



**MU News Bureau**

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# THE WALL STREET JOURNAL.

## Colleges Try to Help Students Manage Their Finances

By providing students with detailed information about their finances, schools hope to get them to better manage spending and debt

*Story resulted from direct contact with the MU News Bureau.*

By JILLIAN BERMAN

As concerns grow about rising student debt, more schools are stepping in by trying to help students get their act together.

The hope is that by providing students with detailed information and guidance about their finances, it will help them manage their money while in school and after they graduate.

“We focus on laying out the options that they have and then answering the questions they have about them so that they can make an informed decision based on who they are” rather than rely on impersonal formulas, says Phil Schuman, director of financial literacy at Indiana University.

### **Cutting down borrowing**

One purpose of these information campaigns is to encourage students to borrow less when possible.

Indiana University has been a pioneer in this regard. Beginning in 2012, the school started sending students a letter every spring with information about their student loans, including how much they should expect to pay monthly after they graduate. Since implementing the program, the school has seen a reduction of about 17% in total student borrowing, Mr. Schuman says. The letters also have encouraged more students to get in touch with the financial-aid office.

Mr. Schuman says the goal of the program isn't to “parent” students or tell them how to approach their borrowing, but instead to provide them with the data necessary to make an informed decision. “Just giving them the current situation and having them understand this is what it looks like after you graduate can cause them to be both reactive and proactive going forward,” he says.

This month, the university also began providing students with guidance on their spending habits, through an online calculator that walks them through many of the possible financial decision-making points of a year at college—including whether to bring a car on campus or what dorm to live in.

Other schools have embraced the debt-letter idea, and some state lawmakers have started requiring schools in their states to send them. The University of Minnesota sends students a debt letter and has looked for other ways to encourage students to borrow less.

For instance, each year it spells out for students what they need to do to complete their degree on time and whether they're ahead, behind or on track in achieving that goal, so that they don't run up additional debt and other costs by extending their stay at school.

The university tries to make clear the real-world implications of taking a year less to finish college with materials that show what students could do—such as take a vacation, buy a car or put a down payment on a home—with the savings, says Julie Selander, director of the school's One Stop Student Services.

The school also publicizes data on its students' average debt at graduation, which has been decreasing, as a way to indicate to students that they may not need to borrow as much as they think, Dr. Selander says.

### **Regulating spending**

**Some colleges have intervened more directly in students' finances. For instance, the University of Missouri announced earlier this year that it would prohibit students from using their campus IDs, which function as a credit card in certain stores, on expenses that aren't related to education.**

The idea came after school officials realized that financial difficulties were one of the major reasons students were struggling to complete school, says Jim Spain, the university's vice provost for undergraduate studies. In response, the college began to audit individual student accounts at the school and found that for 40% of past-due bills from university-owned stores or services were for nonacademic expenses. Those included things like a videogame console and makeup, Dr. Spain says.

“We were actually allowing students to develop habits that were really poor financial management, habits that were then having a negative effect on their financial ability to stay enrolled” in the school, he says.

The program is still in its beginning stages, and Dr. Spain acknowledges that cutting off a line of credit could put students at risk of struggling to pay for basic needs like food while they're in school.

He says the school has convened a working group including student and university representatives to make sure students have a safety net in case of emergency.

“We don’t want to place students at risk who are experiencing either a chronic or acute financial crisis,” he says.

It’s these possible outcomes that worry Sara Goldrick-Rab, a professor at Temple University who studies college students’ financial challenges. Her research indicates that often low-income and moderate-income students struggle to find enough aid to pay for food and housing, leading to high levels of homelessness and food insecurity at colleges.

Given that backdrop, colleges should be working to provide students with more resources, not necessarily encouraging them to use as little loan money as possible, she says.

“The reason that you’re never going to see big effects from all of this is that people’s information about this stuff really isn’t the big problem,” she says. “It really worries me that we’re counseling people into taking less money than they might actually need.”

### **Offering an incentive**

At Ohio State University, officials are taking a different approach, using a financial incentive to push students to get more educated about their finances.

