



MU News Bureau

Daily Clips Packet

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AAU Research Magazine

[Volunteering keeps older minds sharp](#)

Generated from News Bureau press release: [For Older Adults, Volunteering Could Improve Brain Function](#)

Volunteering may improve cognitive function of older adults, especially for women and those with lower levels of education.

While the links of volunteering to physical health are well known, its associations with mental functioning are less clear.

“Cognitive functions, such as memory, working memory, and processing are essential for living an independent life,” says Christine Proulx, an associate professor of human development and family science department at the University of Missouri.

“They’re the tools and methods the brain uses to process information. It’s the brain’s working memory and processing capacity that benefit the most from volunteering.”

Processing is how fast the mind is able to take in and store information. Working memory, which is different from long-term memory, is what the brain needs to temporarily store and manage information.

Proulx used national data from the Health and Retirement Study, which researchers have collected for the past 25 years. The results from more than 11,000 adults aged 51 and older show significant associations between cognitive function and volunteering among all participants, regardless of the amount of time spent. Adults with lower levels of education and women seemed to benefit the most.

“Prior research has shown that older adults with lower levels of education are at greater risk of cognitive decline,” Proulx says. “Engaging in volunteering might compensate for some of that risk.”

Benefits may come because volunteering stimulates the brain, Proulx says. When volunteering an individual must follow directions, solve problems, and be active, all of which engage the mind's working memory and processing.

The study appears in the *Journals of Gerontology: Social Sciences*. The National Institute on Aging and the Social Security Administration funded the work.



University of Missouri staff discuss pay and promotion practices

By RUDI KELLER

The University of Missouri's policies that staff cannot receive a raise if they move from one job to another of the same classification are an invitation to find a job elsewhere, Megan Jahnsen of MU's Venture Mentoring Service said Tuesday after a staff forum.

Jahnsen has been a business engagement officer for two years, she said. Prior to that, she worked at the School of Medicine for seven years. In between she worked in private industry.

During the forum led by Chancellor Alexander Cartwright and three vice chancellors – Patty Haberberger in human resources, Rhonda Gibler in finance and Gary Ward in operations – the policy on lateral job moves was described as a way to prevent rich departments from luring away good staff from cash-strapped operations.

“One of the things to worry about is that those with the most resources get the best possible staff,” Gibler said.

Jahnsen said the policy doesn't encourage people to stay in their current job if they want a change.

“But I look at it from the perspective of the University of Missouri is not the only employer in town and there are a lot of companies that have good culture and are hiring,” she said. “If we can't make lateral moves without a pay increase, we will go outside and that's what I did.”

About 75 people attended the meeting in the Memorial Union, the first regular forum with staff since the release of the Rankin and Associates campus climate survey that showed great dissatisfaction over pay and hiring practices. Overall, 38 percent of faculty and staff who

responded to the survey conducted in 2016 said they had considered leaving MU within the past year.

Of those who considered leaving, 58 percent cited low pay and almost 48 percent felt they had limited opportunities for advancement. The figures add up to more than 100 percent because respondents were allowed to give more than one reason.

The survey showed other areas with high levels of dissatisfaction. Nearly 40 percent said they felt their opinions were not valued by administrators and more than one-third were not positive about their career opportunities at MU.

One reason, the report states, is the perception of unfair hiring practices.

“Respondents who elaborated on their perceptions of hiring practices cited incident after incident of nepotism and cronyism,” the report stated.

The dissatisfaction with pay and opportunities has been an ongoing issue aggravated by state budget cuts and declining revenue due to lower enrollment. The university implemented major cuts in June and campus advisory committees are working on finance and enrollment issues.

Cartwright said he can’t promise when money will be available for raises.

“We are trying to think about how we could at least identify some resources that we might be able to think about moving towards increases, but that is going to take us some time,” Cartwright said.

He did, however, promise other actions to improve employee morale. Focus groups are being formed to recommend three to five goals that could be implemented quickly, he said. In six months, Cartwright said, he will report on the progress toward achieving those goals and within a year they should be accomplished.

“If I am here next year and I am saying that to you, you should call me out on it,” Cartwright said. “If I say I am going to do something, I am going to do it.”

The question of whether a raise is allowed for a lateral move came up at the same time as a question about the maximum allowable raise for someone receiving a promotion. Haberberger said campus guidelines direct the raise to be 5 to 10 percent but that is not a rule or a cap.

“There may be situations where a person was paid very low in the pay grade they are in and is moving into a promotion and more than 10 percent would be warranted,” she said.

Ward was asked whether the campus parking fee for staff would double, as rumored.

“The short answer is no,” he said.

There may be increases and within two or three years money will have to be found for repairs on parking garages, he said. The university can't offer free parking, Ward said, but it will roll out incentive plans to encourage employees to leave their cars at home, he said.

The forum was a good exercise and fits what is needed in response to the climate survey, Jahnsen said.

"I think it is reassuring that administration is listening," she said. "We are the feet on the ground and they are at a higher level."



[Low pay a top concern at MU staff meeting](#)

By: Jessica Porter

Watch the story: <http://www.komu.com/news/low-pay-a-top-concern-at-mu-staff-meeting>

COLUMBIA - **Many staff members at MU say they aren't happy, especially on the issue of pay.**

According to the [2016 MU campus climate survey](#), 59 percent of respondents reported dissatisfaction with their salaries. Almost 56 percent reported a lack of opportunity for advancement and 32 percent reported an increased workload.

Staff members include administrative assistants, pipe fitters, landscapers, business analysts, accountants and more.

"We are generally the first people you see when you interact with Mizzou and we are generally the last people that you see when you leave Mizzou or come back to Mizzou," said Chrissy Kintner, MU staff advisory chair.

She said there are almost 6,000 full-time staff members on campus.

In the six years she's been a part of the advisory council, Kintner said, pay has always been a topic of concern.

"It has been a long time since we've gotten standard across the board raises. I've said that in the past and I'll continue to say it until it happens," Kintner said.

The university is facing financial trouble and part of the reason is a lack of state funding. Chancellor Alexander Cartwright said the budget restrictions mean staff raises just aren't available right now.

One staff member at the forum said there is more to the job than just the "monetary thing."

Ronnie Moten, a cook in Campus Dining Services said he's grateful to his boss for creating a welcoming environment.

"She's actually the reason I stayed with MU," Moten said.

His boss makes each staff member a cake for his or her birthday.

"It makes you feel appreciated and valued," Moten said.

At the forum, campus leaders said they are committed to working on changes at the university.



Focus groups to come up with fixes for morale issues at MU

By: Lucas Geisler

Watch the story: <http://www.abc17news.com/news/focus-groups-to-come-up-with-fixes-for-morale-issues-at-mu/640206869>

COLUMBIA, Mo. - The University of Missouri will put together several roundtable groups to help administrators find ways to improve morale on campus.

