



MU News Bureau

Daily Clips Packet

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Columbia begins to see impact of declining enrollment at MU

By Rudi Keller

Cut-rate student housing and a job fair for displaced University of Missouri employees are among the first signs of how budget cuts and declining enrollment will impact Columbia.

Landlords eager to lease bedrooms before the semester ended last week were offering gift cards of up to \$1,000 or rent reductions worth the same or more to lure renters. They are getting squeezed from two directions – the number of upperclassmen allowed to live off campus will drop by about 1,400 and new buildings a few steps from campus will add almost 700 units to the market.

TwinRock Partners of Newport Beach, Calif., last year purchased the 450-bed Gateway apartments on Buttonwood Drive for \$21.6 million and rebranded it the Lyfe at Mizzou. The company is advertising a no-money-down lease, giving away \$250 per tenant gift cards and is waiving the \$100 application fee. It is offering the same deal at the Row, which has 328 beds in townhouse units.

The offers are intended to match or beat the deals other landlords are offering, said Alexander Phillips, CEO and CIO of TwinRock Partners. Students are waiting before signing leases to see where they can get a better deal and everyone is fighting to fill beds, he said.

“You just have to be aggressive and competitive in this market,” Phillips said.

This fall, the university is expecting its smallest incoming freshman class in almost 20 years. Overall enrollment will decline, perhaps as much as 6 percent, as 5,484 students depart following graduation and this year’s small freshman class advances.

Fewer students means less tuition revenue. That loss, combined with a 6.7 percent cut in state funding, has campus leaders looking to cut expenses by 12 percent. Layoffs in the Division of Operations will eliminate 20 jobs on July 1 and more are likely. More details about how budget cuts will be implemented are expected at campus forums Monday and Tuesday.

The Columbia Chamber of Commerce will hold a job fair soon to help university employees find work, chamber President Matt McCormick said last week.

“Our board of directors voted last month to work with the university as they figure out budget cuts, layoffs, things like that,” McCormick said.

Since World War II, growth at MU has meant growth for Columbia. The university’s spending on goods and services supports numerous local businesses and spending by employees and students helps make food service and retail trade the two largest sectors of the private workforce.

“We are intimately linked together,” McCormick said.

In the past, the economic power of MU and other colleges in Columbia has kept unemployment lower than other portions of the state. When unemployment peaked at 10.5 percent in Missouri in February 2010, the rate locally was 6.6 percent. In March, the state rate was 4.2 percent, with unemployment in Boone County at 2.7 percent.

One component of MU’s impact on Columbia are visitors coming for sporting events, especially football and basketball. Attendance for football in 2016 was down almost 13,000 people per game from 2015 and the men’s basketball team filled, on average, only 9,930 of Mizzou Arena’s 15,000 seats.

So far, restaurant and hotel owners aren’t too upset by the drop off, said Megan McConachie, spokeswoman for the Convention and Visitors’ Bureau. Other events, such as True/False Film Fest and Roots N Blues N BBQ Festival are growing, she noted.

“I don’t think we were ever fully dependent on the university to draw in visitors, but it is an extremely vital part of what we refer to as our tourism product,” McConachie said.

And commercial real estate is doing well with high occupancy rates for industrial, office and retail space, said Mike Grellner of Plaza Real Estate. Changes at the university are causing uncertainty, but rents should be stable, he said.

“People are concerned but we can’t point to any data or statistics and say they are a reflection of dropping enrollment,” Grellner said.

The student housing market, however, was already feeling a pinch before the drop in enrollment. A report presented to the Columbia City Council in November found that new downtown housing was already proving to be a stiff competitor for sites further out.

The report found an average vacancy rate of almost 10 percent, with the rate almost 13 percent more than a mile from campus. Of the participating complexes, 18 reported plans to advertise their units to nonstudents, and seven reported lowering rent to help fill vacancies.

Along with discounts or premiums, landlords are selling service to attract tenants. TwinRocks provides shuttle services that begin at 7:30 a.m. and finish running at 2:30 a.m., Phillips said.

But the company can only cut rates for so long, he added.

“How strong the school and state will be will determine whether or not we are happy with our investment,” he said. “If they don’t get their act together and drive up enrollment again, we will be licking our wounds.”

