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Children’s Hospital project on schedule

By K.j. Williams

Construction of an addition to Children’s Hospital at Pitt County Memorial Hospital is on schedule for a spring 2013 completion date, a hospital official said.

“It will be two floors for clinical use, and the third floor is a half floor, and it will be mechanical space,” Joey Dunlow, project manager with UHS Design and Construction, said.

Construction began in July, with an average of 60 workers on site. The building is about 30 percent complete and hasn’t been plagued by delays.

“We’re trying to make haste while we can,” said Linn Moore, a Greenville resident and project superintendent with Goldsboro-based general contractor T.A. Loving Co. “We’re taking advantage of the good weather.”

Moore said the structure is being built so that it can be expanded to reach six floors.
“The columns are prepped to go up where you can extend onto them and the roof is a concrete slab already prepped for a floor,” he said.

The first phase of the 78,000-square-foot addition consists of a first floor with a nine-bed unit for outpatient services, a pediatric radiology department and a Ronald McDonald suite for family use. On the second floor, facilities include a Kids Immunosuppressed Special Unit for children with blood disorders, cancer, kidney disorders and sickle cell anemia. There’s also a 21-bed infant unit.

The architectural style complements the appearance of PCMH and is similar to the hospital’s East Carolina Heart Institute, which uses glass panels and has a curved front.

Moore said that the front of the addition will consist of a combination of aluminum, brick and glass panels, creating a glass expanse.

“It’s going to be real appealing,” he said. “It’s a unique structure.”

A concourse will connect the addition to other buildings.

The curved façade already is evident in the steel beams, and Dunlow said the style was chosen for its aesthetics.

The interior will be child-friendly.

“It’s a little more playful and designed for a (child’s) environment,” he said.

The Children’s Hospital will be renamed the Vidant Maynard Children’s Hospital on Jan. 25, according to UHS spokeswoman Barbara Dunn. Vidant Health is the selected new name for UHS. James and Connie Maynard gave a $9 million donation to the project, as well as $1.5 million to East Carolina University’s Brody School of Medicine for a distinguished professorship in the pediatrics department.

There were many other donors, and those donations have been on the upswing.

“We attribute that increase to the very visible nature of the project, and that people can easily see how their contributions will be used,” Dunn said in an email. “The total cost of this first phase of the expansion is about $48 million, and Pitt County Memorial Hospital remains committed to providing $31 million to help fund the project.”

For some of the construction workers, the project isn’t just a job, it’s part of the landscape of their home. Moore has worked on PCMH projects since he began his employment with T.A. Loving in 1988.
“Both my children were born here,” the Pitt County native said. “It’s nice to see it develop through the years and know you’ve been a part of it. It’s a good feeling.”

Edward White of Greenville, who works for Kinston subcontractor Commercial Flooring Inc., said it’s meaningful to work on the hospital since it serves his community.

“I have been here. My kids have been here. My wife has been here. And we’ve had great service since the day it was built,” he said.

Dunlow said that UHS has made an effort to use local subcontractors when possible. And Moore notes that doing so helps the county’s economy.

Those home ties and caring for children were evident during the Christmas season when workers decorated their crane with lights for the young patients’ enjoyment, and collected toys, which were delivered via crane to the Children’s Hospital entrance.

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Kiplinger's again ranks UNC-CH No. 1

BY JANE STANCILL - jstancill@newsobserver.com

At a time when hefty tuition increases are on the table, UNC-Chapel Hill is once again at the top of a ranking of best values in public higher education.

For the 11th straight year, UNC-CH is the nation's No. 1 best buy, according to Kiplinger's Personal Finance magazine. UNC-CH was rated as the best value for both in-state and out-of-state students.

Five other UNC system campuses appeared in the affordability ranking when it comes to value for in-state students: UNC Wilmington was 15th; N.C. State University was 19th; Appalachian State University was 33rd; N.C. School of the Arts was 41st; and UNC Asheville was 45th. Kiplinger's rated 100 public colleges overall.

UNCW moved up significantly, having ranked 27th in 2010 and 2011.

The ranking comes as UNC system leaders will consider significant tuition hikes requested by campuses in the aftermath of a systemwide state budget cut of 15.6 percent.

UNC-CH wants to raise most students' tuition by at least $2,800 during the next five years. In-state students now pay $7,009 in tuition and fees; out-of-state students pay $26,834. Those figures do not include costs such as room, food and books.

Students have protested against the proposed tuition increases. The UNC Board of Governors is expected to discuss tuition at its meeting next week.

Kiplinger assesses value based on cost and financial aid, student indebtedness, competitiveness, graduation rates and academic support. A college rates highly when it has a low sticker price, plentiful financial aid and low student borrowing levels. This year, the magazine gave extra weight to other academic factors, including strong four-year graduation rates.

Rounding out the top 10 values for in-state students: University of Florida; University of Virginia; College of William and Mary; New College of Florida; University of Georgia; University of California-Berkeley; University of Maryland; University of California-Los Angeles; and University of California-San Diego.
UNC-CH has lost more than $231 million in state revenue since 2008, the article said, and has made $50 million in administrative cuts in an effort to protect the classroom.

"From the fat years of the late 1990s through the post-2008 recession, UNC-Chapel Hill has been a leader for academic excellence, low cost and generous financial aid - exactly the criteria by which we define value," Kiplinger's editor Jane Bennett Clark wrote in the article.

Chancellor Holden Thorp said Tuesday that a tuition increase at UNC-CH is unlikely to affect its ranking in the future.

"The University of Virginia is not that far behind us, and they're a whole lot more expensive," he said. "The quality is a very important part of this. ... It's a twin commitment to quality and access, and it's also about financial aid. Virginia and Carolina are the two schools that meet 100 percent of their (students') documented need. It's the cost and it's the financial aid philosophy balanced with the quality."

But Thorp and faculty leaders have warned that the university's quality may be eroding with the latest state budget cut, which was 17.9 percent at UNC-CH. The reduction has led to larger class sizes and reduced academic offerings for students.

"That's why we think that we've reached a point where we need another modest increase in tuition," Thorp said. "Because if the quality drops, then Kiplinger's is not going to say we're the best value, no matter what our price is."