Chancellor Alexander Cartwright discussed the plan at an open forum with MU staff on Tuesday afternoon. The forum focused on issues held by the some of the school's 6,000 full-time staff members. A campus climate survey showed that 52 percent of staff members considered leaving the school last year.

The three groups will work specifically on issues relating to staff, faculty and students and have one of the chancellor's cabinet members on board. Those groups will help administration come up with several short-term solutions the school can implement to improve morale on campus.

Staff members pressed administrators at the forum on issues such as pay, vacation time, hiring and parking. Pay was a leading factor in many staff members' desire to leave the school, according to the campus climate survey. Administrators said while pay raises remains a top priority, budget constraints stop them from offering a raise quickly.

One staff member pressed the panelists about how they would bring change, despite earlier promises to do so. Cartwright said that while he hasn't been at MU long, the chancellor's office would lead the way in improving morale.

"It leads from me," Cartwright said. "It leads from the chancellor. If the chancellor is committed to it, then the other people who are responsible for making those things occur will do it."

Some staff members told ABC 17 News that Cartwright's comments made them optimistic concerning the potential for change. Chrissy Kintner, head of the Staff Advisory Council, said they hoped to have their roundtable group selected by November, and have short-term solutions ready to submit by the end of the year.

Ronnie Moten, a chef with Campus Dining Services and member of the Staff Advisory Council, said Cartwright and UM System President Mun Choi have made themselves available in their short time in Missouri so far.

"They have their ear to the ground," Moten said. "They're listening to not just the staff, not just the faculty, they're listening to MU nation."

MISSOURIAN

[MU to offer dicamba training for Missouri farmers](#)

By SAMANTHA KOESTER

To combat the troubles Missouri farmers have been encountering with the herbicide dicamba, MU's College of Agriculture, Food and Natural Resources will begin offering training courses in collaboration with MU Extension and the Missouri Department of Agriculture.

The program will be offered in December for those intending to use dicamba in 2018, according to a Monday news release. Farmers may take the course either online or in person at MU. The

Missouri Department of Agriculture requires farmers to be trained and licensed as a pesticide applicator before they can use dicamba or other similar products.

Dicamba has been a tool for farmers against overpopulation of weeds, but it has been known to cause damage to crops as well. Even with more farmers becoming licensed to use the product, there is still a possibility of dicamba harming agriculture on land where no protection against the herbicide exists.

In Missouri, an estimated [325,000 acres of farmland were affected by dicamba this year](#). The department of agriculture had received more than 310 complaints as of Oct. 6, the highest in years.

Kevin Bradley, a professor in the Division of Plant Sciences at MU, is involved in the orchestration of the course. He said the program's goal is to outline the main issues farmers have been seeing with use of dicamba and to teach those in the business how to prevent damage to their crops.

Bradley said the roughly two-hour-long course would primarily highlight four topics regarding the ways dicamba ends up away from the site where farmers intend it to be used.

First, he said, farmers need to be aware of the physical ways dicamba travels. A majority of the class time will be dedicated to the spreading of the chemical, as there is a high probability of dicamba drifting from the sprayer due to a misplaced nozzle or a windy day.

Next, he said the focus will be on the secondary drift, or what actually happens to plants when the chemical has moved beyond the field. Then, the course will cover the temperature of the chemicals and how to properly clean tanks used to store dicamba. If a tank is improperly cleaned and a farmer moves on to another field, Bradley said, their crops could be significantly injured.

"We want to try to get farmers to appreciate and understand the significance of the problem that we've had already," Bradley said.

ST. LOUIS POST-DISPATCH

Weedkiller dicamba unlocks record harvests — and a web of conflict among divided farmers

By: Bryce Gray

PEMISCOT COUNTY, Mo. • It's been a stressful growing season for Chris Crosskno — one characterized by the cupped and crinkled soybean leaves that were a common sight across millions of acres of the nation's farmland this year.

“We had about 2,000 acres of Liberty soybeans and every one of them was damaged at some point,” says Crosskno, who farms deep in southeast Missouri's Bootheel region and across the state line in Arkansas.

The distinctive symptoms point to exposure to dicamba, a decades-old chemical the agriculture industry is now turning to in the fight against increasingly stubborn “superweeds” — a controversial shift that has borne different results for different farmers and left the agriculture community divided.

Damage like that experienced by Crosskno has been widespread across the Farm Belt, causing conflicts between neighbors, recriminations and lawsuits, culminating with the Environmental Protection Agency announcing Friday that increased regulatory oversight will be required for dicamba applications in 2018.

Sparking the controversy was a shift to new technology spearheaded by Monsanto, the seeds and traits giant that, for years, has counted the herbicide, Roundup, as its signature product. But with weeds developing resistance to Roundup, dicamba has begun to emerge as a successor over the last couple of years, as the Creve Coeur-based company introduced new cotton and soybean varieties genetically modified to tolerate the chemical, enabling farmers to spray it over the top of those crops.

The new dicamba system — fully available for the first time this growing season — is hailed by many farmers in the Bootheel as a critical tool that has helped facilitate record yields and some of the “cleanest” or least weed-afflicted crops since Roundup-resistant seed varieties first came out in the 1990s.

But others, such as Crosskno, have not shared the abundance enabled by the technology, and have perhaps even been hurt by it.

Though an effective weedkiller, dicamba is a notoriously volatile chemical, meaning it is prone to turning into vapor that can drift off target. Soybeans are particularly sensitive to dicamba damage, but many types of nontolerant plants — including trees and garden vegetables — can also be susceptible to injury.

The dicamba varieties approved for use on Monsanto's dicamba-tolerant Xtend crops this growing season were less volatile than older forms of the chemical, but as the acreage sprayed with the herbicide rose across the country this year, so too did reports of damage caused by off-target movement.

With the harvest ongoing, the impact that damage could have on Crosskno's yields is still coming into focus. But he worries that, like some of his neighbors are reporting, he could lose 8 to 10 bushels of his LibertyLink soybeans per acre — a loss that would amount to \$180,000 or so.

To avoid future losses, Crosskno says he'll have no choice but to switch, begrudgingly, to Monsanto's dicamba-tolerant seed next year, sparing himself the stress he has endured this season.

“You either get on board or get hurt,” he said. “I absolutely hate it. I despise the idea that Monsanto can dictate what we have to use, have to plant.”

Mid-South hardest hit

Crosskno's experiences — of frustration, financial stress and pressure to conform to a controversial new technology — are ones that many other farmers have faced since Monsanto brought its new dicamba-tolerant crops to market.

Complaints of dicamba-related crop damage have mushroomed into a [national epidemic](#) this year, surfacing in 21 states and launching thousands of case-by-case investigations by state departments of agriculture. The Mid-South has been hit especially hard, with northeast Arkansas and the Bootheel standing out as areas with the nation's highest concentration of damage reports.

