Panels hear about higher ed funding formula

Formula would decide funding.

MU Mention Pg2

By Rudi Keller

Thursday, January 17, 2013 at 2:00 pm

JEFFERSON CITY — A proposal to fund higher education based on various measures of a school's activities won't change how lawmakers appropriate money, but it will affect how much each state college and university receives, lawmakers were told Wednesday.

Stacey Preis, staff director of the Joint Committee on Education, appeared before House and Senate panels to explain progress on a formula that, if successfully enacted, would direct how state aid for higher education is distributed. So far, the plan is just theory as each interested party battles over the various elements, she said.

The money would still be appropriated directly to each school, the Senate Education Committee was told. And the formula wouldn't micromanage school operations, she said to the House Appropriations for Education Committee.

"The model is not intended to be a directive to institutions how to spend the state appropriation," Preis told the House "It is just a method for us to calculate what the appropriation should be."

No trial run using current higher education funding has been performed, Preis said. That will be done after the weight of the elements are finalized, she said.

The effort to create, for the first time, a state higher education funding formula grew out of a budget fight last year over $2 million.

The money was included in the House budget earmarked for Southeast Missouri State University, where rising enrollment had reduced its per-student support to the second-lowest in the state. But it eventually was spread among the smaller four-year schools, sparking the current effort.

Rep. Mike Lair, R-Chillicothe, who chairs the House panel, is chairman of the joint committee. Sen. David Pearce, R-Warrensburg, chairs the Senate committee and is vice chairman of the joint
committee. If enacted, the formula would be used for the first time on the fiscal 2015 budget, which will be written next year.

Some members of the House committee worried that the formula will be used to justify funding levels that are well below historic highs.

"My concern is we are asking them to do even more with something less," said Rep. Genise Montecillo, D-St. Louis, who said Missouri is 49th in funding higher education. "Are we going to be encouraging the institution to manipulate data, which we all who have ever stepped into a classroom know is going on?"

Rep. Mike Thompson, R-Maryville, said the formula would not be too disruptive to current funding and could force lawmakers to consider how to increase spending.

"I don't see anything in this that would be unduly a hardship for our institutions to do," he said. "If we are 49th, I think if we need more money, this would be the rationale to do so."

The plan being developed uses measures such as the number of full-time-equivalent students and the studies they pursue to determine the needed funding, Preis said. Students in technical, engineering and professional are given more weight.

On research, for example, the draft currently makes the state liable for 25 percent of an institution's costs to fund research, such as money to match grants.

Lawmakers last year appropriated $717.2 million for the state's four-year universities. The amounts range from $9.8 million for Harris-Stowe State University in St. Louis to $398.2 million for the University of Missouri System. UM received 55.5 percent of the funding dedicated to four-year universities.

Each year, Preis told the committees, schools would be guaranteed to receive 90 percent of their share of money dedicated to the formula. Schools would be insulated from shocks due to dramatic changes in enrollment because the formula would use three-year averages to set funding levels.

The remaining 10 percent would be distributed based how well the schools ranked on five performance measures, she said. If the performance money is at stake every year, it will keep the institutions focused, she said.

The state's last plan for performance-based funding ended when the recession began.

"Nothing makes it go away faster than having it just considered as an add-on," Preis said.

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Nuclear engineering professors want MU dean out

Nuclear institute status is at issue.

By Catherine Martin

Thursday, January 17, 2013 at 2:00 pm

There wasn't one final incident that prompted three University of Missouri professors to seek the removal of Graduate School Dean George Justice but a series of events that escalated the situation, Professor Sudarshan Loyalka said.

Justice announced in March that the Nuclear Science and Engineering Institute would close, and since then, administrators have discussed moving the program into the College of Engineering. At this point, its fate is still unknown.

In a letter to Chancellor Brady Deaton dated last Thursday, Loyalka and two other professors say Justice's actions have led to a "highly toxic and hostile work environment." It states an official "vote of no confidence" in Justice and requests "his removal from the office at the earliest possible time."

The other professors who signed the letter are Mark Prelas and Robert Thompson. All three are professors of nuclear engineering.

