COLUMBIA MISSOURIAN

Green Dot and Title IX education new to Safe Mizzou week
Thursday, September 11, 2014 | 7:55 p.m. CDT; updated 10:58 p.m. CDT, Thursday, September 11, 2014

BY KENDALL FOLEY

COLUMBIA — Education sessions on the Green Dot program and Title IX have been added to Safe Mizzou 2014, a week of events designed to promote a safe environment at MU.

With the Green Dot education session, Safe Mizzou is aiming to raise sexual assault awareness and prevention at MU. The session will be held at noon on Monday in room 2205B of the MU Student Center.

"Both Green Dot and Title IX were issues that the (Safe Mizzou Coalition) felt were important to the community," said Kathy Murray, associate director of the Department of Student Life.

Sexual assault has been a subject of growing concern on MU’s campus in recent years. In 2011, two of the 11 total MU police Clery Releases were related to sexual crimes. Four of the 16 releases in 2012 also fell into that category.

Those numbers jumped after 2012, as 10 of 14 total in 2013 and six of the eight releases so far in 2014 have been about or related to a sexual crime.

The Title IX session was added to this year's Safe Mizzou week in cooperation with the Women's Center and Linda Bennett, the new Title IX coordinator, Murray said. The event will cover the basics of Title IX and will include a Q&A session. It will be held at noon Sept. 19 in room S203 of Memorial Union.

The University of Missouri System is creating policies and training for Title IX practices as part of a three-phase sexual assault and mental health task force created in February, according to previous Missourian reporting. The task force was created by UM System President Tim Wolfe after an independent law firm was hired in February to
assess whether the university correctly reported the alleged sexual assault of MU swimmer Sasha Menu Courey.
The MU Department of Student Life coordinates the activities for Safe Mizzou week. For more information on all of the events during Safe Mizzou 2014, visit: http://safemizzou.missouri.edu.

**Tribune**

**Nixon releases more than $140 million for education**

By Ashley Jost and Roger McKinney
Thursday, September 11, 2014 at 3:25 pm

Almost 12 hours after the Missouri General Assembly’s veto session came to a close, Gov. Jay Nixon announced — as promised — the release of money for education that he withheld earlier this year.

Nixon withheld $143.6 million from K-12 and higher education, saying that if lawmakers didn’t override his vetoes of 10 tax cut bills he would release the money. The total amount includes $100.2 million for the K-12 foundation formula and $43.4 million in performance funding for the state’s public colleges and universities.

In a news release, Nixon said he estimates the 10 pieces of tax legislation would have reduced state and local revenue by more than $776 million annually.

“Presented with a clear choice between supporting local schools and siding with special interests, the General Assembly yesterday stood with us and made the right decision to invest in the best economic development tool there is: public education,” Nixon said in a statement.

The performance funding for universities is additional money schools can earn based on how they do on a set of criteria set up by the Coordinating Board for Higher Education. Those criteria include student success and progress, degree production, quality of learning and financial responsibility of institutions.

“We are pleased that Governor Nixon has released the performance funding which will empower our four campuses to achieve their strategic priorities,” University of Missouri System spokesman John Fougere said in an email.

The UM System is slated to receive a 5.2 percent increase in funding — amounting to about $21 million — because the system met and exceeded the criteria.
Paul Wagner, executive director of the Council of Public Higher Education, a group that represents all 13 four-year colleges and universities in the state, said his members are pleased with Nixon’s announcement.

“Along the way with this, we talked about how important it is to increase our investment in public higher education,” Wagner said. “There were a lot of other interests who were surprised by these bills that were passed at the end of session, and I think that it was just a matter of those interests speaking up a little bit. We didn’t do anything really public or loudly, but just tried to make the case for what the investment in higher education should be.”

According to Nixon’s news release, the governor is reviewing the budget to determine whether there is sufficient revenue to release other restricted funds.

Nixon also announced two visits to Missouri schools — North Kansas City and Springfield — on Friday to highlight the funding release.

Area superintendents of K-12 districts said they were still assessing how Nixon’s announcement would affect their schools.

