A college education is still valuable

By Tim Wolfe

For more than 30 years, the business world was my home. I was fortunate enough to have a seat at the leadership table for large, complex organizations like IBM, leading thousands of employees through times of significant change and revolutionary business practices.

That experience is one of the reasons why I was hired to be the 23rd president of the University of Missouri System. With more than 75,000 students on four campuses, plus our Extension and health care system, we ourselves are a large, complex organization. And as all of us in higher education know or have come to learn, significant change and revolutionary business practices are right in front of us.

At first, it seemed like this job would be filled with budgets and strategic plans, and visits with legislators and campus leaders on how to embrace change and plan for the future.

Soon after I became president, however, I realized that there was a fundamental disconnect about the value of higher education. That’s why I recently visited Bayless Junior and Senior High School in St. Louis County as part of my Show Me Value tour, highlighting the value and importance of higher education.

Major news outlets like Time magazine have reported in recent years on trends in higher education, including increases in student debt or declines in job placement rates that have focused on the extreme instead of the typical. Major company CEOs like the founder of PayPal also have recently publicly denounced higher education, declaring that “too many kids go to college.” And here in Missouri — with our huge disparities between the urban and rural populations — studies have shown that Missourians don’t feel like they are getting a good return on their investment in higher education.

There was a time not that long ago when a college degree used to be coveted. Like the space race, college was a new frontier that made anything possible. It was the secret to prosperity. Now people seem to think of college as a way to drown in debt, and a college degree not worth the paper it’s printed on.
To this, I simply shake my head. By any measure, a college education is still valuable. Studies consistently show that those with a college degree earn about $1.6 million more in their lifetime than those without a college degree. Unemployment rates for college graduates are less than half compared with those who didn’t go to college. Not to mention a lifetime prosperity that extends to the next generation, enabling children and grandchildren to go to college.

These, of course, are just the values that accrue to an individual. As a society, we are made better by an educated population. Our culture is more vibrant. Our economy is richer. And our quality of life is greatly improved by new technologies and products that are largely developed in college laboratories and brought to market for the benefit of our fellow citizens.

Now there’s no promise that every college graduate will get a job the moment they graduate, or that all college graduates will become millionaires. But the odds are greatly in their favor, and in our global, competitive economy, it’s a bet I’d be willing to make.

So, the time will come for me to bang the pulpit about the need to be adaptive in higher education and how we — in this centuries-old industry — need to embrace change and develop new business practices. But for now, my focus is on a much more basic message:

Higher education is the path to success for our young people, and investing in higher education has and will continue to serve our state well as we endeavor to create more jobs in Missouri.

I appreciated the opportunity to visit with your students and community leaders, and I encourage you to join me in raising your voice in support of higher education and the benefits it provides to individuals, communities and our state.

Tim Wolfe is president of the University of Missouri System.

The Chronicle of Higher Education

Budget Outlook Sees Long-Term Profits on Federal Student Loans

By Kelly Field
The federal government will continue to profit from student lending through at least 2024, though recent changes in how interest rates are set will shrink those profits in the short term, according to budget estimates released on Tuesday by the Congressional Budget Office.

Meanwhile, the Pell Grant program, which had been expected to face a shortfall in 2015, will remain in the black until 2016, the office projects.

According to the CBO, last summer’s changes in student-loan interest rates will cost the government $24-billion from 2014 to 2016, but will increase its interest revenue in later years, resulting in an additional $9-billion in profit over 10 years. Recent cuts in payments to loan guarantors will save the government $2-billion more in projected costs.

In July, Congress passed legislation that tied student-loan interest rates to the financial markets, lowering the rates temporarily. Rates could rise to as high as 8.25 percent for undergraduates and 10.5 percent for their parents if the economy improves and it becomes more expensive for the government to borrow.

According to the unpublished Pell projections, the program’s costs will be less than expected in the coming years. If Congress continues to support the program at current levels, it won’t face a funding cliff until 2016, and the shortfall will be much smaller than originally feared: $1-billion rather than $5.8-billion.

That’s good news for Congressional appropriators, who would have had to come up with additional money to plug the hole at a time when nondefense discretionary spending will be essentially frozen. It’s good news for students and colleges, too, because the money to cover the shortfall could have come from other student-aid programs.

The budget estimates don’t explain the decline in the program’s projected costs, but it is probably due to declining college enrollments, as Congress hasn’t changed the program’s eligibility criteria since the last CBO estimate was published, in May.

This is the third time in a year that the budget office has revised its Pell cost estimates downward. At the start of 2013, the program was projected to face a budget shortfall of $5.7-billion in 2014.
Editorial: Northwestern's football players could trigger a landslide

By the Editorial Board

If you give a smart kid an athletic scholarship to an elite university and enroll him in seminars in “Workplace Culture” and “Contemporary Issues in the Modern Workplace,” you could be asking for trouble.

At some point that kid is going to be exposed to issues like workers rights. Someone will tell him that in the workplace, employees have certain due-process rights because a job conveys substantive property interests.