Stancill: 919-829-4559

**Best buys**

Six UNC system campuses ranked as best values for in-state students in the Kiplinger's Best Values in Public Colleges, 2012 list:

1st - UNC-Chapel Hill
15th - UNC Wilmington
19th - N.C. State University
33rd - Appalachian State University
41st - N.C. School of the Arts
45th - UNC Asheville

See Kiplinger's Best Values in Public Colleges rankings and learn more about the magazine's methodology.
ECU player arrested on alcohol charge

By K.J. Williams and Jim Gentry

A 20-year-old guard on the East Carolina women’s basketball team was arrested and charged with driving while impaired and on two other misdemeanor charges early New Year’s Day, officials said.

Shala Hodges, 20, of 3129 Slippery Elm Drive in Raleigh was taken to the Pitt County Detention Center at 3:54 a.m. Sunday, Detention Officer W. Peele said Sunday.

Peele said Hodges was arrested by State Highway Patrol Trooper William Brown.

Brown said he stopped Hodges’ vehicle at about 2:10 a.m. on U.S. 264 alternate near Old Pactolus Highway.

“I stopped her and I formed the opinion that she was driving while impaired and placed her under arrest and took her to the Pitt County Detention Center where I tested her for her alcohol,” he said. “And the test result was 0.13. Since she’s less than 21 years, it’s unlawful for her to have any alcohol in her system.”

For those 21 and older, they are not driving while impaired if their blood alcohol level is less than .08, and they aren’t appreciably impaired.

Hodges also was charged with reckless driving and driving after drinking by an underage person.

Brown said there was a passenger in the vehicle who was not charged.

Hodges posted secured bond of $500 and was released at 5:27 a.m. Sunday into the custody of a sober adult, Peele said.

A Feb. 10 court date has been set.

Hodges, a junior, could not be immediately reached via email for comment.

According to an ECU spokesperson, ECU women’s basketball coach Heather Macy was aware of the situation Sunday evening but was still gathering facts and not ready to comment.
Hodges traveled with the team to Hampton, Va., Sunday in preparation for tonight’s road game against Hampton. Her status for the game was unknown as of Sunday evening.

Hodges has started all 12 games for the Pirates this season and leads the team in scoring average with 11.9 points per game.
ECU releases draft consolidation plan

By Jackie Drake

A faculty committee at East Carolina University is seeking feedback from the campus on its latest recommendations for academic consolidation in the wake of reduced state funding.

The Program Prioritization Committee on Dec. 16 released its draft recommendations for which programs the university should increase, maintain, reduce or eliminate funding. Specific dollar amounts are not listed. The document is not final, and input will be incorporated before it is due to Chancellor Steve Ballard for review on Jan. 16.

“The university must use existing resources in the most efficient manner possible within and across all divisions,” the introduction states. “As an important part of its efforts to increase the efficient use of limited resources, the university will prioritize academic programs. This prioritization process will create a roadmap for investment and reallocation over time.”

Of the 277 programs that were assessed in terms of college-level priorities, about 16 percent — or 50 programs — are regarded as low priority. About 42 percent are regarded as middle or high priority.

This year the university lost $49 million in state funding, on top of $106 million the previous three years. Changes will be necessary in the face of the most daunting budget picture of the past 60 years, Ballard indicated in his February state of the university address.

Appointed by Ballard in April, the 13-member Program Prioritization Committee started by designing a process in May and June and having the colleges complete self-studies and list their recommendations by the end of September.

Forums for each college were held in October, and the initial compilation of data was released in November for feedback leading to the updated December version.

“The purpose of this draft is to provide documentation of the prioritization process, to provide analytic results and to provide initial recommendations,” the introduction states. “Any changes to academic programming that result from these recommendations will take time. Methodical reallocation of
resources associated with planned changes can hopefully align with the natural tempo of resignations and retirements. Still, that intended pace could be violated if the institution is faced with significant additional budget cuts.”

The recommendations are based on the quality and productivity of each program. Also considered were enrollment, graduation and retention and job placement rates, as well as industry demand.

Some undergraduate programs up for elimination include clinical lab science, public history, fabric design, weaving, jazz studies and organ performance. Graduate programs on the line include construction management — the bachelor level would be maintained — and athletics training.

Some programs in which bachelor of arts and bachelor of science degrees are offered, such as communications, computer science, chemistry, economics and geography, would be narrowed to just the bachelor of science degree.

All programs in the College of Nursing would be maintained or invested. In the College of Education, some master’s programs would be removed, including history education, business education and science education. Some bachelor’s programs will be expanded, such as elementary education, middle grades education and special education.

Other undergraduate programs considered for further investment include finance with risk management and insurance, studio art with an added emphasis on digital animation, communication, music education, dance performance and engineering.

Graduate programs that could get more resources include: health information management (the bachelor level would be eliminated), music education, nutrition science, accounting (bachelor’s in accounting would be maintained), communication and health, biomedical, molecular biology and biotechnology.

For more information, visit www.ecu.edu/ppc.

Contact Jackie Drake at jdrake@reflector.com or 252-329-9567.

**Draft Highlights**
- Undergraduate programs up for elimination include clinical lab science, public history, fabric design, weaving, jazz studies and organ performance.
- Graduate programs on the line include construction management, though the bachelor level would be maintained, and athletic training.
- Some programs in which bachelor of arts and bachelor of science degrees are offered, such as communications, computer science, chemistry, economics and geography, would be narrowed to just the bachelor of science degree.
Cunningham named to state board

Dr. Paul Cunningham, dean of the Brody School of Medicine at East Carolina University, has been named to the board of trustees of the State Health Plan for Teachers and State Employees.

State Treasurer Janet Cowell nominated Cunningham to the board. The 10-member board is made up of plan members as well as other experts in medicine and health administration. The board will be responsible for decisions regarding vendor contracts and the design of employee health benefits, according to a news release from Cowell’s office.

Cunningham also is senior associate vice chancellor for medical affairs. His term on the health plan board will last two years, and he may serve up to three consecutive terms.

The State Health Plan will become a division of the Department of State Treasurer effective Jan. 1. The plan provides health care coverage to more than 664,000 teachers, state employees, retirees, state university and community college personnel, and their dependants.