John Robertson, superintendent in the Hallsville School District, said the money is always welcome. He said state funding is about 60 percent of the district’s budget revenue. Hallsville’s tax base is mostly residential, he said.

“We’re highly dependent on state aid,” Robertson said.

He said he felt like the schools were a political pawn this session. “We were kind of held hostage,” Robertson said.

Chris Felmlee, superintendent in the Southern Boone School District, said he’s happy with the result.

“I can breathe again,” he said.

He said the money being withheld amounted to $153,360 for his district.

“It’s good to know we’ve got more foundation formula funding this year than last year,” Felmlee said. “I understand it’s going to be somewhere around 98 percent funding rather than 93 percent. It should be good for kids.”

Columbia Public Schools Superintendent Peter Stiepleman said district officials were reviewing the information from the governor’s office.

“We’re reviewing the information line by line,” Stiepleman said. “It will take a few days to have a complete understanding of how this affects CPS, the Nature School and our community partners like First Chance for Children.”
Nature School is a joint effort between Columbia Public Schools and the Missouri Department of Natural Resources. Jonathan Sessions, a school board member, said the project was on hold until the veto session.

“The anticipation is if the funds are available we can get moving and still keep the same timeline or maybe be slightly delayed,” Sessions said before the veto session.

First Chance for Children is a Columbia not-for-profit with a goal of building an education system that helps every child arrive in kindergarten ready to succeed.

The Columbia Public Schools 2014-15 budget includes $44.5 million in state funding from the foundation formula. When the withholdings were announced, then-Superintendent Chris Belcher said the board approved the budget with the increased state funding in good faith. He predicted the standoff would end as it did.

Go to...
higher education institutions based on performance. It was part of the Legislature's $26.4 billion budget for the fiscal year that began July 1.

"Across our state, that means more teachers, smaller class sizes, greater access to preschool and more technology in our classrooms," Nixon said in a news release. "I thank members of the General Assembly for taking a closer look at these bills, listening to their constituents and standing with their schools."

Brent Ghan, Missouri School Boards's Association spokesman, said Nixon's announcement was "welcome news" for schools across the state.

"School boards and administrators now will be able utilize the additional state funding they were hoping for earlier this year to improve educational opportunities for students," he said.

COLUMBIA MISSOURIAN

City to hire mediator to resolve East Campus parking issues

Friday, September 12, 2014 | 6:00 a.m. CDT; updated 7:17 a.m. CDT, Friday, September 12, 2014
BY REBECCA GREENWAY

COLUMBIA — The permit-only parking program implemented in the North Village Arts District has created a partial model for how to resolve overflow parking issues in East Campus. Permit parking also could move to other neighborhoods such as Benton-Stephens and the area around South Garth Avenue.

A rising student population at MU has been changing the makeup of these neighborhoods for decades, with rental companies subdividing homes to better fit the needs of incoming students. Yet parking capacity has failed to adapt, particularly in East Campus.

"It's a complex issue,"said Richard Stone, a traffic engineer with the Columbia Public Works Department. "There's a pretty diverse mix of property ownership within the area. ... As the community grows, how to locate the availability of those spaces gets pretty complex."
Streets in East Campus are lined with cars early in the morning, but a steady stream of drivers flows into the neighborhood and loops around blocks to snag any space that becomes available. In neighborhood discussions, stakeholders have said some people park illegally, Sixth Ward Councilwoman Barbara Hoppe said.

Stakeholders and city officials have failed to reach consensus about how to resolve the problem since Stone proposed several potential solutions in March. Stone said Public Works Department staff want to go in with a well-reasoned and cost-effective approach.

**Four proposed solutions**

There are four proposals on the table for how to deal with East Campus parking between 8 a.m. and 5 p.m.

- Setting a limit of two parking permits per residence at a cost of $20 each and potentially installing parking meters near Stephens College and on Lee Street.
- Setting no limits to how many permits each resident can buy and charging $10 per pass.
- Giving each residence two permits at no charge and installing meters in select locations.
- Making no changes at all.

The city aims to hire a mediator this month to come to a final solution that would be ready by next fall. The issue has been debated among homeowners, renters, landlords, MU student groups and members of the East Campus Neighborhood Association. The hope is that the mediator can find a solution for East Campus that will extend to other neighborhoods.

