

## MU expects enrollment growth to continue

By Janese Silvey

The University of Missouri's growth doesn't appear to be slowing anytime soon: Administrators are expecting another record-breaking enrollment year when classes start in the fall.

Yesterday was the deadline for incoming college students to request refunds on their application deposits, and that's a good indicator of who actually plans to show up in August. The number of freshmen who didn't ask for their money back is up 529 over this time last year. Add returning students in the mix, and total enrollment is expected to be 34,805, or 1,000 up from this year's enrollment, said Ann Korschgen, vice chancellor of enrollment management.

"We developed a plan in 2002 that laid out the strategy in which we would grow steadily, increase diversity both in terms of geography and ethnicity, and we would support student success," she said. "The data indicate it is working as we planned."

MU has been able to tout record enrollment for years. It's significant because it means UM's flagship campus is taking a higher percentage of the market share in the state.

In Missouri, along with other Midwestern states, large numbers of Generation Xers opted not to have kids, creating a smaller pool of high school students. Korschgen has been watching the trend for years and said it will be 2022 before graduation numbers reach the level they were in 2010. Last year, MU saw about 100 fewer Missouri freshmen than in 2010. This year, the number of in-state freshman deposits is up 10.

A total of 519 more out-of-state students did not request deposit refunds by the deadline, though, in general, they're more likely to change their minds before classes start. The highest increase is coming from Illinois, where MU has had two full-time regional recruiters since 2007. The number of Illinois students who have paid deposits is up 312 from last year. MU also has recruiters in Minneapolis and Denver and has targeted marketing efforts in Memphis, Tenn., Omaha, Neb., Tulsa, Okla., Houston and Milwaukee.

"It's significant to note that a number of nonresident students end up staying in Missouri and becoming employed in Missouri," Korschgen said. "So we're importing smart talent into Missouri."

MU anticipates more blacks, Hispanic and international students coming to class this fall than last year, as well as students who score well on the ACT exam.

Most colleges and schools are seeing double-digit increases, though the colleges of education and health professions are expecting a slight drop. The Missouri School of Journalism is up 89 students after a dip in enrollment last year. That, combined with a 129-freshmen increase in the Trulaske College of Business, indicates an improving economy, Korschgen said.

"I think that reflects a growing optimism overall in the economy, that there are better opportunities than there were a few years ago," she said.

Dean Mills, dean of the journalism school, credited innovative labs combined with the journalism school's long-standing reputation.

"The facilities and resources of the Reynolds Journalism Institute help a lot," he said in an email. "Prospective students see that Mizzou students are not just learning about how to do today's journalism but also helping invent tomorrow's."

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## Extension overhaul voted down in Senate

By Rudi Keller

JEFFERSON CITY — An attempt to create a new source of local funding for University of Missouri Extension programs lost a standing vote yesterday in the Missouri Senate.

Sen. David Pearce, R-Warrensburg, sought to give local Extension councils the power to ask voters in their counties for a tax of up to 30 cents per \$100 of assessed valuation and to create multicounty districts to direct Extension operations throughout a region.

Pearce was trying to add the proposal to a bill dealing with a lengthy list of local government issues, many aimed at only one county or city, but it lost on a vote of 10-22.

"Missouri could join 26 other states in giving counties the ability to do this," Pearce said, noting that local Extension councils were enthusiastic in their support.

Extension programs reach every county in Missouri and are part of the responsibilities assumed by the university when it accepted land grants under the Morrill Act of 1862. Local counties provide a share of the funding, but most sums are voluntary because the legal requirements, with a maximum of \$10,000, have not been updated in 51 years.

Opponents of the plan cited the expansion of Extension programs over the years and predicted the expansion would accelerate if Pearce's proposal became law.

Sen. Tim Green, D-St. Louis, sought to force the councils to rely entirely on local funding rather than aid from the university if the measure were approved.

To impose the tax, voters in each district would have to approve. In multicounty districts, that would mean one county could prevent the tax from taking effect unless it exercised the option, allowed under the proposal, to withdraw after the tax is defeated.