The plan reports to a legislative oversight committee within the General Assembly, which lacked the resources to provide day-to-day oversight of plan operations. During the past 20 years, numerous reports have suggested that a plan of this size and scope be moved to an executive agency, according to the department.

The transfer of the plan to the Department of State Treasurer will mean administration of health and retirement benefits will be under one roof, allowing for improved communication and coordination, according to the department.
Across North Carolina and the nation, high school seniors are sweating their college applications and fretting about one number: their SAT score.

But not students aiming for Wake Forest University, which no longer requires students to submit the standardized test score. Wake Forest was the first highly ranked research university to announce the move away from the SAT in 2008.

Since then, the university in Winston-Salem has become more racially and socio-economically diverse. Pell Grant recipients almost doubled. Students of color increased from 18 percent to nearly 23 percent.

Along the way, the university also noticed an uptick in the number of students with an exemplary high school track record, which, research shows, is the best predictor of college success. The percentage of Wake Forest first-year students who graduated in the top 10 percent of their high school classes grew from 65 percent in 2008 to 83 percent last fall.

"We feel like we have attracted students that have achieved a great deal in the classroom, who are very talented, who are very bright, who are very hard working students but who had one thing going against them and that was the SAT," said Martha Allman, admissions dean at Wake Forest.

"When we became test-optional, we started seeing these wonderful students that perhaps we would not have seen in our applicant pool before. We don't have any regrets at all."

The university's results are reported in a new book, "SAT Wars," edited by Joseph Soares, a sociology professor at Wake Forest. The book debunks the notion that standardized tests are a good indicator of future academic achievement.

It is published as North Carolina embarks on a new era of testing. Starting in March, the state will require high school juniors to take the ACT, the other major college entrance exam used in the United States. The state does not require the SAT, but it is the most commonly administered entrance exam among college-bound students in North Carolina.
The effort will cost the state $5.5 million, which includes three types of tests - a diagnostic test for high school sophomores, a standardized test to assess workplace readiness, and the ACT.

Soares has been an outspoken critic of college entrance exams, which he describes as having built-in biases and a discriminatory effect. He said North Carolina's plan makes no sense.

"It's money being flushed down the toilet," he said. "This is a terrible idea."

**Focus on content**

June Atkinson, the state superintendent, said the ACT will be one useful component in evaluating performance of students and schools.

"What we want to gain from administering ACT - which is more content-based than SAT - is that we want to have an indication of whether students have the content necessary for them to be college-ready," she said.

At least a half dozen other states require the ACT, including Michigan, Illinois and Kentucky. The ACT, which generally has not been used as a college entrance exam in North Carolina, was chosen because it includes a section on science, Atkinson said.

Because most colleges still require the ACT or SAT, all North Carolina high school students will have one test under their belt - paid for by the state. They can then use that score to seek college admission.

And, Atkinson said, the ACT can help the state identify weaknesses in academic content areas. So for example, if North Carolina scored below par in science, the state could pursue professional development for teachers, curriculum changes or even better lab equipment for public school classrooms.

"So it will give us feedback about where we need to make improvements," Atkinson said.

The debate about the value of college entrance exams has raged for years. Some 850 four-year colleges no longer require applicants to submit SAT or ACT scores, according to FairTest, a national organization that tracks testing issues.

Bob Schaeffer of FairTest said Wake Forest had provided useful research and "a very powerful example for their peers."
Schaeffer estimated there are a half dozen nationally competitive universities currently re-evaluating their policies, though the majority of the nation's colleges still require applicants to submit an entrance exam score.

There is too much blind faith in the SAT, which has become a gold standard but lacks any real evidence behind it to show that it improves educational quality or outcomes, Schaeffer said. "The entire high stakes testing venture is based on ideology and belief, not data," he said.

Wake Forest attracted national attention when it went test-optional. In 2009, the university hosted a conference titled "Rethinking Admissions," about the role of standardized testing. It drew admissions officers from around the country.

**Increase in applications**

That first year, applications at Wake Forest jumped 16 percent, including an increase of 46 percent from students of color overall and 70 percent from African-Americans. North Carolina applicants increased 52 percent and came from all 100 counties - for the first time in university history.

The response was more than Wake Forest expected.

The university revamped its admissions process to stress personal interviews with prospective students and an application supplement with short-answer questions to reveal writing quality and intellectual curiosity. Students were asked questions such as "What outrages you?" "Argue a position you don't support." Or "Define cool."

The Wake Forest staff conducted some 4,000 interviews with applicants, and eventually had to add employees to cope with the crush. The admissions office has a new building designed for the process, with small conversation nooks and interview rooms.

Emily English, 20, a junior psychology major, earned all A's in high school. She desperately wanted to go to Wake Forest, but she wasn't happy with her SAT score, which she described as average.

"I know that my scores on the SAT were not indicative at all of how I would do, and am doing, in college now," she said. "It's four hours of your life that you're taking this test, and it's not a good indicator compared to your four years of high school."

English has performed well at Wake Forest, earning a grade point average of 3.9 in a recent semester. She is on track to graduate a semester early and plans to go to graduate school to prepare for a career in counseling.
Allman, the Wake Forest admissions dean, said about 70 percent to 75 percent of applicants still submit their test scores.

But not requiring the score has led the university to evaluate students more holistically, she said.

"Our student body has actually gotten stronger. We have not seen different attrition rates among these students," she said. "But I think it's going to be very hard to move the needle because test scores are very entrenched in our culture."

Soares said he hopes more universities follow Wake Forest.

"A high-stakes test produces high anxiety. That is dysfunctional," Soares said. "Score high or score low, it doesn't capture your intelligence, your work ethic or your ability to succeed at college or later in life."

Stancill: 919-829-4559

**College entrance exams**

**SAT**

Formerly known as the Scholastic Aptitude Test, the SAT is the most widely used college admissions test in the United States. It was launched in 1926. The College Board, which runs the SAT, says on its website that the test is "a proven, reliable indicator of college success." The test takes nearly four hours to complete. It covers three main areas - critical reading, mathematics and writing. The maximum score is 2400.

**ACT**

Formerly known as American College Testing, the ACT is a national college admission and placement exam. It was first administered in 1959. It is curriculum-based and is not considered an IQ or aptitude test, according to ACT, the nonprofit that runs the test. The test covers four main content areas - English, mathematics, science and reading, with an optional writing component. The test takes about four hours to complete. The maximum score is 36.