"From the input that we got, we weren't sure that taking a proposal to council would really satisfy the majority of the city and develop a sustainable program," Stone said. "We were pretty close but weren't quite at the level we needed to be."

**Permit limit per residence targets student renters**

MU officials and student representatives have questioned the proposals' ability to accommodate student renters in East Campus.
Dionne George, coordinator of Off-Campus Student Services at MU, referenced the shortage of potential parking spaces that could be created, an understaffed parking patrol and an unclear understanding of who is parking on the streets as aspects that still need to be worked out.

"In our conversations we found that the pilot program wouldn’t work (for East Campus)," George said. "We couldn’t do two parking permits per residence because some residences have six to eight to 10 residents."

George said the Missouri Students Association has been vocal at neighborhood meetings to make sure students are being considered.

"Parking and student parking in the East Campus neighborhood has always been an issue," George said. "There are so many pieces that will affect the students."

**Homeowner concerns**

Neighborhood residents have complained that students commuting to campus are parking illegally.

Anne Case-Halferty, who owns a home in East Campus, said cars block her driveway roughly twice a week, and she has had cars outside her home for up to 4 1/2 months. Many of the cars parking near her home have tags indicating they are from Brookside or other student apartment complexes.

Case-Halferty grew up in East Campus in a home on Ross Street that her family has owned since 1950. As a student, she lived in a rental house on University Avenue, but she recently bought and returned to the family home. Parking, she said, has always been a challenge in East Campus, but it's getting worse.

"It’s such a significant problem that we deal with every single day," Case-Halferty said.

Traffic makes some families nervous about having their children wait on the street for school buses, Case-Halferty said. She also recalled that an illegally parked car prevented an ambulance from parking in front of her house when her grandmother had an emergency.
Hoppe said it's a serious problem. "There are nonresidents that are using East Campus as a parking lot for themselves," Hoppe said. She said most residents oppose parking meters because they wouldn't address the need for more spaces.

Case-Halferty said meters might direct even more traffic to the area.

"(Metered parking) makes sense because it generates money, and money pays for enforcement, but the problem with meters are that they aren't reducing the parking problem," Case-Halferty said.

Tom O'Sullivan, who has lived in East Campus for 21 years, doesn't believe overflow parking is as much a problem in East Campus areas with homeowners and family residences as it is for the areas made up predominately of student renters.

"It hasn’t been a problem for me," O'Sullivan said. "I’ve had off-street parking for a couple of years."

Case-Halferty said East Campus residents have different experiences. "I’m in 'deep campus' with more students than (homeowners)."
Her favorite option is permit-only parking because it would ensure residents wouldn't have to compete with commuters for spaces.

Stone also proposed adding limited parking spots for two-hour parking to accommodate residents' guests.

**Learning from the pilot program**
The North Village Arts District permit-only pilot program began in February 2013 and has since brought in enough revenue to cover the cost. Stone said nearly half the citations written in that neighborhood were for cars parked illegally in residential, while the other half were due to expired meters.

That project has allowed him to estimate the costs for a similar program in East Campus. A system involving meters, he said, would cost about $29,350 and raise about $34,310 every year. Without meters, another form of revenue would be necessary to cover about $10,000 in operational costs.
Hoppe said Stone has done a good job of ensuring different perspectives are heard in East Campus. She noted that it took five or six meetings with North Village residents to settle on a program there.

Stone said he hopes to have a mediator hired by the end of the month and a program in place for East Campus by next fall.

COLUMBIA MISSOURIAN

EV-D68: What you need to know about respiratory virus

BY SABRINA RUSSELLO

COLUMBIA — Hundreds of children have been hospitalized across the U.S., including in St. Louis and Kansas City, with complications from an illness caused by an enterovirus.

Eighty-two of the cases, 19 in Kansas City, have been confirmed by the Centers for Disease Control and Prevention as EV-D68, a virus that is causing an unusually debilitating respiratory illness.

There have been no confirmed cases in Columbia, according to spokespersons for MU's Student Health Center, Boone Hospital Center, MU Health Care and the Columbia/Boone County Public Health and Human Services Department.