Along with providing its core functions of assisting agricultural families, Extension now deals with alcohol treatment, marital problems and economic development, among other issues, Green said.

"We are going to tax the people to death creating all these entities when we already have the entities to create these services," Green said.

Sen. Jason Crowell, R-Cape Girardeau, said the bill would lead to a rapid expansion of Extension programs and personnel. "If they pass it, if they spend \$1 today, then tomorrow they are going to spend \$3," he said. "They are going to put it on a February election; it is going to pass with eight people, and it is going to tax 8,000 people."

Pearce sought support by explaining the tax would be an investment for "an area that had a lot of beef cattle and wanted to hire a beef specialist for that area, and they were tired of sharing with three counties, or they are in fruit production and want to have their own specialists."

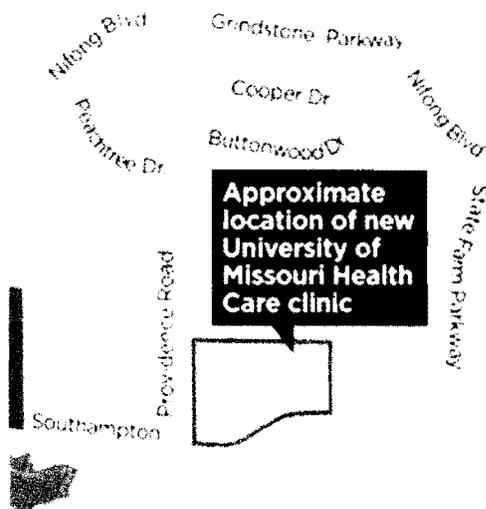
A similar bill has been approved by a House committee but has not been placed on the debate calendar.

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## MU Health closes on land purchase

### Clinic to replace Green Meadows.

The field north of State Farm Insurance Cos.' regional headquarters on South Providence Road won't stay empty much longer.



Jason Tyler/Tribune

University of Missouri Health Care announced yesterday it had purchased 25 acres of the 100-acre field from State Farm, which has owned the undeveloped land north of its 100-acre corporate campus since 1989. By 2014, the site will contain facilities to replace the University Physicians Green Meadows Clinic, a seven-building campus at 3217 S. Providence Road that university administrators have said is no longer adequate for the needs of MU Health.

The UM Board of Curators authorized \$30 million in bonds to build a new facility to replace the Green Meadows clinic, which houses a pharmacy, general pediatrics and an adult psychology clinic, among other services. The cost of the project, including the purchase of the land, is estimated at \$32.5 million, and the bonds will be repaid with MU Health revenue.

The new clinic will be nearly double the size of the 26-year-old Green Meadows facilities' 48,000 square feet and will sit on a much larger piece of land than what UM administrators originally said was needed. When the bonds were approved in November 2010, Nikki Krawitz,

UM System's vice president of finance and administration, said MU Health needed a 7.5-acre property to build an 84,000-square-foot facility.

"We're still planning for approximately 84,000 square feet," MU Health spokeswoman Mary Jenkins said. "We believe the additional acreage is a good investment because it's an ideal location in southwest Columbia and because it will give us the opportunity for further expansion in the future if we need to."

As south Columbia has developed, the field at the northeast corner of Providence and Southampton Drive has stayed conspicuously vacant. It was part of a 200-acre soybean farm State Farm purchased in 1989, but the insurer used only the southern half to build its regional headquarters.

"We did not have a business need for the property," State Farm spokesman Jim Camoriano said. "The property's been sitting idle, and our business model doesn't call for an expansion."

The company wanted to open up the property for community use, Camoriano said, and in 2008, it solicited ideas from developers on what to do with the property. MU Health approached the company about a year ago, he said. "It progressed fairly quickly, and we're glad to have them as our neighbors."

State Farm has no plans for the remaining 75 acres, and MU Health has yet to make a decision on what to do with the Green Meadows building. That's the second major facility MU Health has left in limbo: Ellis Fischel Cancer Center is moving its operations from Business Loop 70 to the new patient care tower on the MU campus next year, and administrators have been mum on what they plan to do with that property as well.