Source: College Board, ACT
Doctor agrees to settle malpractice cases

BY JAY PRICE - jprice@newsobserver.com

A medical doctor and former Duke University cancer researcher who quit last year after it was revealed that his résumé was inflated and some of his research was badly flawed has agreed to settlements in at least 11 malpractice cases against him, according to the N.C. Medical Board.

According to filings listed on the board's website, payments were made on behalf of Dr. Anil Potti of at least $75,000 in each of the cases.

The settlements were confidential, and it's unclear whether they involved some of his research subjects or simply his patients. The payments were all made in September and were for incidents occurring between November 2007 and July 2009, according to the online records.

Also, in a consent order negotiated with the board, Potti agreed to accept a formal reprimand for unprofessional conduct, and he admitted to having inaccurate information in his résumé and official Duke biographical sketches and to using those flawed credentials in research grant applications.

Potti failed to correct the inaccuracies in a timely fashion, according to the order. The medical board didn't have evidence, though, to conclude that the inaccuracies allowed him to win research money he would not have received anyway.

Duke is still conducting an inquiry into whether Potti engaged in medical research misconduct, the order says.

Potti now works for Coastal Cancer Center, a South Carolina-based chain of treatment centers. He was working in the company's Supply, N.C., office Tuesday, but efforts to reach him were unsuccessful.

Potti resigned from Duke on Dec. 1. He had been on administrative leave since July, after he was accused of falsifying his credentials.

Assessing patient care

Also in July, three clinical trials in which he had enrolled 111 lung and breast cancer patients were halted. Duke officials said then that patients were unlikely to have been harmed because most had received common chemotherapy treatments.
The listings on the state medical board website indicate that the board is reviewing the care that led to each malpractice settlement.

Reviewing all malpractice payments to determine whether the standard of care involved was proper is standard practice, said Jean Fisher Brinkley, a board spokeswoman.

In the vast majority of cases, she said, the board finds that the care was delivered at a proper standard.

Price: 919-829-4526
College coaches profit from bowl games

BY ANDREW CARTER AND J. ANDREW CURLISS - acarter@newsobserver.com

For their upcoming appearance in the Independence Bowl in Shreveport, La., members of the football team at the University of North Carolina will receive a hat, a souvenir football and their choice from more luxurious gifts - among them headphones, an X-box video game system, a mountain bike or a recliner.

"I might actually get that," Giovani Bernard, a Tar Heels freshman running back, said of the recliner. "Because I might be moving into a (new) place - I might need a recliner."

The Tar Heels' football coaching staff will get gifts, too - but they will be much more expensive. For helping lead UNC to the postseason, 11 members of the Tar Heels' staff will receive a combined bonus totaling $215,000 - with $25,000 going to Everett Withers, UNC's interim head coach. Withers' overall salary was $360,000 this season.

Over at N.C. State, head coach Tom O'Brien - whose annual salary is $1.8 million - will receive a bonus of $50,000 for coaching the Wolfpack to the Belk Bowl in Charlotte. The Wolfpack's offensive and defensive coordinators will each receive an extra two months' salary, and the rest of the coaching staff will receive a bonus of one month's pay.

The bonuses that N.C. State will pay to its football coaching staff will be in the range of $300,000.

While appearing in a bowl game is profitable for head coaches and their staffs, the schools generally break even or lose money on the trips - especially to lower- and middle-tier games. It is often the coaches' bonuses, which make up a quarter or more of bowl expenses, that put the schools' bowl ledger in the red.

N.C. State's athletic department lost money in 2008 when the Wolfpack traveled to Birmingham, Ala., to compete in the PapaJohns.com Bowl.

According to records the university provided to the NCAA, the trip to Birmingham cost N.C. State $1,057,580, including coaches' bonuses. The Atlantic Coast Conference, meanwhile, provided N.C. State with $1 million
to cover bowl-related expenses - which left the Wolfpack nearly $60,000 short of breaking even for the trip.

The coaches received a total of $326,825 in bonuses for leading the 6-6 Wolfpack to the postseason.

The bonuses that N.C. State paid that year represented roughly 30 percent of its bowl-related expenses, and the university paid those bonuses out of the $1 million budget it received from the ACC.

"Paying the bowl bonuses for coaches should naturally be paid out of the bowl expense account provided by the conference so that it doesn't impact the regular (athletic department) budget," said N.C. State athletic director Debbie Yow, who became the N.C. State AD in 2010.

But the bowl expense account doesn't always cover the full cost of a bowl trip - especially when schools use those funds to pay out bowl bonuses. UNC's trip to the Meineke Car Bowl in Charlotte in 2009 cost $1,307,787. The trip was more than $307,000 over the budget; that year, UNC paid $395,406 in bonus money.

**Overall, a bowl profit**

Bubba Cunningham, the athletic director at North Carolina, said bowl bonuses have been a part of coaches' contracts for as long as he can remember.

"If you look at most contracts for Division I coaches, they're going to get one-twelfth their annual salary to participate in a bowl game," Cunningham said. "And the justification is it's an extra game and it's an extra month of preparation to get the kids ready to play."

Cunningham is quick to make the distinction between the money that a school might lose on an individual bowl trip and what an ACC school gains overall once the conference equally disperses bowl revenue to its 12 members. The conference, which handles the payments from bowls, gives each school an expense allowance for its game. Separate from that, each school gets a payment from the conference's overall bowl revenue.

The exact dollar amount that the ACC will receive from its bowl tie-ins for this year isn't yet known. Still, the ACC will receive $28 million from the Bowl Championship Series because Clemson and Virginia Tech will play in BCS bowls.

If the payouts for the ACC's remaining six bowl games are split approximately evenly, the league's other bowl-bound teams would generate
approximately $14 million for the conference. The total take this year could be $42 million, meaning each school would get at least $2.5 million from the ACC's participation in bowl games.

"So depending on how you want to divide the numbers, you can say, yeah, you're losing money," Cunningham said. "And you might on an individual game. But you're not in the total amount of bowl revenue that you're going to get."

**More for players?**

Critics have taken aim at a system that makes coaches richer while the status quo remains for players.