Kevin Bradley, a University of Missouri plant sciences professor who has closely tracked the issue, says he thinks the more pronounced damage in states such as Missouri, Arkansas and Tennessee may be tied to the fact that both cotton and soy are grown in the region, while other areas don't support multiple dicamba-tolerant seed varieties.

“My perception is, the areas with the highest rates of adoption and use of the products had the biggest problems,” Bradley said.

Farmers and other agribusiness workers in the Bootheel estimate that upward of 90 percent of area soybeans planted this year were Xtend seeds, compared to just a fraction one year prior. They said use of Xtend cotton is now nearly ubiquitous in the area, even though it still represented a sizable majority of the region's crop in 2016.

As it is with Crosskno, self-preservation was a main motivator for many in the Bootheel to adopt Xtend crops this year, just one year after rampant damage from the chemical was [reported by area farmers](#). Last year's damage was widely blamed on illegal, or “off-label” applications of older, more volatile forms of dicamba, since none of the lower-volatility sprays intended for use with the new seeds had yet been approved. But the availability of dicamba-resistant seed created the temptation for some growers to spray illegally, jeopardizing the crops of others nearby.

The story continues: http://www.stltoday.com/business/local/weedkiller-dicamba-unlocks-record-harvests-and-a-web-of-conflict/article_fa3ba16e-10ef-5220-b1a0-71a84bcd7668.html

MISSOURIAN

MU School of Law to host First Amendment symposium

Based on MU News Bureau release: [MU School of Law to Host First Amendment Symposium](#)

By CAMERON R. FLATT

The MU School of Law will examine better approaches to handling free speech and conflict on college campuses during a First Amendment symposium on Oct. 27 in Hulston Hall on MU's campus.

The event, which is also sponsored by the Center for the Study of Dispute Resolution and its Journal of Dispute Resolution, will focus on different options for colleges to prepare for, manage and mediate conflict as a result of supporting free expression, [according to an MU news release](#).

The goal of the symposium is to “advance our understanding of how university leaders can remain true to both the mission of the university and the values of the First Amendment,” according to the [MU School of Law's website](#).

The law school's website also lists specific questions that organizers hope to answer, including:

- Limits for free expression on campus
- The difference between campus and general free speech
- If “free speech conflict” is something to be managed
- How to anticipate and prevent disputes
- And how to create and implement policies for when disputes occur.

Constitutional law expert Robert Post of Yale University will be the keynote speaker. Officials from MU, Auburn and Middlebury College will also speak, with a [full schedule available online](#).

Post, formerly the dean of Yale Law School, [spoke at an event for Brown University](#) last year and argued that the purpose of the First Amendment and the purpose of a university oppose each other by nature.

In his speech at Brown, Post said that when it comes to free speech there is no right or wrong answer, and people can't be told what to say or what to speak about. However, in an educational setting, he said that some answers have to be considered right or wrong and professors will have to tell their students what to talk about.

He also said that dissent on campus is important and necessary, but people must become educated on a subject before that can happen.

There is also a [writing competition](#) to coincide with the conference with a \$500 first-place prize, \$300 second-place prize, and \$200 second-place price. Participants must be enrolled in a program of higher education leading to a post-baccalaureate degree.



MU Law School and Family Impact Center to Offer Free Estate Planning

Story generated by MU News Bureau direct pitch.

By ANTOINETTE MILLER

Columbia residents can receive free estate planning help this month from University of Missouri law students. The estate planning clinic will take place on October 30th at the MU Family Impact Center on East Ash Street in Columbia. Eight students are participating in the pro-bono clinic in an effort to give back to the community.

Jennifer Clark, media relations representative for the law school, says the clinic makes a bigger impact than people think.

"I was talking to one of our clients last year who said that they just felt like a weight was lifted off their shoulders because this was done," Clark says. "This was something they feared and dreaded to do, and now it was done, and they could put this behind them."

This is the third time the law school will be partnering with the MU Family Impact Center to host the clinic. Clark says she hopes they have more programs to continue to help the community, as they just recently started to assist more people in the city area of Columbia.

"One of the things to teach them is how to interact directly with clients, how to counsel clients, how to have those direct meetings with clients," Clark says. "The second thing that this program is designed to teach is the substantive law that goes into drafting estate planning documents. What are the legal requirements of drafting a will? What is the type of language that has to go into a document like that?"

The clinic is designed to spread awareness in the community, as more than half of adult Americans do not have a living will and testament, according to AARP. Anyone in the area who is interested can fill out an application on the MU Family Impact Center website at mufamilyimpact.org.



MU estate planning program to benefit both law students and Boone County residents

By MORGAN SMITH

The MU School of Law and Family Impact Center will partner to provide free estate planning services to residents of Boone County and surrounding counties through the Mizzou Law Pro Bono Estate Planning Program next month.

For the third consecutive semester, the program will allow selected law students to partner under the supervision of adjunct professor and attorney Cynthia Barchet and ideally provide services to one client for every student involved.

“It gives [law students] some experience in seeing how the theory of the law applies to real people and real situations,” Barchet said. “I think it may inspire them because they’re helping real people.”

Cynthia has been supervising the program since last fall and has overseen the students’ drafting of wills and making financial and estate plans with their clients.

“It’s good for the legal community to give back to the community at large,” Barchet said. “There are some individuals who have very difficult financial situations and yet still need legal services and it’s important to meet those needs.”

Potential clients who wish to seek estate planning services are required to complete an application from either Jennifer Riedy Clark, the director of public interest programs at the MU School of Law, or the MU Family Impact Center before the week of Oct. 30.

“It helps the community by being able to provide these documents to people who otherwise wouldn’t be able to afford to get them,” Clark said.

Ten students have been able to participate each semester, serving 20 clients total. The program hopes to serve as many, or more, this year, according to an MU School of Law press release.

“The law school has a mission to provide pro bono service to the community,” Clark said. “It allows our students to get involved providing pro bono service, but it also gives them a substance of skill sets in a specific area of the law, which is estate planning and drafting wills.”

Clark said the program also teaches law students how to interact with clients.

This semester, eight students will be selected to pair off into four teams. The applications, usually under twenty in number, are reviewed by Barchet and the finalized list will be announced this week.

“They’re very dedicated; it’s nice to see them connect with the clients and to give them some goals about their estate planning and choices about their estates,” Barchet said. “Usually they’re pretty excited and they do a great job.”

The teams of selected students will meet with their assigned clients the week of Oct. 30 and spend a couple weeks drafting the legal documents. After their documents are reviewed by Barchet, the students will meet again with their clients to sign them officially.

Prior to the establishment of the Boone County program, students were taken to Rolla over spring break to assist clients in estate planning.

