at this major. And that's what happens."

These days Ridpath is an assistant professor of sport administration at Ohio University and a member of the Drake Group, a national network of faculty members and others who advocate broad reform of college sports, particularly in terms of academic integrity.

"These kids are getting steered into these less rigorous majors, or majors with friendly faculty," Ridpath says. "I do admit I did it myself, and I'm ashamed of it,

Please see COVER STORY next page

If you missed Wednesday's 1A cover story, check colleges.usatoday.com.

Also online:

- Video of how Illinois football player Ryan McDonald handles his sport's time demands.
- An interactive database looking at schools with major clusters.
- Share your experiences of how college athletes handle their academic responsibilities; ask reporters questions about this series.
Cover story

institutions clustering in certain majors, in some cases at rates highly disproportionate to those of all students.

Academic advisers for athletes face complex, pressure-filled jobs that have become more so in recent years as the NCAA eased rules on freshman eligibility while ratcheting up requirements for minimum progress toward a degree.

The result is it is easier for an athlete to get into school — but harder to stay in.

Stakes are high: Teams that fail to meet academic standards can lose scholarships. That puts advisers in the crosshairs as they juggle constituencies with competing interests: athletes who want to play, coaches who want them eligible and provosts who want them to graduate.

“Academic-support programs grew up with all the best intentions,” says Donna Lopiano, Texas’ director of women’s athletics from 1975 to ‘92, now president of Sports Management Resources, a college-sports consulting firm. “But when they are controlled by athletics departments, they can be in the shadow of a conflict of interest.”

Lopiano says the majority of academic advisers are good people doing good work — “a lot of them are saints” — but she thinks the imperative of staying eligible sometimes trumps the best interests of athletes who get nudged into majors they might not otherwise choose.

That, Ridpath believes, is exactly what happens: “Whenever you see a team with a high percentage of players in one major, you have to ask if the advisers are advising athletes on staying eligible for four or five years or advising them how to prepare for their next 55 years.”

Ridpath helped a civil suit against Marshall and others alleging he was made a scapegoat in 2001 following an NCAA investigation of academic fraud and improper athlete employment. The suit alleges he cannot get a job in college athletics as a result. Trial is set for February in U.S. District Court in Huntington, W.Va.

The NCAA placed Marshall on probation for academic fraud and a lack of institutional control. Ridpath alleged he was compelled to a reassignment outside athletics, in part, because the university agreed to tell the NCAA and the public the reassignment was not the result of any wrongdoing by him. The school reassigned Ridpath and told the NCAA it was a “corrective action” that the NCAA then cited in its own report. Ridpath alleges he did not commit NCAA rules violations, only reported them.

‘High-burnout field’

In 1991, the NCAA’s member schools adopted Rule 16.3, making academic support for athletes mandatory. Such support has been a growth industry since — to the point that academic services, and the facilities that house them, are now part of the competition for recruits. “There is an arms race in facilities and an explosion in expense,” says Phil Hughes, Kansas State’s director of academic support for athletics and past president of the National Association of Academic Advisors for Athletics (NAA).

Liz Friedman, assistant dean in DePaul’s School of Computer Science, Telecommunications and Information Systems, was the associate director of student-athlete support services from 1997 to 2007 at Michigan State, where she was academic coordinator for men’s basketball. She says she worked well with Tom Izzo but knows of other cases in which advisers felt they could not stand up to high-profile coaches.

“It’s a high-burnout field,” says Friedman, who also worked at Maryland. “It takes a lot of self-confidence to put your toes against the toes of a multi-million-dollar-earning coach.”

Tony Terrell is happy as an academic adviser in health services at UNLV but wasn’t happy as an academic adviser to athletes.

“Oh, it’s wonderful,” he says of his new position. “I don’t have to worry about eligibility . . . and I don’t have to deal with coaches.”

Terrell was an offensive lineman on the UNLV football team in the early 2000s. He expected to be ordered around by coaches then, but resented it as a professional adviser.

“You’re monitoring at-risk players, who maybe came in through alternative admission criteria, or they may have a learning disability, so you may need to coddle them,” he says. “Then you have coaches micro-managing what you do, and I didn’t like that. . . . I felt sometimes I was being treated like a graduate assistant.”

Often what’s at issue is what majors and courses athletes will take. “For years we were criticized for encouraging athletes to major in eligibility,” Friedman wrote in a 2008 monograph for the National Academic Advising Association (NACADA). But “reform measures instituted by the NCAA make this practice more, rather than less, common.”

She is referring to what has come to be known as The 40-60-80 Rule. It says athletes must complete 40% of their degree work by the end of their second year of enrollment, 60% by the end of their third year and 80% by the end of their fourth year.