Now, suppose that kid goes back for the fall semester during which he plays quarterback for the university’s Big Ten football team. He learns that as an NCAA “student-athlete,” he is not regarded as an employee with due-process rights. He’s just a student who happens to play football.

This irritates the kid so much that after his senior season, during which he completed 78.8 percent of his passes and rushed for 489 yards despite being injured for five games, he turns into a union organizer.

He contacts the National Labor Relations Board and starts passing out union cards to his teammates. A petition is filed asking the NLRB to hold a union election. If the majority votes to join the union, his university’s football players will be regarded, at least in the eyes of the law, as employees. And college sports could be revolutionized.

ESPN’s “Outside the Lines” program first reported Jan. 28 on the effort by the Northwestern University Wildcats’ quarterback Kain Colter and his allies. They include a majority of his teammates, along with a 13-year-old advocacy group called the National College Players Association. The United Steelworkers Union is advising the group, which is calling itself the College Athletes Players Association. Eventually this could give new and richer meaning to the term “wildcat strike.”
The implications are enormous. Ramogi Huma, the president of the NCPA, told ESPN that the immediate goals of the new union do not include having college athletes paid a salary, though that could come in the future.

Mr. Colter told a news conference last week that medical care, particularly long-term medical care for injuries sustained during a playing career, was the major issue. “The same medical issues that professional athletes face are the same medical issues collegiate athletes face, except we’re left unprotected,” he said.

In the notorious case of Kent Waldrep, a Texas Christian University running back who was paralyzed in a game in 1974, TCU paid his bills for only nine months. For the past four decades, Mr. Waldrep and his family have been on their own. He lost his last appeal for worker’s compensation in 2000, with TCU and the NCAA claiming that he’d been recruited as a “student, not an athlete.”

This is why the NCAA and the TV networks that pay the NCAA and its members enormous sums stress the term “student-athlete.” It is not a euphemism, but a legal term of art.

Students aren’t employees, but athletes might be, particularly football players who may spend as much as 43 hours a week on football-related activities.

The NCAA has some law on its side. In a 1988 case involving former University of Nevada-Las Vegas basketball coach Jerry Tarkanian, the U.S. Supreme Court ruled that because the NCAA is not a governmental body, it has no due process obligations.

Public universities are governmental bodies, and private universities are subject to employment law in their treatment of employees — providing that the NLRB certifies Mr. Colter and his union brothers as employees.

Hearings and appeals could drag on for years. At issue will be how much time the athletes spend being athletes as well as the commercial value they provide. Which is substantial.

Each of the Big Ten universities got almost $26 million from the conference’s football television contract in 2013. At most big universities, revenue from football and men’s basketball subsidizes other sports. If football players are allowed to unionize, basketball players won’t be far behind. If eventually they demand to be paid, athletes in non-revenue sports — who work very hard, although mostly out of the limelight — will want the same treatment.

Then there’s the issue of public universities and private universities, like Northwestern. Various state labor laws would govern any attempt to organize state university teams. If an athlete could go to Northwestern or Stanford and get paid as a union football player, why would he go to State U. and work for free?
This whole kerfuffle was made necessary by the greed of the NCAA and its member institutions. They have built financial juggernauts on the backs of athletes — many of them poor black athletes. Head coaches are paid millions, and some assistant coaches are paid in the high six figures. They market videos and video games bearing the names of star players who don’t get a dime for it.

The kids are worked like dogs. They get a shot at a college education, sure, but often they don’t have the price of a pizza or a tank of gas. And God forbid they should get seriously hurt.

Northwestern, by the way, is sort of proud of what Mr. Colter and his teammates are doing. The day that the union effort was announced, Jim Phillips, the athletic director, released a statement saying that while the university didn’t think its athletes were employees nor that collective bargaining was appropriate, “Northwestern teaches them to be leaders and independent thinkers who will make a positive impact on their communities, the nation and the world. Today’s action demonstrates that they are doing so.”

Be careful what you wish for.

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**THE WALL STREET JOURNAL.**

Health Enhancement Products, Inc. Study at the University of Missouri Indicates Positive Results for Canine Joint Health

KEEGO HARBOR, MI--(Marketwired - Feb 3, 2014) - Health Enhancement Products, Inc. (OTCQB: HEPI), which investigates and licenses algae-derived, high-value bioactive molecules that benefit human and animal health, announces preliminary research results for efficacy in addressing canine joint health. The research was conducted at the University of Missouri by Keiichi Kuroki, DVM, PhD, DAVCP, Associate Director of the Comparative Orthopaedic Laboratory and Associate Professor at the College of Veterinary Medicine.