“It proved to be a little bit difficult as far as it being over spring break and making sure we had enough clients and time,” Clark said. “We thought it might be better for students to have a little bit longer and to do it more locally.”

Missourinet

Mizzou economist hopes Amazon does not choose Missouri for HQ; “Missouri would be the biggest sucker”

By: Alisa Nelson

Generated from News Bureau expert pitch

A Mizzou economist says Missouri should not be chasing a national headline-grabbing large employer like Amazon. St. Louis and Kansas City are among several cities competing for the online giant’s future headquarters that is estimated to include 50,000 jobs and a \$5 billion dollar investment. Associate Professor Saku Aura says the company is looking for the place with the best tax subsidy package – almost always making taxpayers the losers.

“As a Missouri taxpayer, I really hope Amazon doesn’t come here. The place that most grossly overestimates the benefits from a large company moving is going to be the one who’s going to

get it,” says Aura. “If they choose to come to Missouri, to me that would almost imply that we ended up being the biggest sucker among the 50 states.”

Even though Aura says it’s not likely to happen, he thinks Missouri should only offer the basic infrastructure changes as the incentives.

Aura compares the company bidding process to competing for professional sports franchises. In the end, a lot of local and state taxpayer money is wasted.

“I almost get annoyed when things like this happen and start grabbing media attention because this is the wrong way to try to make the Missouri economy grow. The right way is to focus on the fundamentals and not try to bribe employers to come here,” says Aura.

He says creating economic growth is best done with a reasonable and predictable tax policy and investment in education and infrastructure. Additionally, Aura says Missouri should be making the state attractive to all employers, not just very large companies.

Missouri U.S. Senators Claire McCaskill, a Democrat and Roy Blunt, a Republican joined together this week in support of the applications by the St. Louis and Kansas City regions for Amazon’s future corporate headquarters.

“Missouri has a rich history of fostering technology companies, from telecommunications providers to health technology solutions firms, data networking companies to high-tech supply chain management services, and a plethora of start-ups supported by the Missouri Technology Corporation, a public-private partnership created to foster the growth of new and emerging high-tech companies.”

A video released last week of Republican Governor Eric Greitens also pitches Missouri as the place where Amazon should build its head office.

Cities have until tomorrow to submit their proposals to Amazon. The company is expected to make a location decision next year.



Mizzou launches national search for assistant vice chancellor for Civil Rights and Title IX

By ELIZABETH DUESENBERG

COLUMBIA, Mo. - **The University of Missouri has announced it will be launching a national search to permanently fill the position of Assistant Vice Chancellor for Civil Rights and Title IX.**

In a letter written to employees and students, Kevin McDonald, the MU Vice Chancellor for Inclusion and Diversity and Equity, wrote, "This position is instrumental to our campus community."

Andy Hayes currently serves as interim assistant vice chancellor for Civil Rights and Title IX.

The search committee will seek input from all university stakeholders by conducting listening sessions.

McDonald wrote that he invites all employees and students to provide feedback and perspectives on the experiences, characteristics and qualities most important for the person selected to serve the role.

The committee will be co-chaired by Tina Bloom, associate professor in the Sinclair School of Nursing, and Emily Love, program consultant and Title IX coordinator in the UM System Office of Diversity, Equity and Inclusion.

An all-campus open forum will be held on Wednesday from 10-11:30 a.m.



Schnieders Chosen as UM Director of Government Relations

By HOPE HOWARD

Mun Choi, University of Missouri System president, announced on October 16 that Dustin Schnieders will serve as Director of Government Relations for the University of Missouri System.

This comes after the university began, and called off, the search for the more senior Executive Director position. Schnieders, who previously was the chief of staff for Missouri State Senate President pro Tem Ron Richards, will take on the day-to-day government relations decisions.

Christian Basi, University of Missouri spokesperson, says administrators realized they need to take a step back and assess the overall government relations office and its needs.

“It was worth it to take a pause on that search and make sure we had someone for the day to day operations, while at the same time giving us an opportunity to do a thorough review,” Basi says.

Although they have filled the role of the university’s system director, Basi explains a potential executive director would serve a different purpose.

“That individual will be responsible for looking at the long term visioning of government affairs related to the University of Missouri,” Basi says.

Basi says the university will assess if and when an executive director is needed.

ST. LOUIS POST-DISPATCH

Mizzou-Kansas charity exhibition sells out

By: Dave Matter

Tickets to Sunday's Missouri-Kansas Showdown for Relief exhibition basketball game in Kansas City sold out within minutes of going on sale Tuesday. The Sprint Center announced Tuesday that the game has completely sold out.

Both schools were allotted approximately 9,000 tickets to the charity game that will raise funds for hurricane relief efforts in Texas, Florida, Puerto Rico and the U.S. Virgin Islands. Missouri's allotment went on sale at 2 p.m. and sold out at 2:10, the school announced. Student tickets were gone in two minutes.

The game, set for a 3 p.m. tipoff, will not be televised, according to the agreement decided on by both schools. The game will be broadcast on Mizzou's radio affiliates around the state, including KTRS 550 AM in St. Louis.

MISSOURIAN

Tickets for MU-KU exhibition in KC sell out almost immediately

By ALEC LEWIS

Oh, yes — they sold like hot cakes.

Nearly 10 minutes after the nearly 18,000 tickets to Sunday's Showdown For Relief exhibition game between Missouri and Kansas were released, they had indeed sold out.

Each school was given approximately half of the aforementioned allotment to the game that will begin at 3 p.m. at the Sprint Center in Kansas City.

Student tickets, which were released at 2 p.m., sold out in two minutes.

Later in the afternoon, tickets were available through resale sites such as Ticketmaster for \$149 on the bottom end and up to \$385.

Sunday marks the first time the two sides have met since Missouri left the Big 12 Conference in 2012. It will also be the first in-game action for freshman forward Michael Porter Jr., the nation's top recruit, and Missouri's fourth-ranked recruiting class, according to ESPN.com.

The game will not be televised or streamed because of a decision made by both programs and conference television packages.

Instead, it will be broadcast on both respective teams' radio networks, with the game airing in Columbia on KTGR stations 105.1 FM and 1580 AM and KCMQ/96.7 FM.

THE KANSAS CITY STAR.

Two seasons into retirement, Pinkel hurt by Mizzou's struggles but 'confident' in Odom

By Aaron Reiss

COLUMBIA

When Missouri lost at Georgia last weekend, the man who engineered the Tigers' only football victory over the Bulldogs was taking in a far more exciting game. Gary Pinkel was at Arizona State, where his stepdaughter is majoring in dance, to watch the Sun Devils play Washington.

The stresses of another Mizzou loss, one that dropped the Tigers' record to a level of darkness Pinkel had rescued the program from, were far away.

