

September 15, 1986

Northeast cited as public university model

Northeast Missouri State University, Kirksville, and Alverno College of Milwaukee, Wisc., are the only institutions cited as innovators in higher education in the National Governors' Association Task Force on College Quality report, released last week. Northeast was cited as the public university model and Alverno for the private sector.

The task force was chaired by John Ashcroft, Missouri. Vice chairman was Bob Graham, Florida. Other members of the task force include, George Deukmejian, California; John Carlin, Kansas; Harry Hughes, Maryland; Michael S. Dukakis, Massachusetts; George Nigh, Oklahoma; and Arch A. Moore, West Virginia. The governors were charged with the task of investigating possibilities of formulating state policy that would hold colleges and universities accountable for the education they provide.

"The public has the right to know what it is getting for its expenditure of tax resources; the public has a right to know and understand the quality of undergraduate education that young people receive from publicly funded colleges and universities. They have a right to know that their resources are being wisely invested and committed," Ashcroft said.

Northeast and Alverno were cited as models of assessment programs which ensure institutional accountability.

"Northeast Missouri State University (NMSU) adopted a program to assess student learning, often referred to as value-added assessment, in the early 1970s. . . . Northeast Missouri State University's approach to assessment is being adopted by other colleges and universities and is being considered by state legislatures and higher education coordinating boards. The South Dakota Board of Regents has adopted a similar approach for all state colleges and universities in the

system. Kean College of New Jersey and the State University of New York, Plattsburgh, are among postsecondary institutions that are developing variations of the value-added program," the report states.

Northeast became Missouri's public liberal arts and sciences university on Jan. 1, 1986, following the provisions of House Bill 196. This mission charges the University to provide an accountable liberal arts and sciences education to a

select undergraduate student body, providing the education necessary for admission to graduate and professional schools and for leadership careers in business and accounting.

Northeast closed admission to the 1986 freshman class in mid-April of this year, after receiving 5,500 applications to fill a freshman class of 1,650.

New foreign language instructor Maren Partenheimer meets with Associate Professor of English Shirley Morahan and Associate Professor of Political Science Candy Young at the President's Reception, Sept. 8, for all faculty and staff on the mall. "This reception is a chance for the new and returning faculty and staff across the disciplines to get better acquainted," University President Charles McClain said.



Chrysler scholar has gender bender

If you're looking for junior Jamie Miller, winner of a 1986 Chrysler Corporation Fund Scholarship and son of Morris Miller, you may have trouble finding him. You see, he is a she.

In an August 1986 edition of the "St. Clair Missourian," the newspaper reported that Miller, an NMSU mass communications student, was one of 104 winners of the scholarship and the son of Morris Miller.

"I only ask that you identify me as a girl. My friends back home still give me trouble," Miller said in a recent interview.

All gender jokes aside, the Chrysler Scholarship is awarded annually to

students who demonstrate outstanding scholastic performance, career aspirations and goals, and leadership ability. All Chrysler employees' children are eligible if they are age 21 or younger and enrolled in college.

"Competition for the awards was very tough. It's not easy to pick so few winners out of hundreds of potentially qualified applicants," James L. Tolley, Chrysler Corporation vice president of public affairs, said.

Citizens' Scholarship Foundation of America processed about 1,500 applications for The Lee Iacocca Scholars and Chrysler Scholarship Program.

Book applauds Northeast

The American Council on Education and MacMillan Publishing Company have released *Searching for Academic Excellence*. The book is the result of an intensive one-year study.

Subtitled "Twenty Colleges and Universities on the Move and Their Leaders," the book profiles the selected institutions and their leaders, citing each of the 20 for academic excellence among all higher education institutions nationwide. The authors conducted extensive on-campus interviews before choosing the profiled institutions. Northeast Missouri State University, Kirksville, was the only four-year public university chosen from the Midwest.

Searching for Academic Excellence was published to highlight a select group of colleges and universities that were finding ways to flourish amid the trend toward academic retrenchment in the wake of shrinking enrollments, appropriation cuts and public skepticism toward higher education. The book explores the ideas, strategies, priorities and programs these 20 institutions have used, and the leadership that has helped them to not only survive, but to reach greater levels of excellence.

Northeast was cited for its value-added student assessment program, spearheaded by University President Charles McClain in the early 1970s. The authors mentioned Northeast for its intense undergraduate focus on providing an "unsurpassed liberal arts education" through its assessment program.

"Northeast Missouri State exhibits its concern for students through, among other things, its value-added learning programs. President McClain hopes that the school's graduates will be able to compete on a national level of quality and excellence."