The university last year launched a partnership between the bursar’s office, which handles students’ bills, and the school’s Student Wellness Center to offer counseling to students who might be struggling to pay their bills on time.

The program began as a pilot focusing on students paying their bills in installments. Officials sent students who were late making a payment an email inviting them to have their \$25 late fee waived in exchange for attending a one-hour financial coaching session.

This fall, officials expanded the program to include students who pay in lump sums rather than installments. They can waive a \$100 fee assessed on late payments if they complete two hours of financial counseling.

“We’re not in the business of assessing late fees, we’re in the business of educating students, and we want this to be part of the education,” says Tony Newland, the bursar at Ohio State. “We can see this repetitive habit of students getting assessed these [late fees], and it’s really trying to figure out ways that we can help them get out of that cycle.”

Students may be struggling to make payments on time for a variety of reasons, according to Bryan Hoynacke, assistant director for financial wellness at the school’s Student Wellness Center.

It could be that they’re not regularly checking email, they’re wrapped up in a school or personal issue, they just forget or they’re genuinely struggling. The financial counseling students receive through the program varies, Mr. Hoynacke says.

Students start out talking with their peer counselor about their budget and life goals and then work from there to discuss other issues like student loans, credit scores, budgeting, savings and retirement.

“It really is a very personal meeting,” Mr. Hoynacke says.



## [Online textbook service saving college students hundreds of dollars](#)

By Matt Stewart

Watch the story: <http://fox4kc.com/2017/10/23/online-textbook-service-saving-college-students-hundreds-of-dollars/>

KANSAS CITY, Mo. -- The price of going to college continues to rise, but there is a movement nationwide to reduce some of the costs.

It's called the [Open Textbook Library](#), and it's saving students hundreds of dollars every year.

Instead of having students spend \$300 on one hardcover textbook for one class, they can now get many of their class materials online for free.

**Students going to UMKC, Mizzou, KU and many other local colleges have access to the Open Textbook Library. All a student needs to do is search for their textbook on the website and download it to their computer.**

The textbooks available are complete, and they are licensed and produced by the university at no cost to the student. The only challenge is getting professors to make sure they choose class materials that are available for free online.

Research shows that over the past decade, the cost of college textbooks has risen by more than 70-percent with college students today spending around \$1,200 a year on course materials.

Nearly 600 universities across the nation have already joined this Open Textbook Library, which is run by the University of Minnesota, and more colleges are joining every day.

So far, students using this Open Textbook Library have saved more than a million dollars total in textbook expenses.

# MISSOURIAN

## [Intellectual property about striking a balance, not just patents and profits](#)

BY RACHEL MCKEE TAYLOR 2 hrs ago ([0](#))

Hongbin Ma says he really doesn't care about the money he's earned from his invention. "I care about the product."

**That product is a coffee mug that instantly cools a beverage to a drinkable temperature and then keeps it there for several hours.**

**Ma, a mechanical and aerospace engineering professor at MU, is working on the second generation of the mug right now, and he's pretty excited about it.**

The Lexo is a travel mug designed by MU professor Hongbin "Bill" Ma. The Lexo cools a beverage to 140 degrees and maintains that temperature for up to eight hours.

As an employee of the University of Missouri System, Ma is required to disclose his inventions to the university and assign the rights to the university, [according to the collected rules and regulations](#). This means that if the university markets his invention and licenses it to a third party for development, any revenue generated must be shared by him and the UM System.

Ma says he's happy with that and thinks it's fair. He doesn't know how to file patents to protect his inventions, so having the university go through that process for him was very helpful.

But issues about who owns what can arise. In 2017, a lawsuit by the University of Missouri System went to trial in the 13th Circuit Court. The defendant was former chemical engineering professor Galen Suppes, [who allegedly filed for patents without permission from the university](#).

The jury found in favor of the university, and Suppes was ordered to pay \$600,000 in damages to the university for not assigning rights to inventions he created within his scope of employment to the university.

Although the terms the university offers inventors on campus compare favorably to other campuses' profit-sharing rules, some MU inventors have raised questions about intellectual property and what the university could be doing to get more patents turned into products.