Dr. Kuroki is a member of a group of researchers at the Comparative Orthopaedic Laboratory, University of Missouri, led by professor James Cook, DVM, PhD, credited with developing an in vitro co-culture model of canine osteoarthritis nearly a decade ago. This well-regarded and proven model mimics the histological, biochemical, and molecular features of osteoarthritis in a laboratory setting. Osteoarthritis, characterized by the progressive degradation of joint cartilage, affects roughly one out of every five dogs, causing stiffness, inflammation, and joint pain, thus hindering quality of life. The initial results of the University of Missouri study indicate that naturally-produced HEPI compounds help prevent the loss of glycosaminoglycan,
one of the major structural components of cartilage and a good indicator of cartilage health.
"This model, emblematically 'osteoarthritis in a test tube,' is ideal for examining the effectiveness of potential treatment options, including dietary supplements, to support joint health and protect cartilage throughout an animal," said Amy Steffek, PhD, HEPI Director of Research & Development. HEPI looks forward to continuing their research with Dr. Kuroki and the Comparative Orthopaedic Laboratory, University of Missouri to provide a natural alternative that may help improve joint health in dogs and promote a more active lifestyle.

Columbia Public Schools, MU cancel Wednesday classes; city, county offices closed

Stephens, Columbia colleges also call off classes

By the Tribune's staff

Columbia Public Schools and the University of Missouri have canceled classes for Wednesday, and city offices won't be open, either.

Columbia Public Schools made the decision to cancel Tuesday classes on Monday afternoon before the snow started. It announced the cancellation of Wednesday classes at 12:30 p.m. Tuesday.

MU said in a statement that officials decided to keep campus closed after reviewing reports from the Missouri Department of Transportation, the city of Columbia and university crews. Only employees that are situationally critical should report for work, MU said.

"This winter storm hit the region very hard, and we recognize that approximately two-thirds of our students, and the vast majority of our faculty and staff, have to drive to campus," Gary Ward, interim vice chancellor for administrative services,
said in the statement. "Keeping this additional traffic off the roads will allow our crews, and crews from the city, county and state, to properly blade and treat the roads so everyone can travel safely to campus when operations resume. Our No. 1 priority at MU is safety for our faculty, staff, students and visitors."

By Tuesday evening, amounts of 4 to 5.5 inches of snowfall were being reported in Boone County, and up to 10 inches was possible before the storm's end. A winter storm warning remained in effect until 6 a.m. Wednesday.

Similar to Tuesday, MU Health Care hospitals and the Veterinary Medical Teaching Hospital will remain open on Wednesday. The MU Student Center, Student Recreation Complex and residential hall dining facilities, as well as select dining facilities in the MU Student Center, also will remain open. Ellis Library will be open from 9 a.m. to 4 p.m., but no services will be available. Branch libraries will be closed.

A decision about Thursday will be posted by 8 p.m. Wednesday night at mualert.missouri.edu, MU said.

Tuesday and Wednesday's snow days are the fourth and fifth this school year for Columbia Public Schools. By law, school districts have to build a minimum of six snow days into their calendars, school district spokeswoman Michelle Baumstark said.

Baumstark said administrators will decide later Tuesday when to lift the emergency leave for district employees to start clearing the parking lots.

City of Columbia offices will also be closed Wednesday, the city said in a news release.

Residential curbside collection of recyclables is canceled the rest of the week, the city said in a news release. Tuesday and Wednesday residential refuse routes will be delayed until Thursday, the city said, and the rest of the week will be delayed one day.

"If we don't make it through all of Wednesday's routes by the end of the day Thursday, we will resume first thing Friday morning before moving on to Thursday's routes," the city said in a news release.

The landfill will be open 10 a.m. to 4 p.m. Wednesday, the city said.

The city is asking customers to place their trash in a visible and easily accessible area free of snow and ice.

For more information, visit www.gocolumbiamo.com/PublicWorks/Solidwaste.

City transit services won't run Wednesday, municipal court will be closed and any city meetings for Wednesday will be postponed. Boone County also said county government offices and courts won't be open.
Columbia College called off Wednesday day classes, and will make a decision on night classes by 3 p.m. Stephens College announced it will be closed Wednesday.

Closings of offices, schools help clear way for snow plows
City offices closed Tuesday; county offices open with minimal staffing.

By ASHLEY JOST

Tuesday, February 4, 2014 at 2:00 pm

MU MENTION P. 2

The storm is here whether you like it or not — and before it's done, Mid-Missouri could be buried under a half-foot or more of snow.

Snow started falling in Columbia before 7 a.m. today, and it likely won't stop until late tonight, said Ben Miller, meteorologist with the National Weather Service. Six to 7 inches of snow might fall on Columbia before the storm clears out tomorrow.

Today's snow is similar to the daytime accumulation Columbia received last February that caused heavy traffic and left abandoned cars blocking the roads, an issue that made snow removal more difficult.

A statement from Columbia Public Works made reference to last year's storm while reminding residents about the restriction against parking on priority snow routes as crews work on snow removal.

If 2 inches or more accumulates, cars parked on priority snow routes are subject to a $15 ticket and potentially a tow at the car owner's expense. A map of priority
routes is available at www.comosnow.com.

Boone County Fire Protection District Chief Scott Olsen said there were 14 accidents between 7 to 10 a.m., with three requiring fire or emergency service response. The other 11 were slide-offs or stalled vehicles. Crashes snarled traffic on Interstate 70 near Highway 63 and on the I-70 bridge over the Missouri River at Rocheport.