But medical providers are seeing a large number of students at the Student Health Center with upper respiratory illnesses, Pamela Row, senior information specialist at MU Student Health Center, said in an email.

There are more than 100 types of enteroviruses, which routinely present themselves in the summer and fall months — usually peaking in September. Ten to 15 million cases of enterovirus are reported every year according to the CDC, and tend to be common.

This strain is not. There have been fewer than 100 reported cases of this particular enterovirus since 1962.
**What are the symptoms?**
Symptoms of EV-D68 range from nonexistent to severe and are similar to those of the common cold. A person might experience a runny nose, coughing, sneezing and mild fever.

A person whose symptoms become more severe might have difficulty breathing, wheezing and a fever.

**Who gets it?**
Young children, children with asthma, children with chronic diseases and teens are more susceptible to contracting the virus and are at a higher risk for complications. While the confirmed cases so far have been predominantly in children, adults can contract the virus too, the CDC has said.

**How do you know you have EV-D68?**
Because symptoms vary from person to person, it can be difficult to tell the difference between EV-D68 and a common cold.

Parents of children whose symptoms worsen over time, children with asthma and those with acute respiratory distress should contact their physician.

**Where are people getting sick?**
Multiple states in addition to Missouri have been investigating the enterovirus illness, including: Alabama, Colorado, Michigan, Georgia, Ohio, Iowa, Illinois, Kansas, Oklahoma, Kentucky and Utah.

Six states have confirmed EV-D68 infections, Missouri, Colorado, Illinois, Iowa, Kansas and Kentucky.

**How is EV-D68 treated?**
There is no specific treatment for EV-D68. Doctors recommend rest, drinking plenty of fluids and taking over-the-counter medicine to help alleviate the symptoms.

Patients with severe symptoms who are hospitalized will be given breathing support through breathing treatments or a ventilator. Wendy Castagno, infection prevention coordinator at Boone Hospital Center, said patients also receive fluids intravenously and possibly a steroid to help boost immunity and fight infection.
There are no antiviral medications or vaccines for EV-D68.

**What's the best prevention?**
EV-D68 is spread through making close contact with a person or objects and surfaces that carry the virus and then touching your face.

To help reduce the risk of contracting the virus:

- Wash your hands with soap and water for at least 20 seconds, especially before meals, and after going to the bathroom and changing diapers.
- Avoid sharing food, drinks or eating utensils, and avoid kissing and hugging.
- Keep hands away from your face.
- Dispose of used facial tissue properly.
- Be sure to clean surface areas.
- Keep your child at home if he or she is sick to prevent infection of other children.

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**Keep Your Money Out of the Mattress: Investing for the Short Term**

*You know how to invest for retirement, but how do you invest for short-term expenses and emergencies?*

The only sure thing about emergencies is that you’ll have one.

*When? Where? How? And finally, what will it cost you?*

Who knows? That’s why financial advisors recommend clients have short-term savings ready for the random car accident, unexpected education fees and unplanned medical expenses.
But stow that cash in the wrong place, and you’ll be facing a different sort of emergency: losing money you thought was there.

**Beyond a few hundred or a thousand dollars in bills, it’s not smart to build up a cash hoard at home, says Michael Guillemette, assistant professor of personal financial planning at the University of Missouri at Columbia.**

Theft is an obvious risk. But you could also see your emergency fund burn in a house fire. Alternatively, it could blow away in a tornado or disintegrate in a flood. Then you’ve been hit twice – once with the actual emergency and again with the loss of cash meant to tide you over.

Insurance companies typically cover only $200 of cash that customers claim they had at home. "It's easy to claim you had hundreds or any amount. How would you prove it?" Guillemette says.

The other immutable force that will erode your dollars is inflation. Hold onto fistfuls of bills, and they will be worth less and less. Meanwhile, the cost of recovering from an emergency will grow, and you’ll soon have a gap: Your fund won’t actually cover emergencies.

Leaving cash in your checking account or parking it in a savings account isn’t much better than stowing it in a fake can of beans on a pantry shelf, financial advisors say, because inflation gets to it there, too. In the long run, rusty cash can actually cost you as much as pricey credit cards.