"We get out of state, out of mind, those things are going to taper off a little bit," Missy Pinkel said of how her husband can get wrapped up in Missouri's struggles, even if only on Saturdays. But for the most part, Gary Pinkel is in Missouri while a program he had control over for so long flounders.

The former coach has lived in Columbia for almost 18 years — about the same amount of time he spent growing up in Akron, Ohio, Pinkel pointed out. So he had envisioned continuing to live here after retirement, but he intends to someday spend more time at his home in Naples, Fla. But first his stepson must finish high school in Missouri, at School of the Osage. Until then, Pinkel's proximity to a struggling Mizzou football program presents, at least from the outside, a unique and somewhat difficult situation to stomach.

Pinkel avoided any sense of controversy when asked what constituted a “turnaround,” the phrase his successor, Barry Odom, used to describe the state of the Mizzou program. Odom’s Tigers are 1-5 after finishing 4-8 in his first season last year.

“I don’t really wanna go there,” said Pinkel, Mizzou’s career coaching victory leader, said during an hourlong visit with The Star in his home. “There’s a lot of pressure in this job. It’s difficult.”

With a new perspective, he can’t believe how all-consuming the profession he loved was. Asked how his job might have been different if he were to begin his tenure today, rather than in 2001, he said he “can’t imagine it being harder” to change attitudes about a program than how hard it was for him to do when he arrived at MU — though he acknowledged more pressure might exist because of the increase in money injected into college football.

Pinkel, if this must be said, has no interest in ever coming back. But given his intimacy with the program, Pinkel is “concerned,” his wife said. He cares about his former recruits and Odom, whom he recommended for the job.

“It still runs through his mind that there’s a life on the line today, that there’s kids that are going to go out (to play football), and he hopes that they do well,” Missy Pinkel said. “I don’t think you’re ever going to take the football coach out of him.”

As though he is still part of the team, Gary Pinkel said he’s “confident, and hopefully we’re going to work our way out of this.”

He now sleeps through the night, but he wakes up wired on Saturdays. Missy Pinkel senses anxiety in him on game days, even in his second year out of coaching. He has to occupy his time with tasks before watching Mizzou play. Sometimes that means using his leaf blower outside his home.

When Missouri played at Kentucky, Pinkel organized a birthday celebration in Columbia for his wife. He hurried her to pack their car so they could drive from the Lake of the Ozarks. He had to pick up food for the party, including a cake he ordered from HyVee. Then they watched the game, which Missouri lost.

“I missed putting my headset on on the sideline, and the referee winding the clock saying ‘Let’s kick this thing off,’” said Pinkel, 65. “I was in a zone for four hours. I was gone. I was absolutely gone, and I loved it.”

It shocked him to see fans in a Memorial Stadium suite enjoy a football game. But his wife has taught him to sometimes drink a glass of wine while watching.

He found it funny to hear so many outside opinions on the Tigers, almost all of which come from people who don’t know what they’re talking about. If people ask him questions during a Mizzou game, he will answer. But he prefers to watch without too much noise or commotion around him, and he looks the same way he often did on the sidelines, with his arms crossed. When the Tigers struggle, Missy Pinkel said her husband will question why certain moments in a game happened.

“He wants everything to be well,” she said. “Praying for Barry, praying for the team to get it together. He still tries to figure out what’s not right.”

Pinkel’s friend, Fred DeMarco, compared the situation to his own. DeMarco was the founding and longtime owner of Déjà Vu, a comedy and nightclub in Columbia that recently closed. He had not owned the business in more than a decade, but the auction that cleared the space out a couple of weeks ago still hurt him.

“When they’re not doing well, it’s hard to watch,” DeMarco said of Mizzou. “It’s just hard for him.”

But Pinkel has no regrets. He said his doctors at the Mayo Clinic in Minnesota have told him that he will likely have to undergo treatment again for his non-Hodgkin lymphoma, which is in remission.

He used to brag to his agent, John Caponigro, about getting to spend 10 minutes pushing his grandkids on the swing set when he was Mizzou’s head coach. Now he can see them far more often, with all the eight of them spread out among Columbia, Sedalia and Kansas City.

DeMarco and Pinkel have a longstanding Wednesday dinner date at Murry’s, a jazz club and restaurant in Columbia. During autumns when he was a coach, DeMarco said, Pinkel would say “two words and have a game face on.” Now he is far more engaged.

“I could break away from it (coaching) and be OK,” Pinkel said. “I didn’t need that to complete myself.”

Pinkel used to stand near the weigh-in area before practices two days each week, so he could greet his players, and he said he misses interacting with them the most — “hugging them, kicking their rear end when they needed it kicked and seeing them mature.”

But he declined the chance to have an office on campus, even though he has a job at the university as a fundraiser and ambassador. Instead he uses a desk just past the front door of his home, in a room filled with mementos from his career, including a photo taken behind the SportsCenter desk during a visit to ESPN. Odom stands behind Pinkel.

“I didn’t want to be the ‘hang around’ guy, around Barry, whoever got to be the head coach,” Pinkel said. “I just didn’t want to be that guy.

“Let them breathe,” he added, before reciting a modified version of a signature phrase, “and do what they do.”

When Pinkel struggled with a decision as a head coach, he reflected on his years with Don James, his college coach and later his boss when Pinkel was offensive coordinator at Washington. They rarely talked on the phone in-season. Instead, Pinkel decided what James would have done, and he did that. Pinkel just released his autobiography, “The 100-Yard Journey: A Life in Coaching and Battling for the Win,” and wants to write another book, about the system for building a program that he learned from James.

Pinkel said he has talked to Odom several times this season, but he will “never” make the call.

“He wants that advice, counsel and help to be wanted versus just offering it unsolicited,” Caponigro, his agent, said. “He’s careful to respect those that follow him.”

So, Missy Pinkel remembered, when she suggested her husband could offer to “fix it,” he told her no.

Mizzou football, she said he told her, is now “Barry’s deal.”

T COLUMBIA DAILY TRIBUNE

Man who drove through Mizzou arena charged with four felonies

By PATRICK LAMBDIN

A former University of Missouri employee has been charged with multiple felonies for driving a car through Mizzou Arena.

Prosecutors on Oct. 2 charged Nathaniel J. Conant, 23, with four counts of first-degree property damage, a Class E felony, for the June 25 incident.

Assistant Prosecuting Attorney Cecily Daller said Conant faces a maximum of four years in prison for each of the four counts. The delay in charging Conant was due to the investigation, Daller said. According to charging documents, the four counts result from damage to a garage door, the south gate, the northwest or “Press Gate” and a golf cart.

Conant’s attorney, Kay Evans, did not immediately respond to a message left at her office.

Investigators say Conant drove a Volkswagen Passat through a closed gate on the south side of Mizzou Arena. Conant then entered the basketball arena by driving up a ramp and through a loading dock door, investigators said.