"Northeast Missouri State University's (NMSU) value-added plan provides another good example of a single major initiative that yielded outstanding results in institutional pride, governmental relations, national recognition, and resource enhancement. The evidence is overwhelming—both candidates for Missouri's governorship in 1984 incorporated the NMSU value-added plan into their platforms, the state's higher education coordinating body designated the university as Missouri's state-supported liberal arts institution, and the legislature made a special \$500,000 appropriation for the program; in

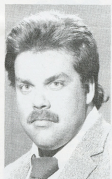
addition, AASCU recently commissioned a book on Northeast Missouri's plan," the authors said.

An equally important facet of the book focuses on the leadership within the institutions. The authors of *Searching for Academic Excellence* are particularly impressed with the spartan administrative structure and the faculty involvement in achieving the University's mission.

"In contrast, at other institutions teamwork characterized by crossboundary interaction of personnel is present throughout the school. Northeast Missouri State University's highest levels of administration are sparsely populated for such a large institution. The administrative capstone of the school consists of the president, a vice president, and three deans. However, the value-added program is specifically designed to be carried on the shoulders of faculty teams, which develop courses, design tests, and implement ideas."

Copies of *Searching for Academic Excellence* are available for \$24.95 each from MacMillan Publishing Company. Requests for the book should be accompanied by a check or money order made out to MacMillan Publishing Company and addressed to the attention of Ms. Patricia Thomas, 866 Third Avenue, New York, NY 10022. The toll-free number for credit card orders is 1-800-257-5755.

Coach lifts more than weights



During a football game, NMSU offensive-line coach John Ware doesn't carry his offensive line. But he could—at least half of it.

The six-foot-three-inch, 325-pound Otumwa, Iowa, native lifted a total of 2,270 pounds to place second at the U.S. Powerlifting Senior National meet in Dayton, Ohio. He bench pressed 551 pounds,

dead-lifted 794 pounds and squatted 892 pounds. The second-place finish qualified Ware for the World Powerlifting Championships, Nov. 15, in Maui, Hawaii.

Yet, powerlifting is just one piece of the John Ware puzzle. He is a chameleon of sorts. He has already earned a bachelor's degree in psychology from Drake University, Des Moines, Iowa, and is very close to receiving his master's degree in psychology from NMSU. On the football field, Ware plays the appropriate role as strength coach, but spends most of his time as a full-time coach.

How does one man find time to juggle three lives?

"You just have to budget your time. I think people have a lot more time than they realize," Ware said.

The majority of Ware's daylight hours are spent as a coach. Each week brings a new challenge of another team and another Saturday, and Ware spends a great deal of time in preparation for the grueling battles.

"College football has become such a complex game, that we spend a great deal of time in meetings preparing for the upcoming game. The eight-hour days have become more like 12 hours lately," Ware said.

Some of the extra hours in Ware's life are spent training. World-class athletes don't just want to train, they need to train. They need to train to stay competitive and to ease the burden of guilt that arises when trips to the gym are abandoned.

"Right now, it's hard to find time to get to the gym, but there is usually always a way to find the time. I feel cheated when I miss a workout," Ware said.

"If I could win a world championship one time, I would probably get out of it (powerlifting). It might be fun to work out for just a workout's sake," Ware said.

He has already won the national powerlifting championship, collegiate powerlifting championship and the YMCA national powerlifting championship. The two championships to elude him are the world and senior nationals.

"I'm naturally so competitive, I need goals. I just turned 27, so right now I just need to try not to burn out on it mentally, and then I'll see what happens," Ware said.

Although he qualified for the world championship powerlifting meet in Maui later this year, Ware doesn't think he will go.

"It's getting political. I got a letter the other day that said that South Africa was going to be in the meet, and now a lot of other nations are thinking about dropping out. So, if I did win I wouldn't be totally

satisfied that it was a world championship," Ware said.

So for now, John Ware, world-class athlete, student and coach will concentrate on his football team and his late-night workouts.

"I'm really enjoying it here right now. We have an excellent coaching staff and I think it's a good situation for us," Ware said.

And Ware's involvement gives that good situation an extra lift.

Summer stipends available

The 1987 National Endowment for the Humanities summer stipends provide financial support for people who want to devote two consecutive months of full-time study and research to a project in the humanities.

In the act that established the NEH, the term humanities is defined as the study of: "history; philosophy; languages; linguistics; literature; archaeology; jurisprudence; the history, theory and criticism of the arts; ethics; comparative religion; and aspects of the social sciences that employ historical or philosophical approaches."