T COLUMBIA DAILY TRIBUNE

Editorial: Reimagining Mizzou

By Hank Waters III

Former Provost and now Interim Chancellor Garnett Stokes no doubt is pleased to lend a hand at a crucial time for her MU flagship campus, but obviously she did not plan to take the reins at the very moment the horse had stepped on a nettle and was bucking all over the place.

Having survived that torturous metaphor, please stay tuned for additional thinking about the status of the challenge faced by Stokes and her boss, UM President Mun Choi.

They have new measurements of their budget crunch. In April Choi had said each campus would face an 8 to 12 percent decrease in the coming budget year. Now, with updated shortages of impending cash and enrollment numbers in hand, Stokes notifies MU program managers to plan on 12 percent cuts.

In her campus wide memo she said it’s a chance to “reimagine Mizzou.”

A 12 percent cut across the board is not “reimagining” except having to decide how to perform familiar duties with reduced resources, but further along in her message Stokes echoes President Choi’s intention to reprioritize. In the next 12 to 18 months, Stokes writes, “we will engage in a top to bottom review of all programs, centers, processes, policies, organizational departmental structures, and funding models.”

She asks senior leadership to make suggestions in meetings to be held in May before release of final details for the current budget on June 1. Presaging the future, Stokes writes, “we will be working with campus leaders at every level and will be in touch with details about the framework we will follow together to move forward. I am ready for change, and I believe you are too. It will require each of us to be educated on the issues and be willing to put the

university's interests above our own. I recognize this is a lot to ask, but I hope you will rise to the challenge with me.”

Reprioritizing as Stokes and Choi imagine is not for the faint hearted and can't be done by June 1. It's hard to imagine what sorts of spending cuts and reallocations might be suggested by affected campus-level leaders that will serve as a useful template. They will regard impending cuts as happening to them rather than for them. It is for the welfare of the overall institution and the public that funds it that such an apple-basket turnover must be fashioned.

In less than a month Stokes & Co. will hardly have time to invite campus leaders for public hearings and then design a seriously amended budget for adoption in June. It's a time of terror for program managers and a time of opportunity for the president and lieutenants like Stokes. As new budgets are designed, the tough decisions must be made by a small group of top officials and the less convoluted the process — the better.

Taking a broad view impossible for campus-level officials, the institution as a whole can benefit from slicing and dicing. After all these years of constant pushing for more money, more programming, more facilities, more faculty, more staff and more students, is not a semester or two of reprioritizing a good idea? Well, yes, but in public and private institutions alike no such exercise in good management is ever done except in reaction to financial strain — to a period of exigency.

The University of Missouri suddenly faces unanticipated and unwanted financial strain. I can think of reasons to bemoan this fact, but instead we are best off to pursue the potential benefits of rejiggering operations. Without the fiscal crunch, President Choi and his administration would not have the imprimatur to make hard choices.

No committee of affected peers could ever agree on these choices. It will be hard enough for the smallest group at the very top, but there is where the deed must be done. They will receive brickbats but they also will deserve support for the difficulty and importance of the leadership they now must provide.

T COLUMBIA DAILY
TRIBUNE

[MU graduates told to keep curiosity alive](#)

By Rudi Keller

In his remarks to the Honors Convocation on Saturday morning, University of Missouri System President Mun Choi turned to rapper Eminem for inspiration.

Over their academic careers, he said, the students in Mizzou Arena had been helped by sacrifices by their family, lessons learned from friends and professors who challenged them, inspired them and gave them confidence.

“So from time to time, they would say, look, if you had one shot, or one opportunity to seize everything you ever wanted in one moment, would you capture it, or just let it slip,” Choi said, quoting the opening lines of “Lose Yourself.”

Opportunities and setbacks will be a part of life, he said.

“You will overcome the setbacks by relying on your education,” Choi concluded.

The Honors Convocation for 1,312 students being recognized for strong achievement at MU was one of 16 graduation events over three days as the spring semester draws to a close. The university awarded 6,088 degrees to 5,484 students. Graduation ceremonies concluded today with the schools of Law, Journalism and Nursing and the colleges of Engineering and Education.

During the ceremony, interim Chancellor Garnett Stokes presented an honorary Doctor of Humane Letters to Pat Jones, who along with her late husband, Edward D. “Ted” Jones, donated money to acquire the Katy Trail and has made major gifts promoting conservation to the state and MU.