Ellen Staurowsky, a professor of sport management at Drexel University in Philadelphia, said in an interview that coaches' bonuses are out of proportion with the rest of football's financial framework. She argues that coach pay and bonuses should be adjusted downward, while players should receive more aid than current scholarships offer.

"The levels of these bonuses just begs questions," she said. "Coaches are benefiting tremendously. The players are not."

The contract for N.C. State's O'Brien awards him $50,000 for the fifth ACC regular season win, and another $50,000 for each league win after that - a goal he did not reach with this year's 4-4 conference record. A bowl game is worth $50,000. A league championship or a trip to a top-tier BCS bowl game is worth $200,000.

If he meets a certain graduation rate level, it's also worth $50,000.

Staurowsky said the bonuses are more money than the governors of most states are paid, and that others in higher education do not get such substantial bonuses for doing their job. Gov. Bev Perdue's salary is $139,590.

Staurowsky and others have also studied the difference between what a full scholarship pays to athletes and what universities report to the federal government as the "cost of attendance," the price of attending the university for a year.

In October, the NCAA adopted a change that would have allowed schools to add a $2,000 stipend to players' scholarships, but so many schools objected that the stipends are now on hold. Staurowsky and others say even that much for the players would not be enough.
A recent study performed jointly by Staurowsky and the National College Players Association found the shortfalls that leave players without enough money to cover the true cost of school are greater than $2,000. The study was based on 2009 data from the universities.

"The notion that some college athletes would feel compelled to accept under-the-table payments in order to survive, while the system of pay for coaches continues to escalate, even during an economic downturn, offers an important context to better understand what is at stake with the issue of the scholarship shortfall," the study says.

At both UNC-Chapel Hill and N.C. State University, the scholarships paid for football players do not cover the cost to be a student, according to Staurowsky's research. The shortfall for each football player was $2,556 at UNC and $2,324 at N.C. State, according to the study.

"This is why you hear stories about players not making ends meet," she said. "It costs more to attend a school than the scholarship offers."

A gap in benefits

Both schools have experienced recent NCAA violations that underscore Staurowsky's research.

At UNC, players accepted trips and jewelry that the school and the NCAA say violated rules of amateurism, leading to lost scholarships for the football program, probation and the firing of former coach Butch Davis.

At N.C. State, a basketball player, C.J. Leslie, sat out three games this year for receiving what the NCAA describes as "impermissible" benefits. A friend of Leslie who is a former N.C. State athlete had loaned him a car after an accident and also helped a relative of Leslie with apartment fees.

Staurowsky's study calculated a total team shortfall for all football programs - the combined gap between actual cost and scholarship aid for all 85 scholarship players - and compared them to coaches' pay. At UNC and N.C. State, the total team shortfall was about $200,000.

She called the gap "striking" and noted that coach bowl bonuses at most schools could cover the difference.

At East Carolina University, Athletic Director Terry Holland said incentives for low-level bowl games are not necessary. He said the standard around the nation is for a coach to receive about a month's pay for a bowl trip.
"But we do not do so here at ECU," Holland wrote in an email. "Our bonus program is based on factors that we believe are more important to us in the long term."

That includes, according to Holland, conference record, season tickets sold, longevity of tenure in the job and money raised by the Pirate Club - the school's booster organization.

UNC recently introduced Larry Fedora as the Tar Heels' new head coach. Fedora, who will come to UNC from Southern Mississippi, will be due a bonus of one month's pay if he guides the Tar Heels to a non-BCS bowl. If he leads UNC to a BCS game, he'd receive an extra two months' of his base salary - or nearly $60,000. Fedora will receive $1.7 million annually but his bonuses are tied to his annual base salary of $350,000.

Bernard, meanwhile, seemed excited about the possibility of taking home a new recliner. The Tar Heels' freshman running back spoke with a smile about the gifts he and his teammates will receive from the Independence Bowl.

"It's something that we definitely don't take for granted," he said. "Because we're going to a bowl, we're not with our families during Christmas ... we're definitely happy about it."

Carter: 919-829-8944

**Bowl Expenses**

For its trip to Charlotte to play in the 2009 Meineke Car Care Bowl, UNC received $1 million from the ACC to cover bowl-related expenses. UNC spent $1,307,787 during the five-day stay, including more than $126,000 to pay for unsold tickets it was committed to cover. Here's a look at how the costs added up:

- Transportation for team and staff: $69,798
- Transportation for band and cheerleaders: $31,637
- Transportation for the official party (faculty members, athletic department personnel): $10,777
- Meals and lodging for team and staff: $286,787
- Meals and lodging for band and cheerleaders: $28,437
- Meals and lodging for "official party": $8,142
- Entertainment: $126,590
- Promotion: $12,550
- Awards: $200,189
Equipment and supplies: $4,835
Unsold tickets: $126,590
Coach and staff bonuses: $395,406
Nutritional supplements: $1,032
Miscellaneous rentals (lifts to film practice, sideline heaters): $3,067
Stadium laundry fee: $1,950

**The cost of going to a bowl**

Here's a look at the financial ledger from the most recent bowl games for UNC and N.C. State. The ACC, which handles the payments from bowls, gives each school an expense allowance for its game. Separate from that, each school gets a payment from the conference’s overall bowl revenue. In 2009, the ACC received $31.6 million from bowls; the bowl expense allowance is subtracted from that, and the rest is dispersed evenly to the league's 12 schools.

N.C. State: 2010 Champs Sports Bowl
Site: Orlando, Fla.
Expense allowance: $1.1 million
Coaches' bonuses: $319,096
Total cost of trip: $1,092,238
Money left over: $7,762

UNC: 2010 Music City Bowl
Site: Nashville, Tenn.
Expense allowance: $1.1 million
Coaches' bonuses: $297,923
Total cost of trip: $1,043,815
Money left over: $56,185
Alumnus John Anema battles cancer, defends dissertation

ECU News Services

John Anema’s bucket list may seem ordinary to some. Spending time with family and friends tops his “to-do” list, which got a little shorter in October. That’s when Anema, who is battling lung cancer that has spread to his brain, defended his dissertation for a doctoral degree in rehabilitation studies from East Carolina University. He graduated Dec. 16.

