Enrollment at MU again tops 34,000

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COLUMBIA, Mo. (AP) - Enrollment at the University of Missouri-Columbia has again topped 34,000.

The university said Monday that it began fall semester classes with 34,111 students - down 144 students from the record high set the previous year. The freshman class of 6,227 students is the university's second largest behind last year's record of 6,560.

The university reported increases of more than 3% in the number of minority students and international students.
MU out-of-state enrollment climbs

Overall number is down slightly.

By Karyn Spory

It's not quite a record-breaking year, but the University of Missouri welcomed its second-largest freshman class in history Monday, as well an increased number of out-of-state students.

Total enrollment for MU was 34,111, down 144 students from 2012. This year's freshman class is 6,227, a slight decrease from last year's record-breaking class of 6,560. Total out-of-state enrollment increased to 9,961, from 9,337 in 2012. The number of freshmen from out of state rose by one over last fall, to 2,392.

Ann Korschgen, vice provost for enrollment management, said this year's out-of-state enrollment is a reflection of the increase over the past several years. In 2010, nonresidential total enrollment was 7,555; that increased to 8,367 in 2011. "It means that they are continuing with us," she said.

Korschgen said universities have increased out-of-state recruiting efforts to combat a decline in graduation rates, as well as to find additional tuition dollars. Tuition for in-state students for 2013-14 is $9,430; non-Missouri-resident tuition is $22,822.

"What we're doing in terms of recruiting out-of-state students is paying off very significantly," Korschgen said.

In 2003, MU began using regional representatives to help recruit out-of-state students, said Chuck May, senior associate director of admissions.

"The regional representatives allow us to visit high schools and have a lot more personalization outside of the state of Missouri that we hadn't been able to do previously," he said.

May said representatives are located in Chicago and Dallas, and another splits time between Minneapolis and Denver. He said since 2003, the university has seen a dramatic increase in interest and enrollment from out-of-state students, and it is looking to expand to other markets, with an Atlanta recruiter possible in the future.
Kierra Otis, a freshman from Las Vegas, said she had seen MU listed as one of the best journalism schools, but she never thought to apply until she received a letter from the university telling her she was eligible for a scholarship geared toward first-time college students from an underrepresented ethnic group.

Otis, who also applied to Northwestern and Berkley, said MU gave her the best financial package. Besides money, the scholarship also gave her a nonresidential tuition waiver.

Alyssa Roost, a freshman health science major from Whitewater, Wis., said MU’s Thompson Center for Autism and Neurodevelopmental Disorders was the reason she applied, but a campus visit made her decision to enroll easy. "I liked the environment," she said.

Roost is a participant in the Midwest Student Exchange Program, which gives her a discounted out-of-state tuition rate, and she said she eventually plans to apply for residency.

MU spokeswoman Mary Jo Banken said 30 percent of nonresidential students apply for residency by their senior year.
MU students seek to balance life on first day

By MISSOURIAN STAFF

August 19, 2013 | 9:36 p.m. CDT

COLUMBIA — MU sophomore Nick Roberts of Princeton, Mo., spent this summer taking classes for his biological engineering major.

"This summer, I'd go to class in the morning, sleep for a few hours afterward, go to work, then come home and hang out with my roommates," Roberts said. "Then I would start on homework and have to work until five or six in the morning."

Between school and a social life, Roberts had little time left for a full night’s sleep — he said he averaged only four hours per night.

"Balancing my life can be pretty stressful because I don’t get enough sleep," he said.

A joke among college students is that in college, you can choose only two of the following: good grades, a social life or sleep. With a new school year beginning, many of the estimated 34,111 students at MU this fall will need to decide how to balance those competing elements.

On Monday, the Missourian asked MU students where they focus their time: academics, social time or sleep.

"I'd rather just have some coffee," freshman Catherine Fink said as she explained why sleep wasn't as important to her as good grades and a social life.

"The whole point of college is that you have to have good grades to survive," Fink said. "Sleep you can definitely pass up on."
Tori Miller, a freshman psychology major, said grades and a social life are her priorities. "Good grades make my parents happy, and my social life makes me happy," she said, laughing. "Sleep just takes too much time."

Sleep is an issue of scheduling, senior journalism major Riley Cowing said. "Most of the time, I’m looking at what I need to do and what I want to do and then sleep just factors in last," Cowing said.