The reform is meant to ensure athletes are moving toward degrees but another consequence is they must often pick a major sooner than other students and have less flexibility to change.

“We certainly want to have a measurable number and we want to make sure we are steering students toward a major that will be useful to them later in life, but if there is some tinkering we can do to provide more flexibility, we ought to consider that,” University of Hartford President Walter Harrison, chair of the NCAA’s Division I Committee on Academic Performance, said late this summer.

Harrison said last week’s panel discussed in late October possible alteration of The 40-60-80 Rule, has asked NCAA staff to develop some data on it and “We’ll certainly consider what options we have.”

What to major in?

Advisers have the best interest of the athletes in mind, Friedman says, but they must also keep other, often competing interests in mind, including myriad eligibility rules from the NCAA, conference and the institution.

Athletes compete with the student body at large for positions, competitive majors, where students must have a certain GPA point average to qualify.

Christine Jackson, Louisville associate director of academic services and the NAA’s incoming president, says advisers let students pick majors and courses while pointing out which or might conflict with practices.

“I like to say I’m the real check,” Jackson says. “We let students pick what they like. But you might say, ‘OK, but let’s move to the lab to the off-season.’ Or I’ll tell them the business school is really hard to get into; you have to have a 2.75 (GPA). The engineering school is harder.

“There’s a reality there again. ‘Yeah, I know you want to be an engineer, but that may not happen if you’re taking algebra for third time. Think about your career result. What do you want to do those kinds of conversations happen.”

David Goldfield, faculty athletics representative at Charleston was a member of the NCAA committee that created the Academic Progress Rate system that sets minimum NCAA academic standards for teams — and sanctions for failing to meet them.

“The objective,” Goldfield said, “was to change the culture recruiting to say to coaches that ‘don’t recruit student-athletes who have no chance of maintaining their eligibility because if the don’t, it will count against you. You’ll get embarrassed. You’ll lose scholarships and it will affect your wins and losses. . . .’

“We really haven’t seen a change in culture. The initial eligibility standards have been so high that in fact, it is possible to maintain the eligibility of these student-athletes and not be penalized.”
Health schools a low priority

Due to a reporting error in this article, Phyllis Horns title was incorrect. She is the interim vice chancellor for health sciences at East Carolina University.

State health care officials say proposed budget increases aren’t enough to alleviate the growing health care crisis.

UNC-system medical schools say addressing both the shortage of professionals and the costs of patients’ unpaid medical bills is necessary to fulfill a mandate of serving the state’s low-income population.

Health care officials requested more than twice the funds proposed by the UNC-system Board of Governors last week, and they’re bracing for the N.C. General Assembly to grant them even less.

The 2009-11 budget increase approved by the board listed health care as its second-to-last funding priority out of 10. Campus safety was the number one priority, and it’s possible the health schools could receive no increases in funding.

East Carolina University’s Brody School of Medicine serves more than 20,000 low-income patients a year.

The school asked for $5 million, but the BOG cut it to $2 million.

"I would certainly hope that the General Assembly look at the entire budget request and look at what is needed, particularly in the time of a financial shortfall," said Phyllis Horns, interim dean for the Brody School of Medicine.

"Maintaining the health of our citizenry — there's hardly anything more important."

Both UNC Health Care and the Brody School provide free health care to anyone in need. They're struggling to meet the needs of a growing number of low-income patients.

"The volume of the care being provided is well beyond what was originally anticipated — beyond what this medical school can continue to do and still maintain its financial viability," Horns said.

Increasing access to health care for rural regions is one of the needs identified by the UNC Tomorrow Commission Report, released last year as a mandate for how the UNC system can better serve the state.

That need might be put on the back burner for awhile.

Karen McCall, a spokeswoman for UNC Health Care, said that UNC Physicians and Associates, a group that provides free health care, is preparing for less funding.

"We desperately need the program to be funded, but everybody is very realistic in looking at all the competing programs that we're submitting," McCall said. "It's going to be a tough budget year."
At N.C. Central University, the department of nursing is trying to ease the shortage by allowing second-degree students to graduate in 16 months instead of two years.

Lorna Harris, chairwoman of the nursing department, said she hopes the program will get enough funding to start in January — they still need funds to fill the program's positions.

"I believe that in (the legislature's) deliberation, providing additional health care providers will be a key factor for them," Harris said.

Without the right funding, North Carolinians in need of health care could end up without it.

"We very much would not like to need to turn away any patients," Horns said.

"If we're not able to get support from the state to provide the care, I think we will have ... to figure out how we take care of those who cannot afford to pay for medical care."

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