According to a probable cause statement, there is video of a silver Passat driving through several gates, a garage door and striking two golf carts before the Passat hits a basketball standard, rolling onto the main court while leaking coolant. A man wearing only a baseball hat and shorts

whom investigators claim looks like Conant got out of the car before driving away, the statement said.

Investigators found a license plate belonging to a silver Passat registered to Conant at the scene as well as a cell phone they say belongs to Conant. When investigators called Conant's mother she said her son was "going to turn himself in," the statement said. Damage is estimated at \$107,500.

Conant was arrested and posted a \$10,500 bond shortly after he turned himself in June 26.

Conant was a temporary employee with the university as an events assistant. Though he had not worked since last January, he was fired June 26. Conant graduated from MU in December 2016 with a bachelor's degree in English.



[Court date set for man charged with property damage at Mizzou Arena](#)

COLUMBIA, Mo. - [A Columbia man accused of damaging Mizzou Arena is expected in court next month.](#)

Nathaniel Conant faces four counts of felony property damage after he allegedly drove a car onto the arena's basketball court [back in June](#).

The University of Missouri said Conant caused around \$100,000 in damage.

A hearing for Conant is scheduled in Boone County Court for November 7.

the **maneater**

[MSA student positions in standing committees filled for the first time](#)

By GALEN BACHARIER AND SKYLER ROSSI

For the first time ever, all of the Missouri Students Association positions on the Chancellor's Standing Committees have been filled.

MSA Vice President Payton Englert said that only 39 percent of the positions were filled last year.

The standing committees, organized through the Office of the Chancellor, consist of students, faculty and staff members who serve three-year terms.

Faculty and staff positions are chosen by the chancellor, whereas student positions are filled by the MSA vice president.

The 34 committees discuss important campus-wide issues, including campus safety, parking, Residential Life, the status of women and student organizations.

FILLING THE COMMITTEES

Students on the standing committees make decisions alongside the faculty and staff members on the committees, providing perspectives that may be absent from a committee made up of solely faculty and staff.

“It’s important that all of the student seats are filled because at our university, we’re making a lot of tough decisions about a lot of important things,” Englert said. “We wanted to make sure that students have a say in those conversations. And, gauging off the amount of interest we had in the applications, students do want to have a say. So, we’re really excited to give students the opportunity.”

With so many students applying, the organizational process took longer than usual. The Chancellor's Standing Committee website still had many of the positions labeled as “tbd” at the beginning of the semester.

“It’s pretty normal for the process,” said Christian Basi, MU News Bureau director. “It takes a little while for the names to get through the committees and then over to the individual who is updating the website.”

As of Oct. 9, all of the positions on the Chancellor’s Standing Committee website have been updated to reflect every position being filled.

While the committee members were all hired before the summer, a few were not able to continue with the position when the committee’s schedule was released. But, there was enough extra student interest to keep the positions filled.

“When the committee times were released, some students were unable to make it, so we’re kind of having to rearrange things,” Englert said. “But, luckily we have enough student interest that we’re going to be able to get them all filled.”

Englert was unable to comment on why the committees have never been completely filled before.

In order to accomplish filling every seat, MSA advertised the openings through [Twitter](#), email and word of mouth. It also encouraged members of the senate and other MSA positions to apply for committee seats.

Englert said MSA received more applications than expected.

“It was a really great feeling that so many people were so excited and wanted to make a difference and create positive change on our campus,” Englert said.

Englert said that when she was choosing students for committee positions, she looked for passionate students who were excited to participate in ongoing conversations on campus and make a difference. For example, members in MSA senate who were passionate about a certain issue were encouraged to apply for a specific committee.

STUDENT VOICES

However, despite many of the committee members being selected through MSA, senators and other members of MSA hold their own opinions in the committees and argue on behalf of all students.

Ryan Alsop is an MSA member and representative for the Campus Safety Committee and the ad hoc Smoking Committee. The Campus Safety Committee works to make the campus as safe as possible and the Smoking Committee is reviewing the MU smoking policy.

As a senator, Alsop believes he always put an emphasis on student safety. Now he works to implement his ideas in his committee, such as continuing the Campus Safety Walks and [act as a student voice for the new smoking policy on campus](#).

“I always have a major emphasis in campus safety and student affairs,” Alsop said. “This is one of the things that students are going to have to focus on, their own safety. You’re going to be walking from the library late at night, it’s going to be a little darker and you want to know that you’ll feel safe on our campus, and that’s one thing that I want to put first.”

Mason Brobeck is another member of MSA and a representative for the Environmental Affairs and Sustainability Committee. This committee works to reduce MU’s carbon footprint.

Brobeck has met with the Sustainability Office and is working to raise MU’s national score for sustainability, which is currently a 65.93/100. He and the committee are looking to implement new majors geared toward the environment and using the curriculum to teach students how to be green.

Last year, MSA passed a resolution encouraging the university to divest from fossil fuels. The resolution was passed by MSA, GPC, LBC and fraternity and sorority governments, and was signed by over 2,500 students.

“I’ve tried to set attainable goals, something I could really see happening,” Brobeck said. “The big one is getting the school to divest from fossil fuels. We had a bunch of students sign on.”

Students don’t have to be in MSA to represent the undergraduate student body. One of these students is Baylee Hudson, a representative on the Committee on Committees, which is charged with reviewing and judging the other standing committees, as students pair up with faculty and staff.

“We’re supposed to regulate a third of the committees every year,” Hudson said. “So basically, we review them and decide whether they should be continued or discontinued or fixed or something like that.”

Hudson is enthusiastic about being a voice for MU students.

“You’ve got to get that student voice,” she said. “There’s only two or three students in my committee and I think that it’s a vital part of it because they were really adamant on getting student voices and students to represent MSA. So, I think it is a crucial role in what they decide to do.”

The students in these committees feel as though they are making a difference at MU.

“The thing is that administration, they want our voice,” Alsop said. “They want to have students in on these conversations because that’s why these universities are here. They are for the students that come here, obviously. So, we do have a very strong opinion in there, and they will definitely listen to us with policies because they always want student opinion.”

the maneater

[Two Greek houses hold fundraising event for Hurricane Harvey relief](#)

By TASHFIA PARVEZ

Chi Omega and Alpha Tau Omega held a fundraiser event called Homers for Houston to raise money for Kingwood High School in Houston, one of the many schools in the area suffering from the impact of Hurricane Harvey. The event took place on Oct. 8 at the Legion Fields from 10 a.m. to 2 p.m.

Homers for Houston was a joint effort from the Chi Omega sorority and the Alpha Tau Omega fraternity to organize a home run derby that several Greek organizations could participate in. The winning teams received a cash prize from the total money raised.

About 15 teams participated, and the event raised nearly \$700.