Pat Jones graduated from the College of Agriculture in 1950 with a degree in soil science. Stokes praised her for the gift of Prairie Fork Conservation Area in eastern Callaway County, operated by the Missouri Department of Conservation and MU with a \$3.7 million endowment for management, research and conservation.

“I’m glad you like what I do because I certainly enjoy doing it,” Jones said as she opened her brief remarks.

Jones urged the students to do what they wanted and follow their interests.

“The main thing in life is to do something that is fun and make money at it,” she said. “That really is quite possible. I know my husband did.”

Ted Jones inherited the brokerage business founded by his father and built it by focusing on investors in smaller communities bypassed by larger firms.

“He never passed an historic marker that he didn’t stop to read,” Jones said. “He would get to a small town and know more about the history than the people living in it.”

Jones has slowed in her 90s and was on the stage in a wheelchair but offered a cheerful assessment of life.

“As long as you keep your curiosity alive and interest in doing what you want to do, you will be successful,” she said.

There was no major speech during the convocation but other university leaders offered advice or insights. J.D. Bowers, director of the Honors College, offered both with a dose of humor.

After donning a hat identical to that worn by the fictional Professor Albus Dumbledore in the Harry Potter movies, Bowers told the graduating students that he asked for advice on Facebook for what he would say.

One proposed maxim was pretty good, he said.

“May your life be like toilet paper – long and useful,” Bowers said.

But the best view of life, he said, is that it is like barbecue. The process doesn’t always start with the best material, he said.

“If you apply a lot of heat, a little bit of smoke, a reaction takes place and there is a change, and you become different and you make something great out of something that started not so great,” Bowers said.

MISSOURIAN

MU recognizes 5,500 graduates during commencement weekend

KAYLA WOLF, May 13, 2017

COLUMBIA — **Students in graduation caps and gowns walked toward Mizzou Arena early Saturday with purpose and determination.**

They were hustling to line up for recognition at the Missouri Honors Convocation, which began at 8:30 a.m.

The honors distinction at MU is accorded to students who maintain a 3.5 grade point average or higher. For an honors certificate, they must take 20 hours of honors credit, but qualification for Latin honors depends exclusively on a cumulative grade point.

The Honors Convocation was the first of several commencement ceremonies on Saturday, the second day of graduation activities at MU. On Saturday, the School of Medicine conferred 100 degrees, and other ceremonies included those for the Trulaske College of Business, the College of Arts and Science, School of Natural Resources and School of Health Professions.

Graduation weekend began Friday and continues today. Friday ceremonies included the colleges of Agriculture, Food and Natural Resources, Veterinary Medicine and Human Environmental Sciences/School of Social Work. The Office of Graduate Studies conferred degrees both Friday and Saturday.

This year, MU will award 6,088 degrees, including 4,450 bachelor's degrees, 967 master's degrees, 338 doctorates, 99 law degrees, 112 veterinary medicine degrees, 100 medicine degrees and 22 education specialist degrees. Some students will receive more than one degree.

Interim Chancellor and Provost Garnett Stokes started the convocation by congratulating the 1,312 honors graduates for their hard work and dedication.

Stokes then presented Pat Jones with an honorary degree, the doctor of humane letters, during the ceremony. Jones is known for her conservation and philanthropy work in Missouri and was instrumental in establishing the Katy Trail.

Jones and her late husband, Edward "Ted" Jones of St. Louis-based Edward Jones financial services, donated the \$2.2 million purchase of a 225-mile corridor in 1987.

In receiving the degree, Jones' statements were brief, but poignant: "Do something that's fun and make money at it."

The large group of honors students laughed and nodded their heads at her advice.

For many of them, this weekend has been about celebrating with family and thanking them for their support and encouragement along the way.

Whitney Kwamin who earned a degree in health sciences and parks, recreation and tourism, said, "Graduation is for the parents, for the support system, a thank you to the people that help along the way."

Devon Heins, a business marketing senior, is the youngest of her three sisters and the last one to graduate from Missouri. Between the Honors Convocation at 8:30 a.m. and the Trulaske College of Business commencement ceremony at 12:30 p.m., Heins' family set up a tailgate.