The key factor for your other options, such as certificates of deposit, mutual funds and retirement accounts, pivots on how much it will cost to get your money for that new refrigerator.

Penalties and early withdrawal fees will eliminate many mutual funds and investment tools, which are typically engineered for the medium and long term. Your goal is not to actually make money, but to avoid losing money by eroding the amount you have saved in those accounts or accruing credit card interest.

Financial advisors recommend these other options:

- Guillemette is a fan of Treasury Inflation-Protected Securities, which change according to the Consumer Price Index. With very short-term redemption times, TIPS are the best inflation hedge for preserving your cash, he says, and they can be purchased for as little as $100 directly from the U.S. Treasury Department.

- Consider buying laddered CDs in three-, six-, nine- and 12-month maturities. As each certificate matures without being plucked for an emergency, roll it over. Even small gains from the CDs with the longer maturities will help offset inflation for the CD portfolio as a whole.

- Increase your emergency fund by 50 percent for each primary household wage earner who is self-employed. The ups and downs of entrepreneurship are a notorious strain on cash flow. Don’t put your business in competition for cash with your household.
Create a separate account for a medium-term goal, such as buying a car with cash or accumulating a down payment on a house, says J'Nean Theus, CEO of Marathon Financial Inc. in Columbia, Maryland, and an adjunct instructor at Howard Community College. "A separate account helps you see meaningful progress toward that goal and helps you resist hitting up that account for other things or for emergencies," Theus says.

You can reap investment income over the two to five years it takes to amass enough money to buy a car or make a down payment on a house, and you won’t be discouraged by seeing those finish lines pushed back by emergencies.

Theus also recommends examining your health plan to understand the copays for, say, emergency room visits. If your employer offers a health savings account, save money for health care through that payroll deduction plan and insulate your regular emergency fund from medical bills.

If you’re on a lucky streak and your emergency fund grows untouched, rebalance it by sweeping out the excess into other investments," recommends Chuck Bigbie, a certified financial planner in Tulsa, Oklahoma, who teaches retirement planning at the Tulsa Community College’s Continuing Education and Workforce Development program.

Perhaps the most insidious threat to your emergency fund is yourself.

THE WALL STREET JOURNAL.

Career Path Widens for Would-Be Advisers

The road used to be largely through traditional, multiyear training programs at the wirehouses

The path that led Nikki Little into a job as a fledgling securities broker might surprise some people in the industry. It even surprised her. Ms. Little, 22, was studying chemical engineering at Auburn University four years ago when she decided to change her major to agricultural economics. In her junior year a mentor encouraged her to apply for an internship at Edward Jones.

"I knew there were stockbrokers, but I thought they were all in big cities," she says. She decided that, at the least, she’d learn how to manage her own money, but quickly fell in love with the work and now is enrolled in a master’s program that will help qualify her for certification in financial planning.

While brokers can be found in any city, not just big ones, Ms. Little wasn't completely wrong. The road to a career in the business used to be largely through the traditional, multiyear training programs at bank-owned national brokerages such as Bank of America, Merrill Lynch or Morgan Stanley. Collectively, these companies trained thousands of new brokers each year, feeding the entire industry with trained recruits.
Now, more new entrants are taking an academic path, and the brokerages are building up internship programs to win them. Merrill Lynch is offering internships to college students for the first time this year.

In the past, the big brokerage firms typically steered clear of the student set and sought out recruits who weren't so young. They worried that clients in their 50s and 60s wouldn't be comfortable taking investment advice from 22-year-olds. But that concern is being overridden by another: Many veteran advisers are nearing or at retirement age, and there is a shortage of talent to replace them.

For young people interested in financial advising as a career, either for a brokerage or an investment advisory firm, enrolling in a college financial planning program has become a popular path. More colleges have started up these programs, often working with the Certified Financial Planner Board of Standards, Inc. to provide students with the education requirement for the group's financial planner certification.

In August, at the CFP Board's annual conference for affiliated colleges, executives from large financial advisory firms such as Fidelity Investments and Merrill Lynch were in attendance. A two-hour "speed-dating" session connected them with representatives from colleges at the event in Washington, D.C.