“For such short notice it showed how Greek communities care philanthropically and how much we wanna give back,” ATO President Jackson Marvin said. “It was nice to come out and spend a few hours during the day having fun together and raise money for this high school.”

However, the biggest source of the money came from the event T-shirts the two houses sold.

According to Marvin, an order form was sent out to the philanthropy chairs and presidents of all the chapters in the Interfraternity Council and Panhellenic Association.

ChiO and ATO received more than 300 orders that together raised about \$2,300.

“We wanted to donate \$5 for every shirt, but since we got so many orders we actually ended up being able to get \$7 for every shirt,” Kathleen Acord, external philanthropy chair of Chi Omega, said. “Plus, the T-shirt company decided to contribute an extra dollar for every shirt because they were really willing to help us out.”

ChiO and ATO also raised funds from the Venmo account they ran for donations anyone in the Mizzou community wanted to contribute. A few members of ATO sold coffee and donuts in Speakers Circle, giving students more opportunities to make contributions.

The fundraiser was initially planned by Kevin Murphy, a member of the junior pledge class of ATO, and Mercedes Mackay, the Panhellenic delegate of ChiO. They are both Houston natives and wanted to make a direct impact on their hometown.

“The main thing about why we chose a high school is because as 20-21 year olds, we are only a few years off from being in high school and we understand the school pride and being with your friends,” Acord said. “All the students in that school had to actually go to separate high schools and split up at the beginning of the school year because there wasn't enough resources.”

ChiO and ATO have raised over \$3,000 and are accepting donations until Thanksgiving break, when Murphy and Mackay will go back to Houston and hand over the check to the principal of Kingwood High School.

“Time to Listen” event fosters discussion regarding race and religion

By GALEN BACHARIER

The Fireplace Lounge in Hulston Hall was overtaken by the voices of students on Tuesday evening, as the the department of religious studies held its first “A Time to Listen” event, entitled “Race and Religion at Mizzou.”

The event is the first of two planned A Time to Listen events, which allow students to gather and have meaningful and direct discussions about their personal experiences with race and religion on campus, as well as their observations of those conversations at the university as a whole.

The discussion was moderated by Dr. Rabia Gregory, an associate religious studies professor and the director of graduate studies for the department. She emphasized the importance of student-focused discussion and opinions, as well as the fact that students could remain anonymous in their discussion.

“We’re going to start a conversation about how to teach religion in Missouri and about your experiences as students, as teachers, as citizens,” Gregory said. “While the conversation will help us develop our teaching practices here, and I welcome contributions from faculty and administrators, our intention tonight is to center student voices, and whenever possible, students will be given a priority to speak. We want to learn from you more about what your community needs.”

The audience at the event primarily consisted of students, with a few faculty members and parents present as well.

While the discussion was guided by several pre-written questions, a couple of major themes were continually brought to light, including the idea of being “silenced” or being left out when it comes to religious or racial discussion.

“There are choices that people make to not say something,” said one student, referring to people standing by while others are silenced for their beliefs.

Another student commented that being from a small, non-diverse hometown made coming to a college campus a complete culture shock — people being different politically, religiously or in other ways causes a “divide of sorts,” they said.

One student touched on tending to gravitate towards people with similar beliefs, especially religion, while being outside of those circles brings discomfort.

“You feel like you have to be the spokesperson for everyone in your religion,” he said.

Another student said that now they were afraid to comment on other people's race and religion for fear of looking ignorant or offending someone.

Frequent mentions of being silenced, as well as silence from the students in attendance when the discussion moved to more sensitive topics, brought on another question from Gregory.

“What would need to change on campus for you to be comfortable speaking honestly to others about experiences and ideas about race and religion?” she asked.

A couple of students had ideas, including talking to those that you're comfortable around already to get the subject out there, and providing your own opinions to open up discussion.

“I have to take a stance for what I believe in and what I believe is right, especially if it means changing our society's views on race and religion,” said one student.

Another student thought that meetings like this one were the key—taking small steps in an effort to be able to openly and comfortably discuss sensitive matters on campus. One student pointed out a major obstacle in the way of that goal.

“Even with little microaggressions, friends don't hold each other accountable or call each other out,” they said.

However, the discussion wasn't limited to voicing concerns and frustrations—Gregory also asked the room “how someone like you could help people who are discriminated against.”

One parent, whose daughter had taken several religion classes, emphasized the importance of education.

“Take as many intro classes as you can,” she said. “Knowledge is power, and not only did her perspective change as a result, so did mine.”

Another commented that those in a dominant social position, for example, a white Christian, can use their position to help minorities.

The event, as well as the second Time to Listen event in the future, was created as a result of a \$30,000 [grant](#) from the Wabash Center to Dr. Gregory, for “teaching and learning in theology and religion.”

“We can look forward to more student and teaching-centered events on religion at Mizzou sponsored by this generous grant over the next two years,” said Dr. Signe Cohen, chair of the department of religious studies, in her introduction of the event.

The next A Time to Listen event will be held on Nov. 28 at 6:30 p.m. in the Fireplace Lounge of Hulston Hall.



A Dangerous Precedent

Policies that punish student protesters reinforce institutionalized white supremacy

By CHARLES H.F. DAVIS

This month, during a meeting at the University of Wisconsin Stout in Menomonie, the University of Wisconsin System Board of Regents adopted a systemwide policy that punishes student activists exercising their constitutionally protected right to protest. Specifically, the board adopted language that states students will be suspended if found to have twice engaged in violence or other disorderly conduct -- neither of which have been clearly defined -- that disrupts the free speech of other people. Students will be expelled if found to have done so three times.

The board's decision, in which only one regent -- state public schools superintendent Tony Evers -- cast a dissenting vote, comes as a pre-emptive and intentional sequel to legislation introduced by Republicans in the Wisconsin State Assembly this past spring. Although the policy will not go into effect until system leaders write administrative rules and it is subsequently signed off on by the governor and state lawmakers, the decision re-establishes a dangerous precedent at a critical political moment in higher education. To be clear, it is a decision that reinforces institutionalized white supremacy -- and other oppressive forms of systemic power -- by criminalizing the self-advocacy undertaken by the most vulnerable populations in our nation's colleges and universities.

Since 2014, at least four states have adopted policies that address the discontinuation of campus "free speech zones" at public colleges and universities, which effectively repealed previous policies that limited where students could lawfully engage in demonstrations. **This includes the state of Missouri, which, after the killing of black teenager Michael Brown and collective action by Concerned Students 1950 at the University of Missouri, Columbia, was the ostensible epicenter of protests that swept the nation.** Although none of the aforementioned policies explicitly advocate for disciplining students, they do suggest, implicitly and explicitly, that the dissolution of sanctioned protest spaces should not be interpreted as protecting the right of students to disrupt the suggested free speech of others. This point is an important one, as many conservatives have obscured the right to free speech by calling for it to be expanded to include "right-leaning" speakers (and their campus sponsors) who publicly advocate white nationalist and white supremacist agendas.