"My dad has been a season ticket holder for 30-plus years, and some of our favorite memories of Mizzou are from tailgating," Heins said. "So with a short window of time, we decided let's do what the Heins family is good at — tailgating."

The Honors Convocation asks students to invite a mentor to participate. Communication science and disorders graduate Raina Bueno invited Dr. Judith Goodman, one of the first people Bueno said she met when she was looking to attend MU.

"She has supported me in and out of the classroom, and I thought it would be nice to have her here with me today," Bueno said.



[MU nursing graduates prepare for stressful workload](#)

Watch story: <http://www.komu.com/news/mu-nursing-graduates-prepare-for-stressful-workload>

By Shaletta Norwood

COLUMBIA - University of Missouri nursing majors will graduate from Sinclair School of Nursing this weekend and some of the nurses said they are ready for the stress and health risk their nursing positions will bring.

According to the Bureau of the Labor of Statistics, registered nurses have the fourth highest rate of injuries or illness on the job.

Lori Popejoy is a veteran nurse and an assistant professor at the nursing school. Popejoy said a nursing position is challenging and draining.

"Nurses have to work off shifts, they have to work evenings, they have to work nights, which in itself is inherently quite unhealthy," Popejoy said. "So you don't get good sleep, your sleep is disrupted and work is very difficult in a hospital or in a home care environment."

Popejoy said nurses eating habits and physical health is at risk as well. She says it is important for future nurses to take time off to get themselves together.

"We need to take care of ourselves so we can take care of our patients," Popejoy said. "We're skilled and have to be healthy because our job is hard to fill."

Tyler Wilson, a nursing major who is graduating from the school of nursing, said she is ready for her future career.

"I know that it will be stressful, but this is something I have always wanted to do," Wilson said. "Besides the school of nursing has prepared us for this career through the early mornings, long nights and weekly exams, so I'm ready."

Popejoy said the American Nurse Association is working to improve the nursing field. She said they started a new grand challenge called Healthy Nurse Healthy Nation to improve nurses health and reduce their stress levels.

T COLUMBIA DAILY TRIBUNE

Columbia, Stephens colleges expect higher enrollment in fall

By Rudi Keller

The University of Missouri is having enrollment woes but those problems don't extend to Columbia College or Stephens College, as both expect to see another year of expansion.

After enrolling 12 percent more traditional day students in August 2016, Columbia College expects another 10 percent increase to almost 1,050, campus spokesman Sam Fleury said. The college also has about 27,500 students enrolled in evening and online classes and at satellite campuses nationwide.

At Stephens, enrollment increased almost 6 percent in the 2016-17 school year, to 866 students. Officials did not estimate how much enrollment will climb but said they expect another increase. A new degree program in health science is helping attract more students, said Brian Sajko, vice president of enrollment management.

"Growth is expected in the coming year as young women look again to a woman's college for a higher education," he said.

The increase in student numbers at the two private colleges will not offset an expected decline of almost 800 in the incoming freshman class at MU, a 17 percent decline from fall 2016. It is expected to be the second year of sharp declines in new incoming freshman. Overall enrollment at MU declined by more than 2,000, to 33,266, and is likely to fall 5 percent or more in the fall.

As a result, the university has shuttered seven residence halls, made plans for cutting department budgets by 12 percent and will be laying off an unknown number of employees.

At Columbia College, the 692 full- and part-time faculty and staff who were on payroll before Jan. 1 will receive a 2.5 percent raise in salary on July 1, Fleury said. And on Monday, the Columbia City Council will consider an updated development plan for the college. The plan is on the council's consent agenda, which means it has been approved without dissent by the Planning and Zoning Commission and no other objections have been raised that would require extended discussion.

In the past, Columbia College has pointed to expanded sports programs, including an esports team, and other factors as reasons for growing its traditional enrollment.

The development plan calls for additional parking and renovating buildings to provide additional space for sports teams and other activities. The biggest addition to campus, however, would be a four-story classroom and residence hall.

The council's approval is the last step before the college can go ahead with building. The current plans call for the college to break ground in the spring and complete construction in time for the fall 2019 semester, Fleury said.