In an email, Justice said he was aware of the letter "written by three of the well over 1000 graduate faculty members who participate in graduate education at the University of Missouri." He said he does not agree with its allegations and noted that the graduate faculty, including the four NSEI professors, will participate in his regularly scheduled dean review in the spring.

"I look forward to the results, and I am proud of my performance as graduate dean over the past three years," he wrote.

Loyalka said Justice did not handle the NSEI situation properly. One of the main problems, he said, is that the staff wasn't informed about what was in store for the institute.

"These things should have been done openly in a transparent manner," Loyalka said. "There should have been a proper review, according to regulations, with faculty."
When the staff saw Justice's emails regarding the Nuclear Science and Engineering Institute, or NSEI, obtained by the Tribune in December, it solidified their concerns, Loyalka explained.

"Dean Justice had been pushing for it back in January. He had decided this for us," Loyalka said.

At the same time that was happening, Loyalka said, the program had gotten approval from the Department of Education for proposals that totaled almost $1 million.

"The Department of Education was misled in the sense that they knew they were dismantling us and at the same time wrote a support letter," he said. Another big problem was the administration's decision to close admissions to the program, Loyalka said.

"We have to be able to admit students and meet obligations," he said.

Deaton sent an email response to Loyalka and the other professors on Friday.

"I am asking Provost" Brian "Foster to examine the specific concerns you raise, as Dean Justice reports directly to the Provost," he wrote. "We share concern that appropriate processes are pursued in academic and administrative governance."

Aside from the removal of Justice, Loyalka outlined nine points of what he and the other professors would like to see happen next in an email to Foster. Requests included that NSEI should be moved as a unit, enhanced to a staff of eight and maintain the same space and resources. Loyalka also requested Prelas be appointed as director for three years "for a smooth transition."

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This article was published in the Thursday, January 17, 2013 edition of The Columbia Daily Tribune with the headline "Professors want MU dean out: Nuclear institute status is at issue."

Posted in Education on Thursday, January 17, 2013 2:00 pm.
First woman on Missouri high court named MU curator

Former Missouri Supreme Court Judge Ann Covington has been named to the University of Missouri Board of Curators.

Gov. Jay Nixon announced Covington's appointment Thursday to a term that would end in January 2019. The appointment requires confirmation by the state Senate.

The Board of Curators governs the four-campus University of Missouri system.

Covington was appointed by Republican Gov. John Ashcroft to the Missouri Court of Appeals' Western District in 1987 and the state Supreme Court in 1989, making her the first woman to serve on both courts.

She retired from the bench in 2001 and worked in private legal practice until 2010.

Covington holds a bachelor's degree from Duke University and earned her law degree at the University of Missouri-Columbia.
Covington named to fill UM curator seat

Thursday, January 17, 2013 at 4:05 pm Updated: 4:08 pm, Thu Jan 17, 2013.

Columbia resident and former Missouri Supreme Court Judge Ann Covington is Gov. Jay Nixon’s latest appointee to the University of Missouri Board of Curators.

Covington was the first woman to serve on the Missouri Supreme Court, appointed by Gov. John Ashcroft. She served on the high court for more than 12 years, retiring in 2001. She continued practicing with the Bryan Cave law firm until 2010. Before her Supreme Court nomination, she served on the Missouri Court of Appeals, Western District, and as a Missouri assistant attorney general.

She has a bachelor’s degree from Duke University and a law degree from MU. According to Tribune archives, she moved to Columbia in 1968 and graduated from the MU law school in 1977.

If the Missouri Senate confirms her appointment, Covington will serve a term ending Jan. 1, 2019.

Covington, who fills the Fourth Congressional District seat on the board, is the third UM curator appointed this month. Attorneys Michael Ponder of Cape Girardeau and John Phillips of Kansas City were also appointed to the board that oversees the four-campus system.

The seat representing Columbia had been vacant for most of the past two years. Nixon tried several times to win confirmation for attorney Craig Van Matre, but Senate Republicans would not allow a vote.