Olsen said the accidents are occurring everywhere, not just subdivisions that haven't been plowed yet.

City of Columbia offices, Columbia Public Schools and all three local college campuses made the decision to close their campuses last night, before the snow even started. Columbia Public Schools announced the cancellation of Wednesday classes around 12:30 today and Columbia College, which had already called of Tuesday day classes, announced around 1:00 p.m. that Tuesday's night classes would be canceled as well.

Several businesses and other organizations also closed, and the number of people staying home made the snow-covered roads less busy.

"Today marks the eighth time in the history of the University of Missouri that the campus has closed for an entire day, said Christian Basi, MU News Bureau interim director. The decision came just after 8 p.m. last night."

"There was a lot of analysis that went into trying to determine the snow’s tracking, the snow’s path and how much snow we would be receiving," Basi said this morning. "We were working with several weather experts along the way. Safety was our overriding concern."

Basi said the recent increased number of school closings — the university canceled classes twice last year alone — is a sign of different times. In the university's early days, all students lived on campus, and many faculty and staff lived close by, but times and transportation have since changed, he said.

"As we have grown, we have more students living off campus," Basi said. "In addition, faculty and staff have spread out to areas where it's more difficult to get here in bad weather."

About 100 facilities crew members have been out since before the snow started trying to pre-treat the sidewalks and roads, and they will continue to work on snow removal throughout the day, Basi said. University administration will make a decision about tomorrow later this afternoon and will announce a decision no later than 8 p.m.

The MU Student Center, Student Recreation Complex, residential hall dining facilities and some dining facilities in the MU Student Center were open today. Ellis Library is open until 4 p.m., but no services are available.
Branch libraries are closed.

Stephens College's campus is closed for the day, and Columbia College canceled day classes. A decision on tonight's classes was to be made by 3 p.m. today, according to the college's Twitter account.

Today and tomorrow's snow days are the fourth and fifth this school year for Columbia Public Schools. By law, school districts have to build a minimum of six snow days into their calendars, school district spokeswoman Michelle Baumstark said. Baumstark said administrators will decide later today when to lift the emergency leave for district employees to start clearing the parking lots.

City offices and operations including the Columbia/Boone County Department of Public Health and Human Services, transit services, recreational facilities and trash and recycling collection were all closed or canceled today. The city will resume trash and recycling collection tomorrow on a typical Tuesday schedule and will operate one day behind normal the rest of the week.

Boone County officials closed county offices at noon.

UPDATE: MU, Columbia Public Schools, city offices closed again Wednesday

Tuesday, February 4, 2014 | 12:59 p.m. CST; updated 8:56 p.m. CST, Tuesday, February 4, 2014
BY MISSOURIAN STAFF

COLUMBIA — MU will be closed again Wednesday.

Columbia Public Schools canceled school Wednesday, citing the winter storm. Wednesday will be the district's fifth snow day this school year. There are six allotted snow days before additional days have to be added to the end of the year.

Several private schools have also canceled class, a complete list of closings is also available from KOMU/Channel 8.

Stephens and Columbia colleges also will be closed.

City offices will be closed, including municipal court and the department of public health and human services. Public transit, including para-transit and FastCAT, will not be operating.
Snow much for classes
By Katie Pohlman

This week’s two snow days mark the seventh and eighth time classes have been canceled over the past four years and the 11th and 12th time in school history.

University officials made the first decision after looking at predicted weather conditions and whether other services would be available, MU spokesman Christian Basi said. Earlier in the day Feb. 3, Columbia Public Schools and the city of Columbia announced they would close because of the incoming storm.

The decision to keep campus closed Wednesday came after officials reviewed Missouri Department of Transportation reports, according to the MU Alert Twitter account.

“Safety is our number one issue that we look at when making decisions, but we look at other ones as well,” Basi said.

Basi cited last year’s February snowstorm — in which MU did not cancel classes until 1 p.m. after six inches of snow were already on the ground — as a learning experience but not the sole cause for the preemptive cancellation this year.

“Each situation is different,” he said. “But we do reflect on experiences from the past.”

Since the majority of students and almost all faculty and staff members live off campus, Basi said the university takes into consideration how the city of Columbia is dealing with the storm as well.

“While we have control over campus (roads), we have to take into consideration the other roads (in the city),” he said.

Throughout the day, Campus Facilities has been working to keep critical areas cleared as well as other roads around campus. Facilities will work with outside contractors to clear roads once the heaviest snow has ended.

Campus Facilities also works with the MU Police Department to make sure entrances to the hospitals and other important buildings open on cancellation days remain accessible.

Along with all MU Health Care hospitals, the MU Student Center, MU Student Recreation Complex and dining facilities were open Tuesday. Ellis Library was open
from 9 a.m. to 4 p.m., and select dining facilities in the Student Center had altered hours, according to an MU Alert news release.

Snow making St. Louis roads and highways treacherous

*UPDATED* at 4:50 p.m. with updates throughout.