“I looked at my life and wanted to see what I might regret (not doing), and getting my Ph.D. was one of those,” Anema, 64, said. “It came more to the forefront when I was diagnosed.”

His prognosis uncertain, he began prioritizing the things he wanted to do and the things he had to do, he said.

He met with Dr. Paul Gemperline, dean of ECU’s graduate school, to talk about his options. Gemperline steered him toward research he had started as a counselor. Dr. Steven Sligar, associate professor of rehabilitation studies, was on his dissertation committee.

“I’m indebted to Dr. Sligar,” Anema said. “My committee support has been unwavering.”

Already an ECU alumnus, Anema earned his undergraduate degree in 1969 and was in the first class of master’s degree graduates in rehabilitation studies 40 years ago.
After college, Anema was drafted in the Army, where he helped set up a drug treatment program for veterans who became addicted to heroin in Vietnam.

He served about 18 months before receiving a medical discharge for Crohn’s disease. He returned to Greenville, working in Kinston as coordinator of a substance abuse treatment program, then as a rehabilitation counselor for 23 years with the Pitt County Mental Health Center. He took early retirement and set up his own practice, Creative Life Solutions.

His services range from working with veterans with post-traumatic stress disorder, to individuals with clinical depression, to counseling workers in employee assistance programs. In that role, he helps employees who have personal problems that interfere with their workplace performance.

“I help them develop a plan to deal with what’s going on in their life,” he said. “It’s one of the most rewarding jobs I’ve ever had.”

He dedicated his doctoral research — evaluating the effectiveness of an employee assistance program for people with disabilities — to anyone who has had cancer.

“We’re never alone because so many people have had cancer,” he said. “I don’t feel sorry for myself. I don’t feel like this is unique to me.”

When his lung cancer was diagnosed in March of last year, doctors recommended removing half of his right lung, until discovering the cancer metastasized to his brain. Anema doesn’t smoke.

“I haven’t had a cigarette since 1972,” he said. “There is a stigma that is bothersome. People think it’s something that is self-inflicted. But lung cancer is not just for smokers.”

Anema read in cancer survivor Lance Armstrong’s book that the most important thing is to get a second opinion, which he firmly supports.

“There are so many types of treatment out there,” he said. “There are so many clinical trials. It doesn’t mean there is a cure for everything. You must be realistic with the odds, but you still have a responsibility for living your life. The worst thing people can do is give up living.”

He has been treated with the CyberKnife, a non-surgical alternative that delivers high doses of radiation to tumors, and a new oral chemotherapy that attacks the protein matter of bad cancer cells and prevents them from spreading while allowing Anema’s immune system to fight the cancer. He said the oral chemo has given him a better quality of life despite the disease.
With traditional chemotherapy, the prognosis was 50 percent mortality in the first year. With the oral chemo, 25 percent of people are still taking it five years later.

“Otherwise, my chances of surviving five years were about 1 percent,” he said.

His lung tumor is about half the size it was when he started treatment, and no new brain tumors have been detected.

Anema’s father died of pancreatic cancer in March 2000. Anema was able to spend time with him as he battled the disease.

“He said you could be mad, depressed, frustrated, but if you stay that way, you’re wasting valuable time,” Anema said.

For him, it’s not the amount of time he has left but what he does with that time. “I try to do something fun every day,” he said.

He goes to dinner with friends every Sunday, exercises and reads daily. He competes in mixed doubles tennis tournaments, having recently won the Senior Games state tennis championship. His tennis partner was recently diagnosed with breast cancer and is in a new clinical trial and doing well, he said.

In looking back on his career, Anema said: “The things I’ve done have been rewarding to me because I’ve been able to help other people. It’s a real source of satisfaction to me.”

He received the 1991 Distinguished Service Award from ECU for his volunteer work with honors high school students in the College Bowl.

**English professor awarded NEH grant**

ECU professor Dr. Gary A. Stringer received a $240,000 grant from the National Endowment for the Humanities for his project, “An Edition of John Donne’s Songs and Sonnets and a Further Expansion of Digital Donne.”

The grant is the 10th since 1986 that NEH has awarded to support the Variorum edition of the Poetry of John Donne, which Stringer serves as general editor. The grant will fund work on the three-part volume of Donne’s “Songs and Sonnets” and an expansion of the website at http://d Donnevariorum.tamu.edu.

The award includes an additional $30,000 in federal matching funds.
Stringer, whose most recent appointment was research professor of English at Texas A&M University, joined ECU for the 2011-12 academic year as the David Julian and Virginia Suther Whichard Distinguished Professor in the Humanities and as a visiting professor in the Department of English in the Thomas Harriot College of Arts and Sciences.

**Summer medical education program**

College students and recent graduates who are aiming for a career as a physician can hone their science and research skills during an eight-week summer program at the Brody School of Medicine.

ECU’s Summer Program for Future Doctors is an intensive educational program that allows participants to experience the demands of a medical school curriculum. It will be May 14-July 12. The only requirement is that students be North Carolina residents.

Students should have satisfactorily completed one year of biology, chemistry and physics. Organic chemistry is strongly encouraged.

The program is tuition-free, though participants are responsible for living expenses.

Eligible students will receive stipends.

The application deadline is March 2. Applications and more information are online at [http://www.ecu.edu/spfd/](http://www.ecu.edu/spfd/).
Joining Trend, College Grows Beyond Name

By TAMAR LEWIN

After a century firmly anchored in Boston, Northeastern University is branching out — becoming Southeastern, Northwestern and perhaps Western and Midwestern as well.

Northeastern, known for its co-op program in which undergraduates spend significant amounts of time in the workplace, opened its first satellite campus this fall in Charlotte, N.C., and is planning a second in Seattle next year; outposts in Austin, Tex., Minnesota and Silicon Valley are under discussion.

The goal is to offer master’s degrees in industries like cybersecurity, health informatics and project management, matching programs with each city’s industries and labor needs, through a mix of virtual learning and fly-ins from professors based in Boston (tuition will be the same as at the main campus).

While higher education has long been seen as a local enterprise, with universities deeply enmeshed in their communities, the explosion of online institutions, particularly for-profit career colleges like the University of Phoenix and the Education Management Corporation, has changed that dynamic. Northeastern, which is spending $60 million to support the expansion, is perhaps the most ambitious of a handful of brick-and-mortar
institutions looking to broaden their footprint in new markets and with new methods of instruction.