Projects supported by the NEH must contribute to scholarly knowledge, to the introduction or enhancement of individual humanities courses or to the general public's understanding of the humanities. Projects may address broad topics or a specialized field.

Applicants to the NEH should be U.S. citizens, or foreign nationals who have lived continuously in the United States since Oct. 1, 1983. Deadline for applications is Oct. 1, 1986.

For additional information, contact: Division of Fellowships and Seminars, Room 316 National Endowment for the Humanities 1100 Pennsylvania Avenue, N.W. Washington, D.C. 20540 Telephone: 202/786-0466

Education

Ten Public Colleges with an Ivy Twist

State schools can bury their private counterparts on costs. These up-and-comers are working hard on quality too.

by John Stickney

A colonial clock tower tops the red-brick, federal-style main building on the grassy central quadrangle. More than half the students come from the upper 20% of their high school graduating classes. The curriculum is focused firmly on the liberal arts. The 22.5-acre campus is within seven miles of a burgeoning corridor of high-tech firms.

Harvard! Duke! Guess again. It's Trenton State, a thriving institution of 5,087 undergraduates in a wooded suburb of its namesake, New Jersey's grimy capital. While it can hardly claim the academic stature of a Harvard or a Duke, Trenton State is among many lesser-known public colleges that have lately been striving to attain higher marks and greater recognition—and earning them. A signal statistic: Trenton State accepts only 39% of undergraduate applications. (Duke's rate: 32%.)

Consider the 10 up-and-coming publics below. Their names, such as Appalachian State and Northeast Missouri State, sound utilitarian and nonbankable. Their campuses don't have much ivy. Yet for the student who wants a solid education and can live without a status label on his degree, these schools represent exceptional value, starting with their prices. Average cost of a year's tuition, room, board, fees and travel at a public institution next autumn: \$5,600. By contrast, at private colleges the average total cost of attendance will edge into five figures for the first time; at ultraprestigious schools such as Chicago, Harvard and Stanford, the tab will top \$17,000. College tuitions, public and private, are ratcheting upward at least 6% a year. State subsidies allow the publics to stay substantially less expensive than private schools even when you add on the standard surcharge—the average nationwide: \$2,100—for out-of-staters.

While private-college Brahmins might sniff that you get what you pay for, more than the price of the publics is appealing. Today these schools are seizing the moment, and not just the state greets such as the University of Virginia, the University of Michigan and the University of California at Berkeley. The number of 18-to-24-year-olds is declining. Colleges must compete more aggressively for students and especially for the best and brightest. Families, aware they are in a buyer's market, are becoming choosier and looking for schools, public and private, that can deliver serious education.

There the schools we profile decidedly qualify. To identify them, Money polled education associations, high school guidance counselors and professors of higher education such as Wade Gilley of George

Mason University, Kenneth Green of UCLA, Marvin Peterson of Michigan and David Riesman of Harvard. The institutions meet most or all of the criteria suggested by these authorities. They are selective; they emphasize undergraduate education, which means, among other things, that the heavyweight professors don't concentrate only on their research projects or graduate students; their campuses are residential rather than being mainly for commuting students, and they try to reach beyond the region, the state and even the U.S. for a portion of their student bodies.

The following colleges are listed roughly from East to West. The enrollment figures include undergraduates only. Estimated total costs, for the school year beginning in September, include tuition, room, board, fees and travel; out-of-staters face tuition surcharges and, at some schools, stricter entrance requirements than residents. Consequently, acceptance rates may understate the competition out-of-staters face. The acceptance rates—72% is the average for all public colleges—refer to freshmen, state residents and out-of-staters alike who enrolled last autumn.

NORTHEAST MISSOURI STATE UNIVERSITY

Kirksville, Mo.

Enrollment: 6,320

Total cost for state residents:

\$4,800

Total cost for out-of-staters: \$5,760

Acceptance rate: 67%

This school in rural Kirksville (pop. 17,000), 190 miles northwest of St. Louis, has attracted attention from educators nationwide for launching a testing program designed to grade the institution as well as the students. The effort at education quality control, started in 1974, now requires students to take standardized tests as freshmen and again as sophomores in math, English, the sciences and other subjects. By analyzing the results, Northeast Missouri educators feel they can monitor a student's progress—while also measuring the effectiveness of teaching at the school. Curriculum standouts: accounting, foreign languages, music, nursing and psychology. Out-of-staters, mostly from nearby Iowa and Illinois, make up 30% of the student body, minorities, 5%.