**MU MENTION P. 3**

Snow was falling across much of the St. Louis region Tuesday afternoon, closing offices, schools and making roads slick.

Forecasters are predicting one to three inches of snow on the ground by the evening commute. Up to three more inches are expected to fall overnight.

The record snowfall in St. Louis for Feb. 4 was 6.6 inches set in 1990. St. Louis has gotten 21.5 inches of snow since Dec. 1. That's 11 inches above normal for the winter season, which the National Weather Service defines as December through February.

Last month had 15.8 inches of snow in St. Louis, the Weather Service said. St. Louis had just 0.9 inches in January of last year.

The National Weather Service expects today's high to be near 30 degrees.

Tonight, the snow should continue through the night, with a chance for snow mixed with freezing drizzle after midnight. The low overnight should fall to about 19 degrees, the National Weather Service says. Little or no ice accumulation is expected.

**CLOSINGS:** School and meeting cancellations

**LIVE UPDATES:** Share your photos at #STLWX

**7-DAY FORECAST:** Video update from Fox2

Most roads were treated in advance of the storm. The Missouri Department of
Transportation is asking motorists to stay off the roads, if possible, so the road crews can do their work.

A crash involving an overturned, jackknifed tractor-trailer closed westbound Interstate 70 near Foristell early Tuesday afternoon. Crews also were investigating a report of another overturned tractor-trailer along northbound Interstate 270 near Clayton Road.

Becky Allmeroth, a spokeswoman for the Missouri Department of Transportation, said traffic on St. Louis-area interstates has been higher than normal, perhaps because people are leaving work early. She said the hope is the evening commute will be lighter as a result.

More than 200 MoDOT trucks were plowing and salting the highways Tuesday as snow continued falling, Allmeroth said.

"The interstates aren't horrible yet but the ramps and overpasses are really bad," she said. "We'll definitely be hitting it hard for the rest of the night and into the day tomorrow."

Joseph Monroe, a spokesman with the Illinois Department of Transportation, said drivers should try to stay clear of the 175 plows clearing Metro East highways this afternoon. He said the roads are passable but that blowing snow is quickly blanketing surfaces and making entrance and exit ramps especially slick.

"Within minutes, it's covered up," Monroe said.

With the snow falling this afternoon, Metro encouraged commuters to consider taking MetroLink if possible for the evening commute and for tomorrow morning's drive to work.

The same goes for people traveling downtown for tonight's St. Louis Blues game. Metro spokeswoman Patti Beck said MetroLink trains were running on time this afternoon.

The National Weather Service issued a winter weather advisory until 6 a.m. Wednesday for St. Louis city and the Missouri counties of Franklin, Jefferson, Madison, Reynolds, St. Charles, St. Francois, Washington and Ste. Genevieve. In Illinois, the counties under a winter weather advisory include St. Clair, Monroe, Madison and Washington.

Pike and Warren counties are among the Missouri counties under a winter storm warning over that same time period. In Illinois, the warning covers counties that include Jersey and Macoupin.
St. Louis city's cold shelter was preparing to stay open Tuesday night. The shelter is at the city recreation center at 12th Street and Park Avenue. The shelter has served more than 3,300 meals since Dec. 5.

**CAPITOL OPEN, MIZZOU, UMSL CLOSED**

Parts of Missouri to the north and west are expected to be hit harder by the storm. The Kansas City area might get 8 to 12 inches of snow.

The snow that began falling in Columbia and Jefferson City just after 7 a.m. didn't stop state legislators from making the trek into the Capitol this morning.

At about 8:30 a.m., Rep. Caleb Rowden, R-Columbia, tweeted that he made it to the Capitol building — but he suggested not leaving home unless it was absolutely necessary.

"Anyone want to give me a helicopter ride home later?" he tweeted.

Other legislators, however, made it to the Capitol even earlier.

A House of Representatives Higher Education hearing began promptly at 8 a.m. and, as of 8:15 a.m., the Senate and House were still planning to meet on the floor at 10 a.m.

On Monday, Senate President Pro Tem Tom Dempsey, R-St. Charles, said the Senate could bring a bill that would modify income taxes to the floor for debate today.

On Tuesday, the University of Missouri–St. Louis closed at 3:30 p.m. Classes at or after 3:30 p.m. including clinics, conferences, workshops and all other on- and off-campus activities, were canceled. **The University of Missouri-Columbia closed school Monday in anticipation of the storm, expected to bring 5 to 9 inches of snow to the area.**

"We are concerned about the safety of our students, faculty and staff as they would be traveling to and from campus during the heaviest snowfall," said Gary Ward, interim vice chancellor for administrative services, in a university alert.
Among many of the LGBTQ Resource Center’s goals to foster overall acceptance on campus is implementing name preference options in myZou.

Transgender students are vulnerable to many name-related issues on campus, said Struby Struble, coordinator of the resource center. For example, when the university is unable to recognize preferred names on class rosters, students’ identities are disrespected.

“If someone has transitioned and presents themselves as a Samuel but their legal name is Sally, and someone else hears the name Sally, that person is no longer safe because our society generally doesn’t accept it,” Struble said. “It’s not just a nickname or a discomfort; it’s that there are often truly violent reactions to someone transgressing society’s gender norms.”