"Some firms had said, 'We hadn't really thought about graduating students, we tend to like people who have been in the industry a while,' but in the last couple years that has changed," says the CFP Board's Joseph Maugeri.

The academic route isn't a complete success. According to a recent survey, only about a third of students who graduated from a college program that prepares them for CFP certification actually choose to sit for the CFP exam. Also, some programs have noticed a recent decrease in enrollment. Professors say the rigors of the course and the exam--only about half of those who take it get a passing grade--is likely part of the reason.

Traditional brokerage-firm training programs also struggle with a high failure rate: Traditionally, only about 30% of Merrill Lynch's in-house trainees manage to survive the 3½ years and become advisers with the firm. But many dropouts go on to work for smaller firms.

**Internships can also be a challenge. "Some of them really churn through students, and those students can get turned off to the industry," says Robert O. Weagley, chair of the Personal Financial Planning Department at the University of Missouri. Still, he says, internships provide critical real-world training and he encourages his students to start thinking about them no later than their sophomore year.**

According to Racquel Oden, the executive at Merrill who leads adviser training, interns in its summer program are attached to adviser teams. Each week they focus on a different topic, from understanding client financial goals to portfolio construction to improving their own health and wellness. About 200 rising juniors or seniors took part this summer.

The hope is, "some point when they graduate--it could be right after or two years later--that they reflect and think back that this is something they want to do," Ms. Oden says.
I always thought it was strange to walk into drugstores and see cigarette cartons piled high as mountains behind the cashier. After all, I come from Ontario, Canada, where you can’t buy alcohol outside of special Liquor Control Board of Ontario stores. (Beer, it should be noted, is also available throughout the province at “The Beer Store” -- a name that’s even clear enough for beer-addled Canadians like Bob and Doug MacKenzie.)

So when I heard that CVS, the large drugstore chain, had decided to stop selling cigarettes, it was as obvious to me as the eventuality that the successful ALS “Ice Bucket Challenge” campaign will one day be co-opted by our new enemy in the Middle East (the “ISIS Bucket Challenge”).

Drugstores and pharmacies are supposed to further health. Promoting smoking does not. One health care industry professional quoted in The New York Times said: “Think of it this way: Would you find cigarette machines or retail stores in the gift shops in a hospital selling cigarettes? Of course not. I think it does give them a leg up.”

CVS announced the move along with a new name: CVS Health. CVS has moved from selling health care products to delivering health care services. It currently operates 900 “minute clinics,” where health care professionals deliver simple services like administering flu shots and prescribing antibiotics for garden-variety ailments.
It’s nice when organizations decide what they want to be when they grow up and then execute that vision. Too many institutions try to be all things to all people. Like colleges and universities.

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Colleges and universities license their brands for many products that don’t have much to do with higher education.

The news last week was that universities are licensing their brands to Kraft for Jell-O molds. While Kraft launched the university Jell-O product last year (to massive demand, apparently), 16 more institutions have been added, including these:

![Jell-O Molds](image)

It’s clear to me exactly how this happened. All universities have trademark licensing offices. Many of these schools already license their brands for shot glasses. It’s a small step from shot glasses to Jell-O shot molds. Of course, this isn’t what the universities are saying. A spokesperson for University of Georgia said the molds are not specifically marketed for alcoholic shots: “Our look at it was plain and simple. Jell-O is a reputable product that has been on retail shelves for years. What we don’t control is the individual end user and what they use the product for. What the product was designed
for is gelatin." Or this from UNC: “The conclusion was that the Jell-O mold was a family- and fan-friendly product that shows school pride. It was consistent with other recently approved products, including a school-branded line of Pop Tarts.”

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News coverage to date has focused on the mixed message the product sends to students who are subject to university policies and educational programs for alcohol and binge drinking. But how about the link between the Jell-O shot economy and the phenomenon of the six-year degree that is already too prevalent at the aforementioned institutions? A new study from the New York Federal Reserve shows that the return on investment from a 6-year degree is 40 percent less than that on a 4-year degree.