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[Do Extroverts Get More Out of Mentoring?](#)

Generated from MU News Bureau press release: [Extroversion, Proactive Personality Linked to Career Success, Mizzou Researcher Finds](#)

BY CHAD BROOKS May 14, 2017

If your company values mentorship and coaching, look for candidates who are outgoing and proactive when you hire, new research suggests.

A study recently published in the Journal of Career Development revealed that employees who are extroverted are the most likely to develop positive mentoring relationships, which in turn enhances their chances for career success.

Daniel Turban, one of the study's authors and a professor at the University of Missouri, said that the study affirms past research that shows mentoring plays a critical role in professional success.

"Those who are extroverted and have a proactive personality are naturally more likely to develop mentor relationships, which can help new employees understand their company's corporate culture and advance within a company," Turban said in a statement.

For the study, researchers examined a sample of 333 employees, who had an average age of 30, worked in a diverse set of occupations and had been with their companies for about five years. The study's authors judged career success on income, promotions and job satisfaction, while personality results were based on surveys. [Are you an extrovert? What your influence at work depends on]

The researchers discovered that extroversion and a proactive personality were related to career success through mentoring and organizational knowledge.

"Our results were consistent with our theorizing that individuals high in proactive personality and extroversion would be more likely to seek mentoring and also would be perceived as more attractive potential proteges," the study's authors wrote.

The study's results highlight the importance of employees being proactive in learning more about their jobs from trusted confidants, as well as their company as a whole, according to the researchers.

"Although individuals high in extroversion and proactivity may be more likely to seek and receive such mentoring, employees lower in these traits may benefit from coaching and counseling focused on developing skills to help them establish mentoring and developmental relationships," the study's authors wrote. "Second, our results suggest that employees proactively attempt to learn the norms, values, and goals of the organization."

While employees who are naturally extroverted may be more apt to developing mentor relationships, introverted employees shouldn't think their chances for success are doomed because of their personality, according to Turban.

"Even for those of us who aren't extroverts, there is nothing saying you can't 'fake it until you make it'," he said.

In addition to developing mentoring relationships and learning about the company's values and goals, Turban advises those looking to climb the corporate ladder to take responsibility for learning and development at work. He said you shouldn't wait to be invited to a committee or asked to engage in professional development. Instead, seek out these opportunities on your own and volunteer for training or networking wherever possible.

Turban said employers can also help their employees out by cultivating a climate that encourages informal developmental relationships and continuous learning.

"In particular, organizations should attempt to develop a climate of psychological safety, which allows employees to take risks and ask questions without fear of recrimination, resulting in increased individual learning," the study's authors wrote.

The study was co-authored by Timothy Moake, a Ph.D. student at the University of Missouri; Sharon Yu-Hsien Wu of the U.S.-China Education and Culture Center; and Yu Ha Cheung, a senior lecturer at Hong Kong Baptist University.



Charter school sponsorship not always seen as higher education's higher calling

By Ryan Delaney

Missouri lawmakers assigned higher education institutions primary oversight of charter schools when authorizing them 20 years ago. Universities know a thing or two about schools, after all.

It's not the norm when it comes to charter schools in the United States, though, as a majority of the 42 states (and Washington, D.C.) put the independent schools' governance in the hands of a local school board.

It's a logical choice to give universities the job of making sure these schools do everything they promise they will — and closing them if they don't, according to National Association of Charter School Authorizers president Greg Richmond.

“I think universities can do a great job at sponsoring charter schools,” he said. “No. 1, they're educational institutions, so they know something about education. And they have a lot of advantages to do the work well.”

Some higher education institutions in Missouri are more focused on compliance and accountability rather than providing teacher support for charter schools, which are tuition-free public schools that operate independently from local school districts.

Others have stepped away from sponsorship because it doesn't fit into the school's mission or they're too far away from St. Louis to provide much support or oversight.

There are advantages to charter schools having the full resources of a university at their fingertips. St. Louis College Prep was able to hire a graduate student from its sponsor, the University of Missouri-St. Louis, to serve as a part-time social worker in the high school.

“It actually saved us a ton of money,” College Prep executive director Mike Malone said.

Malone described the role of UMSL's charter school office, which also provides small teacher training grants, as that of a good sports coach.

“He’s teaching you how to kick the right way, but ... if you’re not doing your job he pulls you off the field and sits you on the bench,” Malone said.