Students are able to change their names in some of MU’s major outlets. On Blackboard, students can change their name preference in the settings. On Outlook, MU’s Webmail, a student’s name is bound legally, but privacy settings are available for basic protection purposes.

At a certain point, however, students’ legal names can prove to be too much of a bind.

“The easiest and most successful way for a trans student to have their preferred name is to go through a legal name change because, while there is a lot of work being done across campus to get there, the university does not yet have policy set up to have preferred names displayed,” Struble said.

In myZou, where students’ grades and biographical information are stored, an option for name preference has not yet been made available. Without an official name change on record, transgender students can only get so far in terms of being represented as they would like to be.

“There are a lot of different systems that display your name in different places, so unless it’s a sweeping legal name change, there are a lot of different pieces to the puzzle,” Struble said.

When it comes to offering name preference in all university outlets, there is a lot more to blame than just apathy, University Registrar Brenda Selman said.
“We are understanding and empathetic to the concerns of the those who wish to use preferred names,” Selman said. “Currently, the myZou system is unable to use preferred names in a way that would show on rosters and other places where individuals may want it to show. Modifications to do so would be extensive and expensive according to the research we've done.”

Since students’ names are tied to financial aid, social security numbers and tax reporting for financial credit related to school attendance, use of official names on student records are not able to be discontinued.

“Preferred names can be recorded, but they do not automatically populate or get pulled on reports,” Selman said. “If or when the software maker provides that as an option, we will consider using it.”

Noel English, director of MU Equity for the Chancellor’s Diversity Initiative, agrees with both Struble and Selman.

English said something is considered discriminatory if it violates state or federal laws regarding equal employment and educational opportunity.

“I wouldn’t say that using a legal name is discriminatory, even though it may not be preferred,” English said. “At the same time, there is an issue here with safety, comfort and self confidence.”

The role of the diversity initiative is more of an umbrella, English said, and its main mission is to integrate diversity throughout campus. MU Equity deals with issues of discrimination and harassment.

“I wouldn’t say that this issue falls under harassment, and I wouldn’t say that it’s discrimination, but I would say that it’s inequitable,” English said. “I’m quite sure that this is a problem for some of the students, and I think we all understand that. The question is not whether it is but how, and that’s the statement point.”

While the push for preferred names is still largely a work in progress, Struble notes there are many other ways to foster acceptance in the transgender community.

For example, if someone comes out to you as transgender and tells you their preferred name and pronouns, you should use their preferred name and pronouns immediately and forever, Struble said. There is no buffering period when it comes to calling a student who has transitioned by their preferred name, unless they request it of you. It is paramount to refer to everyone as they prefer to be referred to.

“I think a lot of negativity that trans students receive on campus is unintentional because people just don’t understand or haven’t been exposed to it,” Struble said.
According to Struble, name preference is one of many important issues in the LGBT community at MU. Administrators are always looking at the policies of other schools and institutions as a model for change.

“There’s absolutely still discrimination and violence that occurs,” Struble said. “But there’s a lot more positivity than one would expect.”

**STREET TALK**

**Learfield adds to college athletics holdings**

By **JACOB BARKER**

Tuesday, February 4, 2014 at 12:45 pm

Learfield Sports announced today it acquired Nelligan Sports Marketing, continuing the company’s growth by adding 41 collegiate marketing properties to its holdings.

**As the business of collegiate athletics has grown, Learfield Sports has grown with it. What started as a single partnership with the University of Missouri in the ’70s has expanded to over 50 collegiate relationships. With the acquisition of New Jersey-based Nelligan Sports Marketing, Learfield Sports now has exclusive athletic marketing rights at 92 colleges and universities.**

“This transaction is a strategic move for our company, substantially expanding our platform of college rights,” Greg Brown, president and CEO of Learfield said in a statement. “Adding the rights that” Nelligan founder “TJ Nelligan and his colleagues have acquired over the years will strengthen our position in certain regions where we already have significant sponsorship rights.”

Learfield Sports, headquartered in Plano, Texas, is a subsidiary of Jefferson City-based Learfield Communications. The company began as a radio new broadcasting service in 1972, and it still runs Learfield News and agricultural news service, Brownfield Ag News for America.
A purchase price was not disclosed, and no personnel changes are planned, the company said. The Nelligan brand will be folded into Learfield Sports, and TJ Nelligan will work with Learfield to “manage certain partnerships and strategic initiatives,” the company’s announcement said.

Learfield has become a leader in the collegiate sports marketing industry, mainly through its expertise in radio broadcasting. It licenses collegiate athletic brands and sells ad time during radio and some TV broadcasts, runs athletic department websites and sells space in stadiums and game programs, among other marketing avenues.

Its main competitor, IMG College, owns the athletic marketing rights of 79 collegiate athletic departments. IMG also has partnerships with other big entities, such as the NCAA, the Southeastern Conference and the Rose Bowl.