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Posted in Education on Thursday, January 17, 2013 4:05 pm. Updated: 4:08 pm.
Haith says he has still not received notice of allegations from NCAA

January 17

By TEREZ A. PAYLOR

The Kansas City Star

Missouri men’s basketball coach Frank Haith said Thursday that he still has not received a notice of allegations from the NCAA regarding its ongoing investigation at the University of Miami.

“No, I haven’t,” Haith said during a brief teleconference. “If it (the allegations) does come out, we’ll let you know and talk about that when it does.”

Haith’s statement came after The Miami Herald reported that Haith’s attorney, Michael L. Buckner, backed up Haith’s longtime claims that he has been cooperating with the NCAA fully and “given the NCAA thousands of documents” at Haith’s own expense, the bill for which “has cost well into the thousands of dollars.”

“We talk to the NCAA all the time about the case and any pending issues coming up,” Buckner told The Herald. “But I’m not going to comment on any communication we’ve had. We haven’t received a notice of allegations from the NCAA and based upon our understanding of the evidence, we’re hopeful we won’t.”

Six months after Haith was hired at Missouri, Yahoo! Sports reported that a member of Haith’s staff at Miami — with the cooperation of jailed booster Nevin Shapiro — paid guard DeQuan Jones $10,000 to attend the school. Haith denied the allegation, and Jones was reinstated by the school after a brief suspension. The allegation was one of several accusations of impermissible benefits that were given to Miami athletes.

The Herald reported Saturday that individuals alleged with committing NCAA violations will soon receive notices and that two sources close to the investigation said they were told by the NCAA “to be available near their phones” on Monday to discuss allegations made against them.
Buckner told The Herald that while he and Haith are hopeful the NCAA does not issue any allegations based on “the facts the NCAA has,” they are prepared to “thoroughly” investigate any allegations issued.

“Whatever happens, everyone has to understand, these are just allegations,” Buckner told The Herald. “The enforcement staff has been wrong before. The university involved and the coaches themselves have to look at what the NCAA produces and conduct their own investigations. There have been times when the NCAA has made allegations against my clients and I’ve found glaring mistakes in the evidence — maybe they didn’t interview everybody they should have or reached a conclusion that wasn’t supported by the evidence.

“It’s the job of the attorneys or whoever is representing each of the parties to do independent vetting of the evidence and bring that information forward to the NCAA so that the complete situation can be presented before the Committee on Infractions.”

Bowers likely to sit again

Haith said senior forward Laurence Bowers, who has missed the last two games because of a sprained medial collateral ligament in his right knee, will likely miss Saturday’s game at Florida.

“I would anticipate him not playing more so than playing because he hasn’t practiced,” Haith said. “I don’t anticipate him playing on Saturday, but obviously we’ve got two days to work.”

Haith said Bowers, who missed last season because of an injury to his other knee, has been working out with strength coach Todor Pandov and Pat Beckman.

“He does stuff on the sideline with Todor and Pat,” Haith said. “A lot of it is rehab stuff and getting (his) movement back. He hasn’t done anything live or contact or any of that stuff yet, so until he does that, I can’t anticipate him getting on the court.”

Bowers is Missouri’s leading scorer at 16.8 points per game.
Mizzou men’s basketball coach Frank Haith said Thursday that neither he nor his attorneys have heard from the NCAA regarding the pending notice of allegations it will make from its findings in the investigation of Miami, where Haith coached before he came to MU.

“No, I haven’t,” Haith said, adding, “If (allegations do) come out, we’ll let you know and talk about that when it does.”

It’s not known whether Haith will face any allegations from the nearly two-year investigation, which became a national story based on an explosive and exhaustive Yahoo Sports report in 2011 largely focusing on the football program but also featuring an accusation that Haith was complicit in a $10,000 payment to secure a recruit.

Reports from multiple media outlets in Miami earlier this week suggested the notice is imminent, and it’s believed it could be released as soon as today.

In an interview with the Miami Herald, Haith attorney Michael L. Buckner said the Mizzou coach had not received a notice of allegations as of Wednesday night and that he “like everyone else” is eager to get clarity.