Then there’s the question of the purpose of trademark licensing. While universities undoubtedly have valuable brands, their mission isn’t to maximize revenue across multiple product lines. What is their mission? Based on a scan of Jell-O-brand universities, 60 percent fail to mention students AND learning in their mission statements (and forget about outcomes, tuition or return on investment, which are nowhere to be found).

Higher education mission statements tend to be multifaceted, complex and vague. Most include knowledge dissemination and research. Many include statements about furthering the public good. Often, there are so many bottom lines there’s effectively no bottom line at all. This makes it difficult for trustees to ascertain whether officers (or
trademark licensing offices) are doing a good job and to exercise appropriate governance.

Like CVS, universities need to stop trying to be all things to all people. If their mission involves students AND learning, they should look at their current over-broad roster of activities and begin to cull those that are unrelated. They should also consider eliminating those that may be related, but where they do a poor job. See last week’s New York Times feature on how specialized institutions like the Fashion Institute of Technology or Harvey Mudd College punch well above their weight (in terms of rankings) when admitted students choose between a specialist and a generalist. Institutions counting on licensing revenue from Jell-O shots and other products may find it difficult to focus solely on student learning. And nearly all institutions find it difficult to specialize.

CVS faced the same decision set. Cigarettes represented $2 billion in annual sales. It was hard to walk away from that.

But CVS made the strategic decision that they were in the business of health, a decision that ought to have a financial payoff down the line, according to an industry expert quoted in the Times: “When you stop selling cigarettes as a retailer, it sends a very big signal to the rest of the health care community that you are in the health care business. I do think that it’s going to open up many possibilities in all of the partnerships that they’re trying to create across the country.”

September 12, 2014

The Week
What You Need to Know About the Past 7 Days
NO MU MENTION

Just a Thought
As legislators, deans, parents, and students debate what to do about the problem of sexual assaults on college campuses—many of them all but awash in alcohol—maybe it’s time to take a step back and consider the bigger picture. Maybe it’s time for
Americans to start teaching their teenagers to drink responsibly (if they want to drink), and time to rethink our drinking-age laws—which, let’s face it, seem to have done little more than create a thriving fake-ID industry.

Really, where has the current approach gotten us? High-school kids sneak off to drink under stadium bleachers and in parks that closed at dusk. College students party in their rooms and at fraternities and in bars. If you didn’t hear it earlier this week, listen to the piece that NPR’s Patti Neighmond did on college drinking for Morning Edition. Sharon Levy, director of the Adolescent Substance Abuse Program at Boston Children’s Hospital, summed up the situation this way: "We’ve created a situation in which there is an expectation that drinking—and in fact heavy drinking—is just part of the college experience."

And then—studies are clear on this, as are stories from virtually every campus—assaults happen. To say nothing of car crashes and hospital visits for alcohol poisoning.

Try as they might, colleges are probably not going to solve the sexual-assault problem by requiring that students say "yes" to each caress (as California law may soon require) or by becoming more adept at the due-process requirements of rape charges. Nor are they going to tame the out-of-control campus-drinking culture as long as drinking by anyone under 21 has to be a wink-wink "secret." Maybe it’s time for a fresh start on this one.

**Hey, Hey, Ho, Ho**

Is civility "really a catchword for a kind of censorship for speech that makes us uncomfortable"? That’s how it was characterized this week by Katherine M. Franke, a professor of law at Columbia University who is among the high-powered individuals and organizations arguing that the University of Illinois at Urbana-Champaign needs to reverse its ever-more-controversial decision not to hire Steven G. Salaita.
Mr. Salaita spoke to about 200 supporters at the University YMCA on Tuesday after protesters marched across the campus chanting, "Hey, hey, ho, ho, censorship has got to go." He said that he would pursue legal action if he was not hired as a professor of American Indian studies, and also that, while his tweets about "recent atrocities committed by the Israeli government" were indeed "passionate and unfiltered," the university’s decision to vet his Twitter feed sets a "perilous standard that risks eviscerating the principle of academic freedom."

But Phyllis M. Wise, the university’s chancellor, gave no hint that she was reconsidering the decision to withdraw the job offer, and on Thursday the Board of Trustees backed her up, voting against Mr. Salaita when his name appeared on a list of faculty hires.