Private equity gave Learfield an infusion of cash in late 2011, when company founder Clyde Lear sold a controlling stake in the company to Los Angeles private equity firm Shamrock Capital Advisors.

College staffs turn to Twitter for recruiting edge
Tuesday, February 4, 2014 | 5:43 p.m. CST
BY STEVE MEGARGEE/THE ASSOCIATED PRESS

No MU Mention

Recruiting is the lifeline of college coaches, and with teenagers using social media such as Twitter to communicate, some football staffs have pushed the boundaries of NCAA regulations to reach top high school recruits.

National Signing Day is Wednesday, and the stakes are high.

The NCAA allows schools to confirm they're recruiting a specific unsigned prospect, but coaches can’t comment on that recruit’s athletic ability, how he’d contribute to their team or the likelihood that prospect might commit to a particular school.

Some coaches and staffers are bending the rules, tweeting thinly veiled references to prospects without naming them.
J.R. Sandlin was working as a recruiting analyst at Notre Dame on Dec. 17 when he tweeted, "The DT from KY calling me out. Just wait my man! Just wait! We want you here! Need u to be Irish!" One day later, Sandlin tweeted that "what I like about 'THE' 2014 DT from KY is the explosive power he can generate from his lower body. Truly impressive. The guy is a BEAST!" He didn't name a prospect, but the only defensive tackle from Kentucky being recruited by Notre Dame was Matt Elam of John Hardin High School in Elizabethtown.

The Twitter feed of five-star running back prospect Leonard Fournette of St. Augustine High School in New Orleans is filled with references to "Buga Nation." Fournette was still uncommitted on Dec. 18 when LSU coach Les Miles tweeted "Geaux Buga Nation!!!" Miles' message received 782 retweets, including one from Fournette himself. Two weeks later, Fournette committed to LSU.

NCAA spokesperson Stacey Osburn said the NCAA rules on what a coach says to or about a recruit also apply to social media.

"It doesn't matter if you're doing it when you talk to a reporter or are on social media," she said. "It's the same rule."

Jen Vining-Smith, Notre Dame's assistant athletic director for compliance, said she got several calls from compliance officers at other universities regarding Sandlin's Dec. 18 tweet about the Kentucky prospect. Vining-Smith told Sandlin she could defend the tweet, but she didn't want him tweeting so "pointedly" again.

"I do think it pushes right up to the line. ... You can't make it that identifiable," Vining-Smith said.

Miles was reminded by LSU administration officials to use caution when taking to Twitter to discuss recruiting. He was not admonished, however, because officials determined that Miles had tweeted a phrase which was not a direct reference to Fournette, as opposed to using a publicly known nickname, for example.

"Coach Miles understands that social media gives him the forum to promote his program to tens of thousands of people at any given time," LSU athletic department spokesman Michael Bonnette said in an email to The Associated Press. "He's careful and mindful of the rules when it comes to using social media as a recruiting tool, but he's savvy enough to understand the impact that it can have."

Coaches can tweet to their heart's content to let fans know that "someone" has verbally committed to their school without actually mentioning the recruit by name. And they're doing it all over the country, whether it's Tennessee's Butch Jones tweeting "#BrickByBrick" or Texas A&M's Kevin Sumlin tweeting "#Yessir!"
Some coaches, like Alabama's Nick Saban, don't use Twitter as a part of their recruiting tactics. But not everyone can afford to take the Saban approach, who consistently lands top recruiting classes.

Tennessee compliance director Todd Dooley has heard of a coach attempting to contact a recruit via direct message — allowed by NCAA rules — and inadvertently put the note on his actual Twitter feed instead.

Dooley said he doesn't mind if Tennessee's coaches tweet about what places they're visiting on recruiting trips, but he asks them to avoid saying a specific school "or anything that would narrow it down to people being able to identify a specific recruit."

Vining-Smith gives Notre Dame's coaches similar advice.

"If they're going to Texas and if they say, 'I'm heading to Dallas to find some talent' or whatever, well that's fine because there are plenty of people in Dallas they could be going to see," Vining-Smith said. "And my opinion on that is even if we're recruiting one kid from Dallas, I'm still OK with it because Dallas is a big city and there are lots of kids there that have the talent to play at Notre Dame.

"If they're going to Santa Claus, Ind., and there's one high school in that town and they say 'Heading to Santa Claus, Ind.,' I have a different perspective on that.

They're specifically saying where they're going and more importantly, it's a little bit more direct as to who they're probably going to see."

Compliance officers are policing one another in an informal checks-and-balances effort.

They often call one another about tweets that might have crossed a line. Then it's up to each school's compliance officer to determine whether the tweet can be defended or needs to be reported.

"In the grand scheme of things, if someone called the NCAA to report a violation about Twitter, they would be like, 'Are you serious? Call us about something about extra benefits or cars being given. Call the schools, because that's how this process is supposed to work,'" Vining-Smith said. "You're really supposed to call each other out."