Bill Mendelsohn is UMSL charter school office's executive director. He believes the sponsor should have “a very, very close relationship with the school, and the school leaders.” But Richmond says not every sponsor thinks that way.

“Frankly, it’s a lot of hands-off monitoring,” he said.

That’s the University of Missouri-Columbia’s approach. It closed two St. Louis charter schools last year.

Trina Clark James, the founder of one of those closed schools, Jamaa Learning Center, said it got little support. “They just weren’t as invested,” she said.

But Lisa Weaver at Mizzou’s charter office argued that Jamaa had consultants to advise on staff development and financial management, adding, “but I think we need to make it clear that it is not our job to provide support. As a sponsor, our job is to hold them accountable to their charter.”

Why sponsor?

Remember how Richmond said colleges and universities can be great sponsors? There’s more to that.

“No university exists for the purpose of monitoring charter schools,” he said. “They exist to run their university, and chartering is always just a side line, rather than a core function of a university.”

So, why do it? Well, there is some, but not a lot, of state funding that comes to sponsors — 1.5 percent of what goes to each student in their charter schools.

“Yeah, I don’t think anybody’s getting rich off of that,” said Mike Petrilli, president of the Fordham Institute, an education think tank. “To do authorizing right, you gotta have staff.”

And staff is where most of the money goes, because, in Missouri, the money allocated to a sponsor has to be used for monitoring its schools.

Sponsoring one or two schools nets a sponsor less than \$125,000 a year. UMSL has the largest charter school portfolios of any sponsors in St. Louis, collecting \$361,494 last year. With only two staff members in the office, Mendelsohn said his office was able to spend \$115,326 on grants to the charter schools.

Another reason to a sponsor: Lawmakers asked colleges like Missouri S&T and Southeast Missouri State University to do it when charters were introduced. But S&T no longer sponsors

and SEMO never expanded beyond its first one. Both schools cited distance from St. Louis as a reason they stopped or aren't expanding.

For others, it fits into the college's mission.

"It's fundamentally an expression of our outreach and service to the community," Saint Louis University Assistant Provost Steve Sanchez said.

And because university interest in sponsoring charter schools is subject to change, more states are creating independent commissions to exclusively authorize them, which Missouri did in 2012. The commission has sponsored one school in Kansas City so far.



[Florists losing local business to out-of-state companies](#)

Watch the story: <http://www.komu.com/news/florists-losing-local-business-to-out-of-state-companies>

COLUMBIA - People spend billions of dollars on flowers to honor their moms on Mother's Day, but much of that money isn't going to local florists. The National Retail Federation says a full two-thirds of Americans gave flowers for the holiday last year.

But local florists are losing customers to nonlocal competitors. In fact, most of them are not even in the same time zone. Flower-ordering websites, often called "order gatherers," have emerged as primary competitors to florists in mid-Missouri. Local floral shops say these order gatherers provide insufficient funds to complete orders and mislead consumers.

Order-gathering websites originated from florist-to-florist wiring services that existed before the internet, according to Doug Fick, a board member of Real Local Florists, an association dedicated to establishing a voice for retail florists in North America. He said the business model

was a part of a marketing strategy by popular national flower seller FTD (Florists' Trans-Word Delivery), which pushed flower promotion to the public.

“If I were to send you a hundred-dollar order as the ‘filling florist,’ a hundred-dollar order would give me twenty dollars as my commission. You would pay FTD a seven percent fee, then you’d get sixty-three dollars to fill my hundred-dollar order. The idea behind all of this was that florist would get as many incoming orders as outgoing orders, which would balance out the losses except for the slight seven percent fee for marketing by FTD. The whole model worked as long as it was florist to florist,” Fick said.

Once the business model emphasized profits over florists, floral shops nationwide felt the effect, he said.

Data from an IBISWorld industry market report published in 2016 shows that about twenty-five percent of floral businesses have closed in the past nine years, resulting in about 40,000 employees being cut. The report noted the rising popularity of flower order websites: “These services have hampered profitability for industry operators, with wire services taking a cut of total profit, and forcing florists to purchase specific products to fulfill orders,” the report said.

The current business model by wiring services fails to consider florist profit and eliminates artistic value, according to Ruth LaHue, owner of My Secret Garden in Columbia, Missouri.