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15 MONDAY

Last day to drop first-half block courses without code

8 a.m.-4 p.m.—**Bake-Sale** sponsored by Alpha Phi Sigma national honorary fraternity. All entrance 9 a.m.—noon—**Sign-up** to receive a Freshing Society cleaning crew. Student Union Building. Members of the society will clean your room or bathroom for \$2 each, also Tuesday.

5:15 p.m.—**German Language Table meeting**, Ryle Hall cafeteria private dining room. Hildegard Hahn and Lietz Grieselke, graduate assistants from the Federal Republic of Germany, will be present. Students living off-campus may obtain an evening meal ticket for \$3.25. All interested students are invited.

5:30 p.m.—**Christian Science Organization meeting**, A/H 388. All students are welcome.

6 p.m.—**Spartan Club meeting**, Violette Hall 252. The club is involved in canoeing, backpacking, camping and skiing. All members and interested students are invited.

6:10 p.m.—**Crisis Line** informational meeting and training session for new volunteers, A/H 210. All students are welcome. For more information, call Gary Widger, 665-2700.

7 p.m.—**College Republicans** meeting, Violette Hall 113. All students are welcome.

7 p.m.—**Student Activities Program**—Director of Student Activities Vonnie Nichols will speak. Ryle Hall main lounge. Students interested in activities and organizations are encouraged to attend.

16 TUESDAY

8:30 a.m.-1:30 p.m.—**College Level Examination Program (CLEP)**, A/H 103

5 p.m.—**Women's Tennis** meeting, Pershing 235. Anyone interested in trying out for the team must attend, or contact Coach Sharon LaDue, 665-1486.

5 p.m.—**ISI** Chi national honor society in psychology informational meeting, A/H 206. Interested students are welcome.

5:30 p.m.—**Writing Competency Test**, A/H 305

6:30 p.m.—**National Science Teachers Association—Student Chapter** informational meeting, Science Hall #12. All members and interested students are urged to attend.

7:30 p.m.—**Gamma Phi Delta** social sorority formal fall rush. "Paradise Party," Wesley House. For more information, contact Diane Meyers or Nancy Windom, 665-1519.

8 p.m.—**Big Brothers and Sisters** campus volunteers informational meeting, SUB 4. The group provides activities for children ranging in age from four to 12 years old, who have only one parent. As a big brother or sister you will act as a friend and role model for your "adopted" child. For more information, call Kevin McDonald, 665-0407.

8:30-10 p.m.—**Writing Competency Test**, A/H 305

17 WEDNESDAY

8:30 a.m.-1:30 p.m.—**CLEP** test, A/H 103

9 a.m.-4 p.m.—**Student Senate Elections**, SUB Activities Room

Homecoming king and queen ceremonies

3:30 p.m.—**Homecoming meeting**, A/H 309

4:30 p.m.—**Intramural Department deadline** for soccer rosters. For information, call 785-4467 or visit Pershing 309, from 12:30-4:30 p.m., Monday through Thursday.

5:30-7 p.m.—**Writing Competency Test**, A/H 305

6:30 p.m.—**German Club** organizational meeting, Baldwin Hall, Room 285. "How to Travel in Germany and Austria," an audio-visual program, will be shown. All students interested in German and European culture are welcome.

7 p.m.—**Young Democrats** organizational meeting, A/H 213. All interested students are invited.

7:30 p.m.—**Sigma Phi Epsilon-Golden Heirs** informational meeting, SUB 4. All interested women are



encouraged to attend. If unable to attend, contact Donna Kisse, 785-5726 or Lori Walrath, 785-5785 prior to the meeting.

7:30 p.m.—**Gamma Phi Delta** social sorority formal fall rush "game night," SUB Alumni Room.

18 THURSDAY

3:30-5:30 p.m.—**NMSU Live** tryouts, SUB Activities Room. NMSU Live is a campus-wide talent show performed in a nightclub atmosphere. All interested students, faculty and staff are welcome to try out. For more information, call the SAB office, 785-4189.

6:30 p.m.—**International Association of Business Communicators** open meeting, SUB Tangerine Room. All interested students are welcome.

7 p.m.—**Campus Crusade** for Christ meeting, Violette Hall 266. All students are welcome.

19 FRIDAY

8 a.m.—**General Education Development Test (GED)**, A/H 103

5 p.m.—**Homecoming parade** entry deadline, Blue Key mailbox, SUB

7 and 10 p.m.—**"Out of Africa,"** an SAB movie, Baldwin Auditorium. Admission is \$1.50, or free with an SAB sticker.

20 SATURDAY

8 a.m.—**Real Estate Licensing Examination**, location to be announced

10 a.m.-noon—**Parent's Day rappelling**, rappelling tower behind tennis courts. ROTC public affairs invites all students and families to rappel. No experience is necessary.