“This is a time of huge transition in an industry that hasn’t changed much since the Middle Ages,” said Charles P. Bird, a former vice president of Ohio University who helped develop the institution’s online offerings and now works as a consultant. “Higher education is going from traditional face-to-face delivery, and the unexamined assumption that that is good, to thinking about delivering a high-quality online experience, whether fully online or hybrid.”

Northeastern has hired 261 tenured and tenure-track professors in the last five years, about twice as many as in the previous five, and plans to add 200 more in the next three years — all of whom will be based at the home campus in Boston.

“There’s been a real knowledge explosion that has created new industries with new needs for expertise,” said Joseph E. Aoun, the university’s president. “We don’t want to make the mistake the railways did. They didn’t think of themselves as being broadly in the transportation industry, so they missed the opportunity to build air travel. We’re in the business of higher education, and where there’s a new space, we want to step in.”

Until recently, most universities looking to expand have gone overseas, starting branches in regions where American-style higher education is a huge draw: first in Qatar and the United Arab Emirates, where oil revenues have paid for elaborate buildings and hefty bonuses for American faculty members, and more recently in China and Singapore.

But Cornell University just won an international competition to build a $2 billion graduate school of applied sciences on Roosevelt Island in partnership with Technion-Israel Institute of Technology. Last month, Emerson College in Boston announced plans for an academic center in Los Angeles. And the Wharton School at the University of Pennsylvania offers its weekend executive M.B.A. program in San Francisco as well as in Philadelphia.

Andrew Delbanco, a Columbia University professor who writes about higher education, said such expansions were “symptomatic of the significant anxiety by institutions at all levels of higher education about their sustainability.”

Some experts are skeptical that an institution entering new territory can compete with the existing local colleges and universities.
“If I were looking to move into a new region,” said Mark G. Yudof, president of the University of California, “I would prefer to partner with someone who knows and understands that market and already has a name brand there.”

So far, Drexel University has come closest to Northeastern’s approach — and not without difficulties.

Drexel, a century-old research university of about 18,000 students in Philadelphia that also has an extensive co-op program, opened a graduate center in downtown Sacramento in 2009, offering degrees through the hybrid online and fly-in model. That juggling act turned out to be “a lot harder than anyone thought it would be,” said John A. Fry, who became Drexel’s president last year and has since called off a plan to build a full undergraduate campus in California.

“I went out there my third week, and my conclusion was that the graduate center was struggling and needed a lot of attention,” Mr. Fry said. “We needed about 400 students to put ourselves in a break-even position, and we’ve had to fight hard to get to 300.”

Mr. Fry said that Drexel would not walk away from Sacramento, but that he expected more growth from the university’s for-profit online subsidiary.

“When it comes down to expanding with the bricks or doing it with the clicks, I think we’ll do it with the clicks,” he said. “To work your way into a new community, where you’re not very well known, you’ve got to be there at least 10 years and build all those relationships.”

Northeastern is working on it, with its downtown Charlotte space playing host to a stream of receptions and meetings for civic and business leaders.

“Bill Gates says place is going to matter less and less for universities in the future, but I think that’s wrong,” said Mr. Aoun, Northeastern’s president. “I think a successful university has to be part of a community.”

Before choosing Charlotte, Northeastern did two years of analysis and research, learning that the city had a growing economy but a smaller share of people with graduate degrees than Boston or New York. It also found that most newcomers were from the Northeast, including enough alumni to give the Northeastern name some resonance. Northeastern officials made 30 trips to Charlotte to meet local leaders, and a Charlotte delegation, including several corporate executives, spent time on the Boston campus.
Northeastern, which has seen a surge in undergraduate applications in recent years, has North Carolina licensing for eight master’s programs — business administration, finance, taxation, project management, sports leadership, leadership, education and health informatics — from among its 234 existing master’s programs. An additional 14 applications for programs are pending.

Mr. Aoun said he expected new benefits from the Charlotte presence, including temporary jobs for Boston-based undergraduates and research opportunities for professors.

“We have already been approached about new opportunities, including a partnership with Duke Energy,” Mr. Aoun said. “We’re trying to be the first university with a national network. Because of our co-op program, we already have 2,500 corporations and N.G.O.s that work with us,” he added, referring to nongovernmental organizations.

Cheryl Richards, the regional dean in Charlotte, declined to say how many students had enrolled, calling it an “irrelevant metric” since Northeastern arrived so recently. The university hopes to have 175 students in Charlotte and 100 in Seattle in 2012, and 900 and 850, respectively, in 2014.

Michael Smith, president of Charlotte Center City Partners, said colleges in his city did not see Northeastern’s expansion as a threat, perhaps because its programs are more expensive and aimed at different types of students than existing ones. “They know who they are, and they’ve built some incredible best practices in the way they work with corporations,” he said.

Across the country, Danny Westneat, who writes a twice weekly column for The Seattle Times, questioned why Northeastern seemed ready to do what local universities could not. “I know, I should be thankful a midrank school from the East has the vision and gumption to expand higher ed for us,” Mr. Westneat wrote recently. “It’s just that it exposes how we seem to be lacking these qualities right now ourselves.”
BERKELEY, Calif. — Across the nation, a historic collapse in state funding for higher education threatens to diminish the stature of premier public universities and erode their mission as engines of upward social mobility.

At the University of Virginia, state support has dwindled in two decades from 26 percent of the operating budget to 7 percent. At the University of Michigan, it has declined from 48 percent to 17 percent.

Not even the nation’s finest public university is immune. The University of California at Berkeley — birthplace of the free-speech movement, home to nine living Nobel laureates — subsists now in perpetual austerity. Star faculty take mandatory furloughs. Classes grow perceptibly larger each year. Roofs leak; e-mail crashes. One employee mows the entire campus. Wastebaskets are emptied once a week. Some professors lack telephones.

Behind these indignities lie deeper problems. The state share of Berkeley’s operating budget has slipped since 1991 from 47 percent to 11 percent. Tuition has doubled in six years, and the university is admitting more students from out of state willing to pay a premium for a Berkeley degree.
This year, for the first time, the university collected more money from students than from California.