“They would say it’s supposed to have these flowers in it, but they wouldn’t provide the money to be able to make it because they would take their cut out of it,” LaHue said. “The wire service mass produces a whole bunch of easy-to-make flower arrangements that they want all their flowers to look like. So, I just got tired of that.”

Fick said big business corporatized local floral shops.

“FTD and TeleFlora made us the McDonalds of the flower industry,” he said. “You could get the same thing, anywhere across the country.”

Florists are also frustrated by how national companies advertise as local companies.

Mike Moscato, owner of River City Florist in Jefferson City, Missouri, said many out-of-state websites are mistaken as local businesses.

“If you sent flowers through one of those companies to your mother here in Jeff City, your mother doesn’t know that you went from a website unless you tell her,” Moscato said.

Gatherer sites rely on consumers’ unwillingness to differentiate between local florists and national ordering sites that deliver locally. University of Missouri business law professor James M. Niemann said the practice is an example of strategic marketing.

“It’s giving you an appearance as being a Columbia site,” Niemann said. “It’s lawful for them to truthfully state information about their [delivery] service in Columbia, Missouri, as long as they’re not misstating that they are physically themselves present.”

Niemann said there is no legislation that requires the websites to inform consumers whether they are local or not.

“There are no specific laws that say if you’re a national business, and you have a contract with the third party within the state of Missouri, that you have to make such disclosures,” Neimann said.

While Missouri does not have any laws protecting florists, the California State Assembly passed legislation in 2012 that made it illegal for any “provider or vendor of floral or ornamental products or services to misrepresent the geographic location of its business.”

The act barred the advertising practices that gathering sites typically rely on. That includes using a name to misrepresent a provider’s location, listing a local telephone number unless it is identifiable with a true address and other practices that may confuse consumers from differentiating between local florists and national delivery services.

Niemann said such legislation could be a model for local florists. But until similar legislation is introduced, florists are finding alternative methods themselves.

Although Moscato is still working with FTD, he plans to stop working with similar websites by the end of the month.

“My concern is not the wire services,” Moscato said. “It’s the recipient, the customer.”

LaHue cut all ties between My Secret Garden and all wire services in 2016. She said she enjoys being able to focus solely on her floral designs and customers.

“We take very great pride in the artistic designs that we design here,” LaHue said. “I’m a florist because I want to make people happy. I want to help the person.”

Fick believes florists need to progress to compete.

“The biggest thing for local florists: they have to establish their own brand,” he said. “They can’t rely on wire services.”

MISSOURIAN

KEN MIDKIFF: What is going on?

KEN MIDKIFF, 1 hr ago

I have lived in Columbia for almost 30 years, and I hardly recognize the downtown area. Luxury student apartment buildings are popping up like fetid mushrooms, while freshmen student enrollment is going down. MU folks who keep track of such things had long predicted this decline, pointing to a decline in high school populations throughout the state. The decline is even more than predicted, thanks to a controversial student protest.

This would mean, to my simple mind, that there would be a lessening demand for student housing, and, indeed, MU has closed at least seven dormitories in anticipation of a decline in freshmen enrollment. MU requires that all incoming freshmen live in University housing for their freshmen year. But, what happens when these folks become sophomore, juniors and seniors? No doubt, some will be in the market for living in one of those mushrooms. But, there won't be nearly as many — apparently about 4,000 or so — as the current sophomores, juniors and seniors.

Developers are not dumb. Greedy perhaps, but akin to any other industry, they hire marketing firms to project future demands. Surely, those marketers have warned that the demand for student housing will decline. But builders keep building as if everything will keep on keeping on.

In the past, I have lamented that the owners of downtown student apartments rely on us taxpayers to make sure that lights come on, that water comes out of the tap and toilets flush. This is called infrastructure and while city leadership at first stated that the downtown area simply couldn't support all the growth, that statement has not been heard, as infrastructure has been upgraded — thanks to us taxpayers — to meet the demand.

Now, while past laments have not diminished, I must also lament that what was once a pleasant urban area — nowhere near as undesirable as Kansas City or St. Louis (good for visiting, lousy for living) — has become distinctly unpleasant. There is a morning and evening rush hour where once it was about 15

minutes. There are problems with water quality, with air quality, and with too much reliance on the single occupancy vehicle. There are roads, bridges, and power lines all over the outskirts of town.