Freshman Drew Rodgers said a social life and grades are most important to him. "It’s important to make friends, so one day you can get a professional job through networking and also to have people now that you can fall back on."

Freshman English major Mackenna Arends sees her first year at MU as an opportunity to juggle school, sleep and a social life more adeptly than she did in high school. "The school day was longer, and it was harder to get into the routine of going to bed early," Arends said. "Senior year of high school was definitely when my grades took a turn for the worst. I really cared about sleep and my social life."

**Different approaches**

Students have found different ways to structure their lives according to their priorities. Sophomore journalism major Shelby Mann said she spends the majority of her time on academics and social life.

"Sometimes I balance both of them by combining them together," Mann said. "My friends and I will study in the same common area, or we sit together in class."

Sydney Eastman, a sophomore studying nutrition and fitness, said she has a good approach for the school year: "I study during the week and then go out with my friends on the weekend," she said. "My academics are important to me."

There are times all attempts at balance must be deserted in favor of focusing on grades, journalism junior Michael Doudna said.
"Whenever finals week comes around, you have to put academics first," Doudna said. "You go into seclusion, and Ellis Library becomes your best friend. You have to abandon social life and sleep."

Is it possible for students to have all three? At least one student thinks so.

"The secret to balancing them all is not getting 100 percent at all of all them," said Jackson Farley, a sophomore studying education. "You have to know what you want, and then you will always win."

Farley describes his time management style as "winging it" and hoping for the best outcome. Time management, he said, is a personal process.

“I’m not Aristotle," Farley said. "I just live the way I live."

**Five types of students**

Mary Grigsby, an MU associate professor of rural sociology, has studied college students’ cultural orientations and examined how they approach higher education and their priorities as a student.

In a qualitative study of 60 MU undergraduates in 2009, she found five types of students: careerist, credentialist, collegiate, alternative and academic. Most students have a primary and secondary type, she said.

"There usually isn't time for people to engage in more than two," Grigsby said.

Careerists are defined as students who see college as a step on the path to a career, and they usually focus on professional development in class. Credentialists are more concerned with earning a diploma, and collegiates are most concerned with the social aspects of the college experience. Alternative students are most focused on interests outside campus, while academics take joy in learning itself.

While Grigsby did see some patterns in students — the things they orient toward and how they spend their time — she generally found diversity in the student body. Demographic information did play a role in which types students identified as, but it was not a determining factor, she said.
Across the spectrum, the students did have one thing in common, Grigsby said. "All students were very involved with identity work. It took different forms based on orientation, but all are trying to define themselves."

Grigsby found that only a little more than 20 percent of her sample of students identified primarily as collegiate. This finding countered a common assumption that the social college experience is "it" for most students, she said. However, collegiate orientation was often a secondary type.

She also found the most common primary orientation was careerist, with most students treating college as a way to get a job and "change the world."

"Students think, 'Everybody's living that (collegiate) lifestyle, and I'm not. I'm different,'" she said. "But, in fact, a lot of other people are doing the same thing."

**Enrollment at MU**

Some 34,111 students started classes at MU on Monday, according to the MU News Bureau.

The number of freshman fell this fall, to 6,227 from 6,560 last year. Minority enrollment at MU is up by 3.6 percent, to 5,116 from 4,940.

There are 3.3 percent more international students on campus this fall, the release said — 2,109, up from 2,041 last fall.

The Missourian reported Aug. 7 that the number of deposits from black, Hispanic and Asian-American first-time college students all fell this year. The biggest drop was in deposits from black students, with 107 fewer deposits in 2013 than in 2012.

Applications from Missouri residents also fell by 675 for this year, while the number of out-of-state applicants climbed 1,084 from last year.

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Missourian reporters Jessica Anania, Molly Duffy, Yuting Jiang, Carley Meiners, Kelly Scanlon and Crystal Thomas contributed to this report.

Supervising editors are Elizabeth Brixey and Margaux Henquinet.
MU Libraries partner with national program to expand digital archive

By Josh Bachman

August 19, 2013 | 4:47 p.m. CDT

COLUMBIA — For the past 10 years, the MU Libraries employees have been scanning documents, books and scholarly papers and storing them on a searchable digital archive.