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## **Analysis says thinking about death could be good**

COLUMBIA, Mo. (AP) — **It may sound morbid, but thinking about death could be a good thing, according to a new analysis from the University of Missouri.**

The paper “When Death is Good for Life: Considering the Positive Trajectories of Terror Management” was published this month in *Personality and Social Psychology Review*, a journal of the Society for Personality and Social Psychology, The Columbia Daily Tribune reported.

Ken Vail, lead author and doctoral student in psychology, and Jamie Arndt, professor of psychological sciences at Missouri, reviewed past studies on thoughts of death for the paper. The review found that in the right context, thoughts of death can make people more helpful and spur them to making healthy changes, like exercising, using sunscreen or quitting cigarettes.

“Once we started developing this study, we were surprised how much research showed positive outcomes from awareness of mortality,” Arndt said in a statement.

Arndt said some other studies have indicated people become violent when they think about a catastrophe that jeopardizes their group. But another study showed those who were reminded of death and thought about a global threat instead were more likely to associate themselves with peace and humanity.

“The basic idea is when folks have a heightened awareness of mortality, they defend and protect their relevant culture group,” Vail said.

In another study Vail and Arndt analyzed, people walking near cemeteries were more likely to help others than those who weren’t subconsciously reminded of death. And another example showed that after the Oklahoma City bombing, divorce rates went down in nearby counties.

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But Vail said the findings don't mean people need to sit and ponder their death; there are references to death around, like news of capital punishment or debates about federal health care, he said.

"The most important thing this paper does is remind researchers and clinicians and the public that awareness of mortality isn't some bleak force of destruction," Vail said.

## The Weirdest Way to Live Longer

by Sara Cann May 1, 2012, 03:30 am EDT

Death is probably the last thing you want to think about, but save some room in your mind for it anyway: Contemplating your own mortality may actually improve your life, according to a new review in the *Personality and Social Psychology Review*.

**How you respond to your ultimate demise depends on whether you're consciously or subconsciously thinking about it, says study author Kenneth Vail, Ph.D., a psychology professor at the University of Missouri. For example, as you read this article, you're consciously thinking about your mortal end, and this dose of morbid reality may trigger your brain to formulate a plan to stave off death, he says.**

"This process could motivate us to exercise more, cut the junk out of our diet, apply suntan lotion, wear our seat belt, or drive cautiously," says Vail.

Thinking about mortality also makes you more compassionate. In the new review, Vail and his team cite a 2008 study in *Personality and Social Psychology Bulletin* that found people who walked through a cemetery were more likely to stop and help strangers in need than those who were one block away from the grave site.

# COLUMBIA MISSOURIAN

## MU to award 6,495 degrees to graduates in May

*By Ryan Finan*

May 2, 2012 | 2:42 p.m. CDT

**COLUMBIA - MU's colleges and professional schools will confer nearly 5,800 students on graduation weekend, May 11 to 13.**

**The ceremonies will begin at 10 a.m. May 11, with the Truman School of Public Affairs graduation and end at 1:30 p.m. May 13, with the School of Law graduation ceremony, according to an MU news release.**

There will be 17 ceremonies and an online commencement during the weekend, one for each college and school. Many invited notable speakers to address the graduates:

- Tracy Stearns, principal with 360 Architecture in Kansas City, will speak to the College of Human Environmental Sciences at 3:30 p.m. May 11 at Mizzou Arena.
- Euclid Williamson, executive director of Target Hope, and acclaimed journalist and author Ron Powers will speak for the Honors Ceremony at 8:30 a.m. May 12 at the Francis Quadrangle.
- U.S. Rep. Samuel B. Graves from Missouri's 6th District will speak to the College of Agriculture, Food and Natural Resources at 4:30 p.m. May 12 in Hearnes Center.
- Cindy Brinkley, vice president of global human resources at General Motors, has been invited by the School of Journalism to speak at 6 p.m. May 12 at Mizzou Arena.

For more information on the 2012 Spring Commencement, go to MU's commencement website.

*Supervising editor is Elizabeth Brixey.*

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