**Up for Discussion**

Goucher College, which stopped requiring applicants to submit standardized-test scores seven years ago, now says applicants don’t have to send in high-school grades if, instead, they submit two samples of academic work and a two-minute video saying "how you’d fit in at Goucher." … Kentucky State University said on Wednesday that it had re-enrolled about 70 percent of the 654 students it kicked out last week because they weren’t paid up on their bills. … Has your campus police department sought surplus M-16s or Kevlar helmets from the Defense Department? Grenade launchers? Freedom-of-information requests filed by Dan Bauman, a Chronicle intern, turned up 117 colleges that had received items as varied as gauze bandages and mine-resistant vehicles.

**Look Who’s Here!**

So Congress showed up here in Washington this week, with a lot on its plate and just two weeks to do what it can before taking another break. It seemed like a good time to ask Kelly Field, who covers the federal government for The Chronicle, what to expect this fall. Her analysis:
• Because the government’s spending authority runs out on September 30—and because no one wants another government shutdown—Congress will pass a continuing resolution that will allow spending at current levels until after the November elections. Why wait till then to make real decisions? The elections will determine which party controls the Senate. If the Republicans win a majority of Senate seats, it’s a new ballgame for everybody.

• In the meantime, the Senate may take up a bill from Sen. Elizabeth Warren, Democrat of Massachusetts, that would scale back interest rates on student loans. The bill has little chance of getting through the House—OK, no chance at all—but from the Democrats’ point of view, it’s still good politics.

• The elections will also determine who replaces Sen. Tom Harkin, Democrat of Iowa, as chairman of the Committee on Health, Education, Labor, and Pensions. If the GOP takes control, the post most likely goes to Sen. Lamar Alexander of Tennessee, a former secretary of education and former University of Tennessee president. He’s big on limiting regulations. If the Democrats hold on, Sen. Patty Murray of Washington—a student-loan expert—gets the gavel.

• Will Congress make any progress on reauthorizing the Higher Education Act? Nope.
• Over at the Department of Education, a November 1 deadline looms for final gainful-employment rules. Depending on how strict the rules are, they could cut into the number of for-profit colleges whose students are eligible for federal grants and loans. Whatever the department decides, chances are good that the for-profits will challenge it.

• Also due this fall: a formula for measuring how well colleges serve diverse student populations. Expect complaints there, too.

**C Is for ‘Chutzpah’**

Turns out that Anoop Shankar, who left Virginia Commonwealth University last month after NBC News started asking questions about his résumé, had quietly been let
go by West Virginia University in December 2012. That institution, which had been about to promote him, instead discovered that he didn’t have a Ph.D. in epidemiology, hadn’t written any of the papers listed on his CV, and was not, in fact, a member of the Royal College of Physicians.

Ratingzzzzz

Some days you just can’t win, you know? On Monday the high-profile New York Times "Upshot" data team held an invitation-only conference to release its College Access Index, which it said was a guide to "the most economically diverse top colleges." (If you’re interested, Vassar came in at No. 1, followed by Grinnell.) The index took heavy fire almost immediately. "Only the NYT could come up w/a college access ranking index basically limited to the wealthiest 3% of all colleges," tweeted Barmak Nassirian, director of federal relations at the American Association of State Colleges and Universities. It was widely noted that very few public institutions had made the list, after which a lot of people stopped paying attention.

Meanwhile, yes, U.S. News & World Report released the 30th-anniversary edition of its college rankings. Notable accompaniments were a nice Washington Post profile of Robert Morse, chief data strategist at U.S. News, who has worked on the rankings for 27 years—"It’s not where you went to school, it’s how hard you work," he told the Post—and an over-the-top Bloomberg News piece alleging that Dartmouth’s fall from 10th to 11th place means, in the words of one consultant, "The brand has been damaged but not destroyed."

Highlight of the week? The Onion’s 2014 university rankings, which imagined stats like Harvard’s "Entitled-Pissant-to-Faculty Ratio" (7:1) and listed a University of Phoenix selling point as "Boasts small chat-room sizes."

—Lawrence Biemiller