Buckner told the Herald that Haith “has given the NCAA thousands of pages of documents” at Haith’s expense and that “the bill for him acquiring these documents has cost well into the thousands.”

The 2011 Yahoo report alleged rampant and outlandish NCAA rules violations at Miami and was framed around extensive interviews and documentation provided by rogue former Miami booster Nevin Shapiro, who is serving a 20-year prison sentence for his part in a $930-million Ponzi scheme.

Shapiro told Yahoo that Haith had been involved by extension in an illegal $10,000 payoff as part of Miami’s recruitment of DeQuan Jones.

The allegation against Haith included seeming contradictions and oddities, including that Shapiro did not identify to whom the alleged payment in pursuit of Jones was made and that Shapiro said the $10,000 later was given back.
His specific accusation of Haith was that he thanked him for making the cash payment, which Shapiro said was carried out to the unknown party by then-Haith assistant Jake Morton.

Shapiro also told Yahoo he didn’t believe Jones knew about the payment.

In separate interviews with the Post-Dispatch last year, Haith and Jones’ mother denied Shapiro’s allegation.

Jones, who was suspended for 10 games last season before being reinstated, also has denied the charge.

As the investigation continued into 2012, two other players were suspended for accepting impermissible benefits from members of Haith’s staff during his seven-year stint at Miami.

Haith has not been publicly linked to those allegations.

If there are any NCAA allegations made against him, Haith would have at least 90 days to respond.

“Whatever happens, everyone has to understand, these are just allegations,” Buckner told the Herald. “The enforcement staff has been wrong before. The university involved and the coaches themselves have to look at what the NCAA produces and conduct their own investigations.

“There have been times when the NCAA has made allegations against my clients, and I’ve found glaring mistakes in the evidence. Maybe they didn’t interview everybody they should have or reached a conclusion that wasn’t supported by the evidence.

“It’s the job of the attorneys or whoever is representing each of the parties to do independent vetting of the evidence and bring that information forward to the NCAA so that the complete situation can be presented before the Committee on Infractions.”
COLUMBIA MISSOURIAN

Minnesota professor finalist for MU College of Education position

By Mazi Farris
January 17, 2013 | 11:47 a.m. CST

COLUMBIA — Matthew Burns, professor of educational psychology at the University of Minnesota’s flagship campus, is one of two finalists for a position at MU’s College of Education.

Burns is vying with Larry James to become division executive director of the College of Education. The position involves oversight of nine graduate academic programs with 60 faculty and 29 professional staff, according to the job description.

James’ candidacy has garnered criticism from his work as director of the Behavioral Science Consultation Team at Guantánamo Bay in 2003 and 2007. This same team, again led by James, later operated out of Abu Ghraib prison in Iraq, according to James’ curriculum vitae. His roles at the detention camp and prison have raised ethical questions regarding the involvement of medical professionals in a military setting.

According to a previous Missourian report, James refuted the allegations that he was involved in the implementation of unethical interrogation tactics.

“Absolutely not. I did not have command authority,” James said. “I was a consultant to a commanding general.”

In a phone interview Wednesday, Burns said he didn’t know about James. “This is the first I’ve heard of it,” he said.

He learned about the position through an email about job listings.

“I found it intriguing for a couple of different reasons,” Burns said. “I believe the College of Education is well positioned for some exciting innovations.”

Burns has been a professor at the University of Minnesota since 2004, serving as coordinator of the School Psychology Program since 2006. He also functions as co-director of the
Minnesota Center for Reading Research, in which he is responsible for overseeing research regarding children’s learning methods.

As Division Executive Director, Burns said he hopes to draw upon his entrepreneurial background and history as a collaborator to not only engage cross-departmental education, but also the greater community at large.

Burns, who has already participated in an initial interview with the search committee via Skype, will be in Columbia on Jan. 30 for an in-person interview.

James is expected to arrive at MU for his interview the first week of February.

*Supervising editor is John Schneller.*
COLUMBIA MISSOURIAN

Columbia events planned to honor Martin Luther King Jr.