And then, there are those danged multi-story apartment buildings, looming over our downtown. University enrollment is declining, three dorms have been closed. Will those apartment buildings be half empty in a few years? Is there some sort of state and federal tax breaks for failure?

What is going on?



Growing number of Missouri lawmakers also business owners

JEFFERSON CITY, Mo. (AP) A growing number of Missouri legislators have been listing work with small businesses and management as their occupation over the last 30 years.

The Columbia Missourian reports there were more business owners and employees in the 2017 Legislature than any other occupation, including attorneys and teachers.

According to lawmakers' self-reported outside job listings from this year, 36 legislators are involved in small business. The Missouri Legislative Library shows that there were only 18 in 1987.

University of Missouri in Columbia political science professor Peverill Squire has studied the Missouri Legislature for more than three decades. Squire attributes the shift in occupation to the increase in Republicans in the Legislature.

Democratic Rep. Mary Nichols says lawmakers should represent a variety of occupations because their outside jobs influence their legislative work.

MISSOURIAN

'Your Other Mom': Sorority house directors reflect on their role in the lives of young women

KYLIE BOYCE, May 14, 2017

The University of Missouri has 15 sororities on campus with live-in house directors, a job that requires a near-perfect balance of organization, responsibility, tolerance and patience.

Away from their families, students come to know house directors as their "other mom" while they navigate the challenges of adulthood and college life. Whether they become a cheerleader, a shoulder to cry on or a source of wisdom, the house mom takes on a respected and admired role in the Greek system.

We reached out to Columbia's house moms to share their stories of taking on the job.

Linda Orman, Kappa Kappa Gamma

On Aug. 1, 1993, Linda Orman, after two or three weeks of thought, decided to accept the house director position at Kappa Kappa Gamma.

"I took this job for one year, thinking I'd look for a 'real job' during that year," Orman said. "Well, I was so busy, I never had time to look for another job because I discovered this was — and still is — a 'real job.'" She's been at it for 24 years now.

Kappa Kappa Gamma has become her home, and she said she has no desire to be anywhere else. A sign on her door reads: "What I like best about my home is who I share it with."

STORY CONTINUES: http://www.columbiamissourian.com/news/local/your-other-mom-sorority-house-directors-reflect-on-their-role/article_1d0d526c-35cb-11e7-b177-cbf3329f660e.html

Words Fly on Free Speech Bill

Critics of proposed legislation to ensure First Amendment rights at Wisconsin public universities say it could backfire and limit expression. Requirement for political neutrality alarms professors and administrators alike.

NO MU MENTION

BY COLLEEN FLAHERTY May 15, 2017

Numerous states are considering legislation designed to ensure free speech on college campuses, following violent protests over speakers at the University of California, Berkeley, and Middlebury College. Some of the bills would, controversially, mandate punishing students who disrupt campus speakers and require institutions to keep mum on political issues -- and perhaps nowhere has the debate been as contentious as in Wisconsin.

Republican lawmakers who support a bill there say it would ensure all views may be heard across public universities. Those opposed question the proposal's scope and see it as one more legislative incursion into academic life. That's following last session's gutting of legal protections for tenure in Wisconsin.

"In any public forum, and particularly at a public university, any attempts to limit expression must be done with extreme caution, reflecting compelling institutional interests and respecting the First Amendment," David Vanness, an associate professor of population health sciences at the University of Wisconsin at Madison, told legislators last week during a Wisconsin Assembly higher education committee hearing on the so-called Kremer bill. It's backed by key Republicans, including Speaker Robin Vos.

Saying that state universities should serve as "the great supercolliders of ideas," Vanness told legislators that he agreed with much of the bill's intent. Yet he's "extremely concerned that, as drafted, a combination of ambiguous language and mandatory sanctions will have the perverse effect of chilling constitutionally protected expression" on campus, he said.

Under the bill, "protests and demonstrations that interfere with the rights of others to engage in or listen to expressive activity shall not be permitted and shall be subject to sanction." Namely, students who have twice been found responsible "for interfering with the expressive rights of others" would face a one-semester suspension at minimum, up to possible expulsion.

Story [continues](#).