Mike Farrell, a national recruiting analyst for Rivals.com, said he doesn't think the NCAA should allow any sort of interaction between coaches and recruits on Twitter, even by direct messaging. He said prospects sometimes use Twitter to play out the recruiting process and get more followers.
"I've seen kids after they commit to a school, lose thousands of followers and they're crestfallen because of it," Farrell said.

Then again, sometimes a tweet doesn't have much of an impact at all. Shortly after Sandlin tweeted about a "DT from KY," Elam dropped Notre Dame from consideration. Elam announced Thursday he had chosen Kentucky over Alabama.

Naturally, not long after Elam made his pick, Kentucky coach Mark Stoops tweeted, "Great Day for the State of Kentucky and the BBN (Big Blue Nation)!!"

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**Planetarium site of dinosaur event**

**Tuesday, February 4, 2014 at 2:00 pm**

Elementary students and their families can explore the world of dinosaurs and cavemen this weekend at the second annual Dinosaurs and Cavemen Science Expo.

**The University of Missouri Department of Pathology and Anatomical Sciences and the Columbia Public Schools Planetarium are organizing the expo.**

The event starts at 12:30 p.m. Saturday at the Rock Bridge High School Planetarium, and admission is free.

Families can watch "Earth's Wild Ride," which looks at the history of the planet's climate and its effect on natural history during the Ice Age and beyond, a release from MU said. Activities and displays outside of the planetarium will show families more information about anatomy, paleontology and human origins. There also will be stations where children can practice cave-painting, make dinosaur tracks and map a fossil quarry.

For more information, contact Casey Holliday at hollidayca@missouri.edu or Melanie Knocke at MKnocke@columbia.k12.mo.us.
Promote Columbia's charitable nature
City has tradition of helping others.

By MEL WEST
Tuesday, February 4, 2014 at 2:00 pm

MU MENTION P. 2

There is a gap in Columbia's promotion of itself. The city quite properly promotes itself as having outstanding educational institutions, great sports teams, top-class medical services, exciting expressions of the arts, and growing business and entrepreneurial opportunities. My wife and I have been Columbia residents since 1965 and solidly affirm the promotion of those attributes.

The gap, I think, is in the fact Columbia does not promote itself as a community that cares about the world beyond our city limits.

We should clearly and loudly say, in our promotion and communications, that "Columbia cares about the world." Here are just a few programs and activities that illustrate that:

- ACTS (A Call To Serve), based in Columbia, has an active and ongoing mission to the Republic of Georgia, near Sochi, the Olympic site. Under the direction of Patricia Blaire, Columbia has provided amazing resources of hospital supplies and money for this proud but poverty-stricken country. A steady stream of ocean-going containers has been shipped from here. Vital programs for iodine deficiency, diabetes and the like have been supported. I had the privilege of flying to Georgia with Blaire to deliver $9.2 million worth of medicines and pallets of iodized salt.

- The Food Bank for Central & Northeast Missouri, with Peggy Kirkpatrick as executive, serves the hungry through 80 food pantries in 32 Central and northeast Missouri counties. Its center here in Columbia draws heavily upon our local residents for volunteers and donations.

- The Office of Creative Ministries on Amron Court has an excellent disaster-response program, deploying volunteers from across the state in response to disasters in
or near Missouri. Its program, called The Festival of Sharing, gathers resources from 28 faith groups to provide about $1 million a year for humanitarian needs across Missouri and around the world.

- PET (Personal Energy Transportation) was developed here in Columbia and has its international office here, as well as a shop that, using volunteers and donations, has built and shipped about 4,500 three-wheeled, hand-cranked wheelchairs to leg-handicapped persons in 101 countries.

- Individual churches and individuals have a variety of projects across the nation and around the world. The United Methodists support major work in Nicaragua and Mozambique. The Unitarian Universalist Church of Columbia has a sanitary latrine project in Honduras. Other denominations have similar programs.

- The University of Missouri and the local colleges have a wide variety of humanitarian projects and programs beyond our borders. Our community graciously welcomes and assists the hundreds of students who come to us from other shores.

- Each time Habitat for Humanity here builds a house locally, it donates a tithe of the cost of that house to be used to build a house overseas, which means it has built about 120 houses in overseas areas of great need. That is only a partial list, those I happen to know. Now what do I suggest?

- I suggest those who give out awards add a place for individual and group humanitarian efforts beyond out city limits.

- I suggest someone, perhaps a volunteer, be given the responsibility of gathering as much information as possible about the humanitarian work of Columbia beyond our borders. I would like to see a large world map in City Hall or some similar site with pins and brief information noting where such work is being done and the nature of it. It would be quite interesting and revealing.

- I suggest the city, in its promotion, begins to lift up and promote the theme "Columbia Cares about the World" in appropriate ways. We are proud of our educational institutions, sports, arts, hospitals and businesses — but we also care deeply and generously about "the least of these."

- I suggest we might, once a year, have a gathering in which those of us involved in that caring come together and share what we are doing, where and how, and how we might better work together.

- I suggest more of the affluence of Columbia might well be shared with those less fortunate around the world and that lifting up the value of "Columbia Cares about the World" might enhance our generosity.