MU Mention on Pg. 2

By Ayano Shimizu
January 17, 2013 | 6:45 p.m. CST

COLUMBIA — Several events will be hosted in Columbia next week to celebrate Martin Luther King Jr. Day.

Monday, Jan. 21
Poor People's Breakfast
Time: 9 a.m. to noon.
Place: St. Luke United Methodist Church, 204 E. Ash St.
An annual free breakfast will take place at St. Luke United Methodist Church. Contributions are welcome.
Contact: Almeta Crayton at 573-825-5263 for more information and contributions

Dr. Martin Luther King Jr. Memorial Service
Time: 11 a.m.
Place: Martin Luther King Jr. Memorial, 800 W. Stadium Blvd., and Second Missionary Baptist Church, 407 E. Broadway.

Under the theme "Reaffirming a Legacy of Hope," the National Association for the Advancement of Colored People in Columbia will host a Martin Luther King Jr. celebration. There will be a ceremony at Martin Luther King Jr. Memorial, and it will be followed by a motorcade that departs at 11:15 a.m. from the memorial to Second Missionary Baptist Church. A celebration will take place at the church, and a free community luncheon will be served in the Church Education Center.

All cars participating in the motorcade are asked to be on site by 11 a.m.
Contact: Mary Ratliff at 573-881-0163 or at marrat300@aol.com

Stephens College sponsored lecture with Xernona Clayton and reception
Time: 3 p.m.
Place: Stephens College, Kimball Ballroom, 1200 E. Broadway

Xernona Clayton, a family friend of King and a civil rights activist, will give a speech at Stephens College, starting 3 p.m. The presentation and the reception at 4 p.m. will be open to public. The presentation will cap a daylong symposium intended for Stephens College faculty, students and alumni. Seating is limited.

Contact: Yvonne Chamberlain, Director of Leadership and Diversity, at 573-876-2339

Dr. Martin Luther King Jr. Annual Candlelight Walk and Celebration
Time: 6 p.m.

Place: Douglass High School gymnasium, 310 N. Providence Rd., and Second Missionary Baptist Church, 407 E. Broadway

There will be a candlelight walk from the Douglass High School gymnasium to Second Missionary Baptist Church. The walk will begin at 6:30 p.m., and there will be a service at Second Missionary Baptist Church.

Contact: Bill Thompson at 573-874-6379

Wednesday, Jan. 30

MU's Dr. Martin Luther King Jr. Annual Lecture
Time: 6 to 8:30 p.m.
Place: Missouri Theatre, 203 S. Ninth St.

The MU Chancellor's Diversity Initiative will host a reception and presentation to celebrate Martin Luther King Jr. The reception will start at 6 p.m. and will be followed by a presentation at 7 p.m. by Glenda Hatchett, former judge and TV personality, called "Dare to Take Charge: How to Live and Lead with Purpose."

Free tickets are available at the Missouri Theatre and MSA/GPC Box Offices.
Contact: Chancellor's Diversity Initiative at 573-882-5838 or at diversity@missouri.edu

Columbia Values Diversity Celebration

The Columbia Values Diversity Celebration will be rebroadcast on the Columbia Channel—Mediacom, Channel 80; Charter Communications, Channel 2; and CenturyLink, Channel 601—at the following times:

- Monday, Friday, Saturday and Sunday at 6 and 10 a.m. and 6 and 10 p.m.
- Tuesday, Wednesday and Thursday at 6 a.m. and 3 p.m.
Running back Derrick Washington talks about time in prison

MONTGOMERY, Ala. - Derrick Washington vividly remembers the darkest point in his life.

His college football career was on life-support and his reputation was in a far worse condition as he endured a four-month prison stint.

Washington was a standout running back at the University of Missouri who had more than 2,000 yards and 28 touchdowns during three years at the then-Big 12 Conference school. He was an all-conference selection in 2008 and earned team-captain status following his junior season.

Those accomplishments meant absolutely nothing the day he was accused of a sexual offense against a former Missouri tutor in 2010, a felony deviate sexual assault charge he would later be convicted of in 2011. Washington would be released from scholarship and kicked out school just weeks prior to the start of what was supposed to be his final season with the Tigers.