A new partnership between the MU Libraries and the National Digital Stewardship Alliance promises to help keep the archive, estimated at 41,000 items, growing.

The collection includes plat books from every Missouri county from the 1920s and 1930s, copies of MU’s yearbook, "The Savitar," from 1891 and "Mizzou From the Air:1919," a collection of aerial photographs of MU and Columbia.

The digital alliance offers grant opportunities to pay for new scanners that can produce higher quality digital images from microfilm and other equipment and the hiring of more employees.

The digital archiving is intended for storage in perpetuity, Ann Riley, associate director of the access collections and technical services division said.

Putting the information in a digital format lets researchers access the archives from web-based platforms rather than going to the library and using the originals.

"We want to preserve, but we also want to provide access," Dorothy Carner, head of libraries at the MU Journalism Library, said.

The digital alliance, an organization connected to the Library of Congress, also develops better methods of preservation and works with experts to identify which information needs preservation.
"Digital preservation is an active process," Edward McCain, digital curator of journalism at the Reynolds Journalism Institute, said. "It's a shift in thinking compared to print and other physical archives."
The conjecture continues

By Henry J. Waters III

Monday, August 19, 2013 at 2:00 pm Comments (/)

Missouri's first year in the Southeastern Conference foreshadowed the road ahead. It's likely to be rocky athletically and a mixed bag economically.

We know of some economic benefits. Conference revenue for the university is up, and in the first year attendance at home football games is up as well. Conference revenue will continue at a higher level than would have been likely had MU remained in the Big 12. Whether economic benefits related to the games will be as positive is not so certain.

The athletic department, counting on more posteriors in seats, is building new facilities for fans but, surprisingly, the boost in other first-year fan-related business was not as large as some anticipated. Hotels, bars and restaurants cite increases similar to years before SEC visitors came to town. As SEC teams become more familiar, softness might persist.

The reason is impossibly high expectations of fans. Local analysts say fan interest is stimulated more by the success of the Tigers than by the attraction of visiting teams. Attendance from St. Louis and Kansas City is a more important factor than potential visitation from Gainesville, Fla., or Athens, Ga.

Last year the football Tigers finished 2-6 in conference play. It was a hard-luck season for Gary Pinkel's squad, but at best what is MU up against?

Alabama is picked to repeat as national champion and, by the way, conference champion. Several other SEC teams are competitive at a level the Tigers have not yet achieved. If the standard in SEC football hovers around the national championship, and the spirits of MU fans depend on winning, we're in for a rough spell.
Today's big-time college game is not your high school version. At the SEC level it all revolves around really big money and quasi-pro player development leading to … winning. How many SEC-type fan bases are really excited about being anywhere but in the Top Ten? Are Tiger fans now an SEC-type aggregation?

Yes, there is some excitement in being the underdog. Unexpected victories bring euphoria. But by definition, these moments are rare. Tigers fans will have to learn how to be happy with lowered expectations. In today's winner-take-all atmosphere, that will not be a natural state of mind.
Mizzou intern NOT making $134k a year

16 hours ago • By Joe Holleman jholleman@post-dispatch.com 314-340-8254

For readers who checked out the 2012-13 salaries paid to the Mizzou athletic department — contained in a database posted online today — one number may have jumped out.

No, it's not the $350,000-plus salaries being paid to football coach Gary Pinkel and hoops head man Frank Haith's that screams for attention.

It's the $134,773 paid to "Gina Schneider — Intern."

No boondoggle here, university officials report.

That salary amount was incorrectly entered into the database the University of Missouri gave to the Post-Dispatch, said Patrick Crawford, a university spokesman. Schneider, a former star softball player, is now an assistant coach.

"She was paid $31,000 last year as an intern, as the director of softball operations," Crawford said. "Now, she is an assistant softball coach."

"It was a data entry error," Crawford said.

Schneider was unavailable for comment. The university's error has since been corrected in the online database.
Stankowski Field opens for fall semester

By Seth Klamann

August 19, 2013 | 6:57 p.m. CDT

COLUMBIA — After three months of construction and some weather delays, Stankowski Field reopened Monday afternoon for the fall semester.

The field had been closed since May 19, when Mizzou Recreational Services began working on the complex. Refurbishing the surrounding track was the main target of the project, but recreational services also improved the field's fencing, added kick boards for soccer players and resolved drainage problems with updated dirt works.