“The issue that’s being addressed at Berkeley, fundamentally, is the future of the high-quality public university in America,” said Robert Reich, the former labor secretary, now a public policy professor at Berkeley.

Supporters of public higher education fear that, should the cuts continue, Berkeley will lose some of its ability to compete with elite private universities and serve the public as a vehicle of opportunity.

In a bold play to regain public confidence, Berkeley leaders on Dec. 14 announced an unprecedented offer of need-based aid to families earning up to $140,000. The Middle Class Access Plan caps each family’s parent contribution at 15 percent of household earnings, a pledge that rivals those of Harvard and Yale.

The crisis facing Berkeley is part of a broader national retreat in state support for public higher education. States spent one-fifth less per public university student in 2010 than in 2000, in inflation-adjusted dollars.

**Tuition costs surging**

In academia, there is particular concern for the sector leaders known as “public Ivies.”

These top public universities (a group that includes Berkeley, UCLA and the universities of Michigan, North Carolina and Virginia) educate many more students than their Ivy League counterparts. Berkeley alone serves roughly the same number of low-income students — measured in federal Pell grant data — as the Ivies do together.

Nowhere are the stakes higher than Berkeley. Anchor of the nation’s most prestigious public university system, Berkeley boasts a constellation of graduate programs rivaled only by Harvard. The university consistently tops academic rankings of public institutions. Its campus has parking spaces reserved for Nobel laureates.

Berkeley’s 25,885 undergraduate and 10,257 graduate students are famously opinionated. It doesn’t take much to get them talking about the many ways their state and their school are letting them down.

“If you pay more, you want to see more, and we aren’t getting anything more,” said Bahar Navab, a graduate student and president of Berkeley’s Graduate Assembly.
Today’s Berkeley seniors pay half again more in tuition and fees than when they were freshmen. But the number of students for every faculty member has risen from 15 to 17 in five years. Many classes are oversubscribed, leaving students to scramble for alternatives or postpone graduation, a dilemma more commonly associated with community college. Navab said her own class, “Introduction to Public Health Policy,” “has a wait list almost as long as the class list.”

Berkeley’s overall budget continues to rise modestly from year to year. Total university revenue rose from $1.7 billion in fiscal 2007 to $2 billion in 2010. The universities of Michigan and Virginia have seen a similar increase.

But much of Berkeley’s money comes in grants and gifts earmarked for specific uses. Dollars for educating students come mostly in state educational appropriations and net tuition revenue. Those sources together have generated less money per student each year since 2007, university officials said.

Berkeley Chancellor Robert Birgeneau says the class crunch is easing, the fruit of a strategic investment in “gateway” courses in reading and composition, math, science and language.

“We are threatened,” Birgeneau said. “We are not in decline.”

‘A lot of stress’

Berkeley’s rolling hilltop campus, overlooking San Francisco Bay, feels like a crossroads of the world. At the stroke of 6 o’clock on a recent evening, the chiming of the carillon on one side of campus vied for attention with the pulsing of a Taiko drum ensemble on the other. The university is the pinnacle of the nation’s largest state higher-education system, with 350 degree programs and a science portfolio enriched by the neighboring Lawrence Berkeley National Laboratory. More than 60,000 students have applied to next fall’s freshman class, one of the largest numbers seeking entry to any American university.

They come, in large part, for the dazzling faculty. Matt Walker, a sleep psychologist, transfixed his audience one fall morning with a lecture on homicidal sleepwalkers. Walker had polled the class at the start of the term and found it averaged 6.75 hours of nightly slumber. After a semester of sleep pedagogy, the average was up to 7.25 hours.

“Essentially, every lecture I gave you added 60 seconds to your sleep time,” Walker told students, to laughter.
The faculty and students who took up study here in 1873 dreamed of building not just a university but a new society, liberated from the rigid class strictures they had left behind back East.

Berkeley became the jewel of a higher-education system that rewarded merit above wealth, access before privilege. This wasn’t mere public education but something more ambitious. State leaders eventually gave the endeavor a fitting name: the California Master Plan.

But now, the California economy is paralyzed, and the plan is in tatters.

California Gov. Jerry Brown (D) this month announced an additional $100 million reduction to the $2.3 billion University of California annual budget, already pared by nearly a billion dollars in the downturn.

If the state divestment continues, Berkeley’s in-state tuition could reach $22,000 in four years, nearly double the current rate of $12,192.

Berkeley softens the impact on its neediest students with a financial aid pledge that covers tuition and fees for families earning up to $80,000. But until the university announced the middle-class bailout, there was little help for families earning too much for financial aid and too little to afford Berkeley’s soaring fees.

In previous generations, a Berkeley education was nearly free; students lingered on campus to savor the contemplative life. Today, in-state tuition, fees and living expenses total $30,000. Students work part time to pay the bills and load up on classes to graduate more swiftly. That imperative has pushed Berkeley’s six-year graduation rate to 91 percent, up from 83 percent a decade ago — a positive tiding, taken alone.

“It adds up to a lot of stress,” said Jackie Chirico, 22, a Berkeley senior. “And it breaks some students.”

Vishalli Loomba, 21, a senior who serves as president of the governance group Associated Students, said she seldom gets her first choice of classes. This semester, Loomba had to settle for a lab section from 7 to 10 p.m. And her family has struggled to keep up with the bills.

“My parents had a plan for how they were going to afford my education,” she said. “That went out the window after the second year.”

Northern California’s public Ivy, like others, is seeking more private funding every year through tuition and donations.

Birgeneau, chancellor since 2004, has thrown open the gates to out-of-state and international students, who pay three times the tuition charged to
Californians. In just two years, the share of non-resident freshmen at Berkeley has tripled to 30 percent. The university’s overall non-resident population is 15 percent.

Berkeley now collects about $600 million a year in net tuition revenue, $300 million in private gifts and $700 million in externally funded research.

It’s still not enough to keep Berkeley on pace with its private peers. The university used to match Stanford, Columbia and Harvard on faculty salaries, said John Aubrey Douglass, a Berkeley higher-education scholar. Today, Berkeley pays less, and the gap is widening.

“If those disparities grow greatly,” he said, “then I think Berkeley will be in big trouble.”

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