"It was a real stressful situation," said Washington, who finished his career at Tuskegee and will suit up for the Stars team in Saturday's Raycom All-Star Classic at Cramton Bowl. "From being the starting running back to captain of the team to being at home not knowing what's going to happen next to going through the court stuff - it was real stressful."

Washington, who was 21 at the time, was sentenced to five years in prison. He would serve only 120 days as part of a "shock incarceration" program specially designed for first-time offenders.

"It's something that I would never wish on anybody," said Washington, who also pleaded guilty to misdemeanor domestic assault of a former girlfriend while in prison. "It was a dark part in my life, the lowest moment of my life."

The Raymore, Mo., native still proclaims his innocence. Confident that he wouldn't be convicted, Washington was advised by his legal counsel to not testify on his behalf during the two-day trial.

"Honestly, we thought we were going to win it," he said.
Following his March 2012 release from prison, Washington attempted to resume his football career and Eastern Washington appeared to be the destination to pursue that. Instead, after a face-to-face visit by Washington and his mother, the scholarship offer was ultimately taken off the table.

Winston Salem State, a Division II program, also reneged on a scholarship offer to leave the running back's career in limbo.

"I thought I was going there," Washington said. "I signed the scholarship papers and they asked from my shoe size and helmet size. We were about to go for a visit, then one day they called to say it was a 'no go.' I guess (the coaches) didn't tell the president all the information."

Needless to say the hope of returning to the field appeared bleak. In one final attempt, a friend of the family reached out to the coaching staff at Tuskegee, which turned out to be the lone school that was willing to offer Washington a second-chance to revitalize his once promising career.

Unlike the previous two schools, Tuskegee's president, county and city leaders all approved the transfer enrollment. The senior running back was monitored by state and local law enforcement and underwent counseling as part of rehabilitation.

"The community was real welcoming," said Washington, who is now a registered sex offender as part of his probation stemming from the conviction. "The southern hospitality is real in the south. I let the players know up front about my situation, and that I didn't want to have anyone's respect because I wanted to earn it."

And that he did, especially on the field.

The two years away from live action didn't affect Washington. He led the Southern Intercollegiate Athletic Conference in rushing (140 yards per game), all-purpose yards (165.3), total touchdowns (15) and rushing touchdowns (14) as one of the main cogs in helping the Golden Tigers bounce back from a dismal 2011 showing to win the conference championship.

Washington went on to be named SIAC Player of the Year and was a finalist for the Harlon Hill Trophy – Division II's version of the Heisman.

"I really believed that I was supposed to be at Tuskegee," he said. "Everything happens for a reason. They treated me like I was one of their own. It was like one big family from the students to the teachers."

Teammate William Buford said Washington's transition to Tuskegee went without incident.

"We're all grown men and understand that sometimes mistakes are made whether they're right or wrong," said Buford, who'll also play for the Stars squad in Saturday's game. "From what I've seen, he's a great guy. I'll stand behind him from here on out for whatever."
It was the sterling off-the-field behavior that made Raycom All-Star Classic player of personnel director Mike Hagen offer Washington the shot at showcasing his talents for pro scouts.

"This game gives him a chance to show his dedication to the game," Hagen said. "If he's serious about pro football, then this is the platform for him to be around the decision-makers in the NFL for a week and let them get their impression of him, and let him tell them story and where he is in his life now.

"Of course, we had to be selective in which players we brought in ... but we decided to take a chance and give him a chance. And he deserves it from all that I could find out. He's walked the line and kept it rolling, and we hope he continues to do so."

The availability to interaction with NFL scouts provides Washington the chance to assure potential teams that there's no character issues despite the results of his 2011 conviction – which is currently in the appeals process.

"I've talked to a couple of scouts here and about five scouts came to Tuskegee during the year, so I let them know what's going on with my situation," Washington said. "There's no point in lying or hiding it because it's already out there. They tell me to keep fighting hard because it's going to be an uphill battle.