The field could be used on Monday, but Larry Bennett, the senior associate director for recreational services, said a more official opening is set for 3 p.m. Thursday. He called Monday's unveiling a "soft opening."

The event, which will feature prize giveaways, will focus on thanking students and the businesses that helped plan and construct the renovations, Bennett said.

Supervising editor is Richard Webner.
MU STUDENTS MOVE INTO NEW APARTMENT COMPLEX

*Just in time for the first day of school, about 600 University of Missouri students moved into a new student apartment complex in south Columbia.*

The Aspen Heights complex was not expected to open until the end of the month but good weather allowed construction crews to finish ahead of scheduled. The students were able to move in Saturday. School starts Monday.

The Columbia Daily Tribune reports (http://bit.ly/14PrDdZ) three of the four phases of the complex are now in use. The fourth phase of construction is expected to be completed in the next six weeks. It will house 80 tenants, who are currently being housed in other apartments.

The complex is being constructed by Aspen Heights, a Texas-based student housing provider.
MU students move into new apartment complex


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WEB ENTREPRENEURS ARE LOSERS IN SALES-TAX BATTLE

2 hours ago • By David Nicklaus dnicklaus@post-dispatch.com 314-340-8213

MU MENTION P. 2

Chesterfield entrepreneur D.J. Gelner was counting on commission revenue from Amazon.com to help get his book-discussion site off the ground.

Now, he won’t be getting any. Amazon is ending its relationship with Gelner’s startup, Hunt to Read, and other Missouri firms in response to a tax law passed by the Legislature this spring. The law says an online retailer must collect sales tax if it gets “business referrals” from an affiliate in Missouri.

Amazon emailed Hunt to Read and other Missouri partners last week with the bad news: Rather than collect the tax, it’s cutting them off. When the law takes effect next week, it won’t pay commissions to any Missouri associates.

That will hurt Hunt to Read, which Gelner and a partner launched less than two months ago. “We’re diversified enough that I don’t think this will be a crippling blow,” he said, “but it seems like putting a hurdle out there that we shouldn’t have to clear.”

On the Hunt to Read website, readers rate books and earn points that can lead to discounts or freebies. The site eventually plans to charge publishers for access to data about its users, but the commissions from Amazon provided some much-needed revenue during the startup phase.

“They basically pulled the rug out from under us, and that’s going to impact growth a little bit,” Gelner said.

Tyler Kelley, managing director of online marketing firm Conversion Coach in Maplewood, said Amazon associates range from bloggers looking to make a little extra change to full-time marketers with sophisticated websites. His Missouri clients in the latter category, Kelley said, have already switched from Amazon to other partners.

For his business, Kelley said, “it’s not going to have a major effect on our income. My bigger concern is if there is a secondary effect with other companies following Amazon’s lead.”

Amazon has reacted similarly to sales tax laws passed by other states, including Illinois in 2011 and Minnesota this year.
In Illinois, proponents of the legislation had said it would bring in $150 million in revenue. According to the Illinois Policy Institute, the state collected just $3.8 million in the first six months the law was in effect. When the institute asked later for full-year figures, it was told that the state no longer tracked the law’s performance.

There’s also evidence that the “Amazon tax” drove jobs out of Illinois: FatWallet.com, a shopping website with about 50 employees, moved from Rockford to Beloit, Wis.

**In Missouri, a fiscal note estimates that the new tax law will collect $10 million a year. That’s a tiny fraction of the $468 million that one University of Missouri study said the state misses out on from untaxed online sales.**

The combination of meager returns and injured small businesses is not a good one.

“All this bill has succeeded in doing in the short term is reducing the income of several hundred, or maybe a couple thousand, Missourians without generating any new revenue for the state,” says David Stokes, a policy analyst at the Show-Me Institute.

Amazon’s email does hold out a glimmer of hope for its Missouri associates. Amazon says it will reinstate them if Congress passes the Marketplace Fairness Act, which would set up a uniform set of rules for collecting taxes online. The legislation has passed the Senate but faces an uncertain future in the House.

So entrepreneurs such as Gelner will be waiting and hoping for help from Washington, but for now they’re not very happy with Jefferson City.