1:30 p.m.—**Bulldog football vs. Northeastern State (Okla.)**, Stokes Stadium

7 p.m.—**Comedian Tom Parks**, collegiate comedian and entertainer of the year, Baldwin Auditorium. Admission is \$1 for students and each family member or free for students and families with SAB stickers.

7:30 p.m.—**"Tradition and Modern,"** documentary film, Violette Hall 121. Sponsored by the Chinese Student Association. All students are welcome. Admission is free.

7:30-9:30 p.m.—**"The Bridge of Jiahn Ying,"** Violette Hall 121. Sponsored by the Chinese Student Association. Everyone is welcome. Admission is free.

21 SUNDAY

8 a.m.—**Departure for Renaissance Festival**, circle drive in front of A/H. Cost for the Kansas City festival is \$15 without an SAB sticker or \$12 with a sticker. Call the SAB office, 785-4189, to reserve a spot.

4 p.m.—**Women's soccer vs. Quincy College**, soccer field

24 WEDNESDAY

8 p.m.—**Alpha Phi Sigma** honorary scholastic fraternity open house/informational meeting, Violette Hall 290. To be eligible for membership, a student must have a cumulative GPA of at least 3.25 upon completion of 30 credit hours. All interested students, faculty and staff are invited.

NOTES

The Writing Center, A/H 303, is accepting applications from students who want tutors. The Center also provides walk-in service from 8:30-9:30 a.m., Monday, Wednesday and Friday; 1:30-4:30 p.m., Tuesday; 7:30 p.m., Tuesday and Wednesday. A writing tutor will be available at these times.

Who's Who Among Students in American Universities and Colleges applications are available in the Student Activities Office, A/H 210. Requirements for eligibility: (1) minimum GPA 2.75, (2) leadership qualities demonstrated through participation in academic and co-curricular activities, (3) enough hours to graduate by summer 1987.

Purple Packers, men's varsity basketball hostesses, applications are available at Pershing 314-C or in the men's basketball office, Pershing 294. Applications are due Friday, Sept. 19 at either office.

A 5-kilometer "Fun Run", co-sponsored by the Alumni Association and ROTC, will be Oct. 4. Entry forms are available at the Alumni Office, A/H 112 or the Harman Building. Medallions will be awarded to the first three places in 10 different age and sex divisions. T-shirts will be given to all entrants. Entry fee is \$5 prior to the day of the race and \$6 at the race.

Accounting students—(December and May graduates) resumes will be sent, Sept. 24, to Hallmark Cards Inc., for pre-screening. Hallmark prefers a 3.0 GPA or above and a demonstrated record of activities and work experience. Deadline for resumes is noon, Sept. 24.

K-Mat apparel, Midwest area, will be interviewing Wednesday. Interviewing times are available. A sign-up schedule is posted in the Career Planning and Placement Center.

Parents Day set for Saturday

More than 4,000 people are expected to attend Northeast's annual Parents Day, Saturday. Extra meal tickets for family members and students living off campus may be purchased for \$2 during registration from 9-10 a.m. Tickets for the football game may be purchased at this time at \$4 for general admission and \$5 for reserved seats. Students with a valid NMSU identification card receive general admission to the game at no cost. Those who want reserved seats must purchase tickets.

Faculty who wish to attend the picnic may pick up tickets in the Student Activities Office, A/H 204. Faculty and staff may obtain football tickets from the Athletic Office. Following is a schedule of Parents Day events:

9-10 a.m.—Registration and coffee hour, SUB mall

10-11 a.m.—General Assembly, Baldwin Auditorium
Entertainment, NEMO Singers, Clay Dawson, director

Master of Ceremonies, Terry B. Smith, dean of students
Welcome from NMSU's student body, Bonnie Neuner, president, Student Senate
Remarks about NMSU, Charles J. McClain, president, NMSU

10-11 a.m.—Cartoons, Tangerine Room, SUB 10
10-11 a.m.—"What's NMSU All About?" Conference Room, SUB, for younger brothers and sisters, grades 9-12

11 a.m.-noon—Parents and students A-M, Picnic lunch, Pershing Arena

Parents and students N-Z. Open houses, residences

Noon-1 p.m.—Parents and students A-M, Open houses, residence halls
Parents and students N-Z, Picnic lunch, Pershing Arena

1:30 p.m.—Football game, Stokes Stadium, NMSU vs. Northeastern Oklahoma State University.

7 p.m.—SAB special event, Tom Parks, comedian, Baldwin Auditorium