"It's kind of hard talking to them about it, but I know I am going to have to talk about it."
Colleges look for ways to help students scrub online footprints

By Heesu Lee
January 18, 2013 | 6:00 a.m. CST

COLUMBIA — Lauren Zakisaid her boyfriend, who graduated with honors in December with a degree in biological engineering from MU, spent six hours on the Internet scrubbing away evidence of his hobby — playing in a death metal band.

"He received an email from his employer recommending him to clean up his association with his band," Zaki said. "He got rid of his old concert posters and YouTube videos."

A growing number of employers use search engines and social network sites to recruit their employees, which has driven campuses across the country to adopt different tools to help students clean up their online footprints.

MU also has been addressing this growing trend by providing workshops and one-on-one assistance to its students.

"Employers are using sites like LinkedIn and Facebook more and more to search for employees," said Craig Benson, assistant director at the MU Career Center. "We're in the process of training our staff on how to help students develop a positive LinkedIn site, and we're exploring sites like BrandYourself.com."

Syracuse and Johns Hopkins are among universities that have recently struck a deal with BrandYourself, an online reputation repair site which gives students free access to boost the most positive online pages of themselves in search results.

"People need to be aware of the information that others can access, and there are people who can be mistakenly identified with the same name," said Mike Cahill, a career services director at Syracuse. "You need to be aware of what your online presence is, and you need to be able to manage that online presence."
Cahill said Syracuse started providing BrandYourself as a tool to help its students not only to see what is out there for them but also to help them proactively present a stronger image of themselves online.

A free account allows users to submit up to three links to content that presents a desirable image, while an $80-per-year premium account allows unlimited submission of links, which will help bury negative pages.

Pete Kistler and Patrick Ambron, co-founders of BrandYourself, came up with the business idea when Kistler was denied an internship back in college because he was mistakenly identified as a drug dealer with the same name.

"Back then, you had to pay 8 to $10,000 to put the contents on a search engine," Ambron said. "We thought 'Everyone should do this, and it shouldn't cost this much money,' so we decided to create a product that helps everybody to do it themselves."

Benson said there are multiple layers of issues that students need to consider. In addition to limiting access or removing inappropriate materials from their social media, they also should find ways to get the most positive information about themselves to show up at the top of search results.

Burt Nadler, Career and Internship Center director at the University of Rochester in New York, said he agrees it's important to teach students to be cautious about what they post on social media.

"Do we need to hire a service? Some schools might, but I — as the career services director — don't believe that's necessary," Nadler said. "They are smart young men and women who go to a selective, nationally ranked school who can look at their resources and say, 'This is silly. I'm not going to let people look at this.'"

A social recruiting survey of 1,000 human resources professionals conducted by Jobvite in May and June 2012 found that 92 percent of respondents use or plan to use social media for recruiting.

Matthew Reiske, executive director of Business Career Services at MU, said the College of Business provides five to seven workshops per semester that are dedicated to managing social media. It was also one of the topics that was brought to attention during panel discussions, Reiske said.
"We have to educate our students to make certain that what they are posting is an image that they want the public to see," Reiske said. "We are pretty confident about what we do here at MU compared to our competitors."

Reiske said business students at MU must take a course called "professional development in business." It touches on the use of social media in students' job-searching process.

Zaki said a few of her friends were rejected for jobs because of inappropriate materials they posted on Facebook. She hopes employers would pay more attention to regular background checks than to pictures and posts people make on Facebook. That's why she limits her time spent on social media.

"It's sad that social media turned out to be something else," Zaki said. "It used to be for staying connected with friends, but now it's something you have to be cautious about."

Reiske said the school tries to make different tools available for students to take care of their online footprints, and using online reputation sites such as BrandYourself is a possible option.

"If it's feasible for us financially, we will definitely take a strong look at that," Reiske said. "From my office's perspective, we would put more resources toward this, so if there are good sites that require a fee, we'll definitely evaluate them."

Ambron said more universities have approached BrandYourself in the past couple of months.

"I think universities are organically picking up on it as it's becoming a bigger trend," he said.

Supervising editor is Scott Swafford.