Let us consider the University of Wisconsin at Madison in particular (the flagship institution in the University of Wisconsin System) and the board's recent policy decision when viewed retroactively. Many students who engaged in disrupting a speech by Ben Shapiro, former editor of Breitbart News -- which was recently exposed for its intentional efforts to seed neo-Nazi and white nationalist ideas into the mainstream -- would have been considered for suspension and expulsion. This despite the fact that their civil disobedience was in direct response to the racist rhetoric advanced by Shapiro. Furthermore, similar rhetoric had already manifested itself in a litany of racist incidents on campuses the semester before, at which point hundreds of mostly black and brown students responded in protest to demand greater institutional accountability for a hostile racial climate on campus.

However, it is also important to note that what recently transpired in Wisconsin is not unique. At least seven states have, over the past three years, passed legislation under the guise of strengthening protections of free speech on campus, which may have serious implications for student activists and others engaged in disruptive counteractions. In North Carolina, for example, House Bill 527, also known as the Restore Free Campus Speech Act, has already become law. The act explicitly prohibits institutions from "disinviting speakers whom members of the campus community wish to hear from" as well as establishing "a system of disciplinary sanctions for students and anyone else who interferes with the free speech rights of others." Following the trend, even the falsely regarded bastion of liberal progressivism, California, to which I recently moved, has introduced into its assembly the California Campus Free Speech Act, which would affect both public and private institutions.

What is consistent about the rationale of policy makers advancing such legislation, including that of University of Wisconsin System President Ray Cross, is a conflation of civil discourse and the intellectual debate of ideas with students' contestation of antiblack rhetoric and racist worldviews. Such a conflation disregards the well-documented, rigorously researched and empirically proven role that hate speech plays not only in inciting violence but as a form of violence itself. Furthermore, such rationale obscures and perverts the very foundations of free speech, both as law and as a movement, by subverting its expressed intention to protect and uphold the forceful contestation of unjust institutional forms and relationships of power. In effect, these policies intend to create a false equivalency between antioppressive and oppressive free speech -- however, the latter remains underpinned by racist ideologies of material consequence. They also aim to suppress and criminalize, through punitive measures, those not only willing to labor in the name of justice but also those who must because disruption remains a tactic on which their very minds, bodies and spirits depend.

An insidious and hypocritical fallacy undergirds the aforementioned rationale, put forth both by postsecondary institutions and state legislatures, which must be challenged. That is, higher education stakeholders must widely contest the notion that colleges and universities are (and should be) ideologically neutral on social and political issues.

At minimum, we must continue to illuminate the ways in which colleges and universities have not only historically benefited from institutional forms of power (e.g., use of African slave labor and transacting black bodies for financial gain) but also still contribute to the social reproduction and exacerbation of issues such as class stratification, sexism and rape culture, and, yes, the proliferation of white supremacist worldviews. In doing so, higher education scholars as well as faculty members, administrators and students expose the clear discontinuity between the values many colleges and universities espouse and

their institutional actions. Drawing attention to this reality, in this political moment, requires institutions to be accountable for answering the question of whether their neutrality, within a broader climate of injustice, squarely situates their historical legacy on the side of the oppressor rather than in solidarity with the oppressed.

Charles H. F. Davis III is an assistant professor of clinical education at the Rossier School of Education at the University of Southern California and chief strategy officer and director of research at the USC Race and Equity Center.

THE CHRONICLE OF HIGHER EDUCATION

Colleges Use Facebook Ads to Target Applicants, Parents, and Lawmakers

NO MU MENTION

By MICHAEL VASQUEZ

The ads showed up in the feeds of thousands of Facebook users, and the timing of the sponsored posts — less than two months before the University of Virginia's application deadline — was no accident.

"UVA offers one of the best values in higher education," read one post last November, seen by both potential students and their parents. Below the words were the Cavalier colors of orange and navy blue.

The students might have assumed each post had appeared because of their Google habits. But it was in their feeds because the University of Virginia has spent about \$10,000 to send targeted Facebook ads to various groups, including prospective students, parents, donors, employees, and state lawmakers.

Other colleges, too, have spent millions of dollars on targeted Facebook marketing, one advertising agency told *The Chronicle*. It's an emerging battleground in higher education's competition for students, whether at elite public flagships or for-profit colleges.

UVa's ads were fueled by the personal information, such as names and phone numbers, that students had provided on their applications for admission. Through the use of Facebook's Custom Audiences advertising tool, that personal information was matched with user accounts, and resulted in microtargeted promotional ads or videos — sometimes strategically timed for the crucial period when an admitted student was deciding whether or not to enroll.

The approach is relatively cheap and often effective. At the same time, it has raised concerns among privacy advocates.

"I don't think that's what students expect, and even less so, the parents."

"I don't think that's what students expect, and even less so, the parents," said Joel R. Reidenberg, a Fordham University professor who teaches courses in information-technology law, privacy, and cybersecurity.

UVa's chief marketing officer, David W. Martel, said the university promotes itself through Facebook because, "as a leading public university, UVa has a tremendous story to tell."

"And in today's cluttered information landscape," he continued, "it can be difficult to break through to interested audiences."

UVa has a published privacy policy that mentions the possibility of Facebook ads but does not specifically warn about the potential data mining of applications for admission.

Elsewhere, Georgia Institute of Technology officials also acknowledged using student information from admissions applications for Facebook ads. Laura Diamond, a spokeswoman for Georgia Tech, said that was done "only during the last academic year, to evaluate the platform."

She said applicants are not told they might be contacted through Custom Audiences ads, but the university has received no direct criticism about the practice.

The Berklee College of Music, meanwhile, is touted on Facebook's business-advertising website as one of its marketing "success stories," with Custom Audiences and other Facebook tools providing the Massachusetts institution with benefits that included a "40% increase in applications for the Music Therapy graduate program."

Berklee, too, uses student-application information to precisely target its Facebook ads, along with email addresses that may have been submitted by people curious about the college's offerings.

"Someone who has asked for more information may see an ad saying 'Start your application today' or 'Berklee will be holding auditions in Dallas next month,'" said Magen Tracy, the college's associate director of digital marketing and social media, in an email to *The Chronicle*. "Someone who has already started an application might see 'Complete your application' or 'Early Action deadline approaching.'"

Regarding student-privacy concerns, Ms. Tracy said the college limits its targeted advertising to people who have "voluntarily given us their information in order to receive admissions-related communications."

"Our intention is to get people the information they've asked us for on their preferred channels," she said, "not to sell them something they weren't looking for."

[*Story continues.*](#)