### **Marketing patents to potential investors**

One issue in intellectual property at MU, Ma said, is with patents that never get commercialized. Not all patents result in products that can be successfully commercialized like his coffee mug, Ma said. So patents can languish without the technology ever being developed.

That's where the university should invest more, said Kattesh Katti, who has been at MU since 1990. Like Ma, Katti said the university could be better at marketing patents to prospective companies.

"It's one thing to get the faculty to perform the research, take those discoveries from invention disclosures all the way to the issue of patents, but once the patents are there, you don't want the patents to sit on the shelves" and gather dust, Katti said. "You should be able to market those patents."

Katti said the Office of Technology Management and Industry Relations at MU is doing a good job, but it needs more staff to handle the continually increasing patent portfolio of MU.

On the other hand, the university has been doing the right thing by encouraging faculty to contribute to the economic development of the university, he said.

“They do reward you very well,” Katti said.

What about the patents that aren’t commercialized?

Chris Fender, director of MU’s Office of Technology Management and Industry Relations, said there are many reasons a patent might not result in a product. When something is invented at MU, it’s typically not ready to be sold in the marketplace. It takes investment from a third party to turn the technology into a product.

“Marketing a patent is not like marketing a product,” Fender said. “These are technologies. Companies that license technologies need to be ready to devote a large amount of resources to bring a new product to market.”

In any case, the focus shouldn’t just be on the revenue part of intellectual property, he said, because there are several other benefits, and not just for the university.

### **Publishing vs. patenting**

Fender said that historically, there has been some tension in academic institutions between publishing versus patenting.

Once something is published in the public domain, it is very difficult to patent it, Fender said. Because of that, Fender said his department’s goal is to work with researchers so they can evaluate inventions and devise a strategy for protecting their work before it’s published.

“Our goal is never to tell someone not to publish their research results,” Fender said. “We want to work with them on the timelines they have for publishing and how can we protect intellectual property if it needs to be protected ahead of that time.”

Fender said that it's more difficult for the everyday person to benefit from technology if it's just published in a journal. Turning it into a commercial product is how the technology can benefit everyone, and that takes investment.

Filing patents creates assets that appeal to private industry, he said, because it allows a company to exclude others from using that technology for a period of time.

A patent term is for 20 years. When you are given a patent, he said, you are given a monopoly on your invention in exchange for being able to show and tell other people how to re-create your invention.

“The patent, the intellectual property, really creates an asset that somebody will invest in and say, ‘Okay I’m going to take some of my money and invest in advancing that to become a product,’” Fender said.

Beyond Meat Process and Product Engineer Justin Fuller explains the consistency of the chicken-flavored product on March 16, 2015, at the Beyond Meat facility in Columbia. The products look, feel and taste like their animal meat counterparts, Fuller said. Beyond Meat has been able to expand its product line to include both chicken-flavored and beef-flavored plant protein products, thanks to investors such as Bill Gates.

### **Beyond Intellectual Property**

Fender gave the example of the company Beyond Meat, which produces meat substitutes, and it all started with research done at MU.

Fu-Hung Hsieh and Harold Huff [created a soy-based chicken substitute](#), an invention that has had lasting impact on Columbia.

The university licensed the invention to Beyond Meat, a California-based company that sells exclusively plant-based meat substitutes, [according to the company's website](#).

Very small amounts of the meat-substitute were being produced in the lab, Fender said, and turning that into a product that can be produced on a large enough scale to be marketed successfully can be a risky investment.

That's where the profit motive of intellectual property comes into play, he said.

"We want to create an asset that incentivizes somebody to put money in at a very high risk to advance that in order to bring a product that is useful and benefits people and that people are going to purchase," Fender said.

Part of the agreement the university worked out with Beyond Meat was to invest in central Missouri as part of its commercialization plans, which resulted in a factory off Vandiver Drive in Columbia.

"We want to keep these things as local as possible," Fender said. "We first want to benefit central Missouri and the state of Missouri."

The agreement with Beyond Meat has created close to 100 jobs in central Missouri, Fender said, and brought out-of-state investment dollars into the Missouri economy.

"The vast majority of Beyond Meat's investment dollars came from outside Missouri," he said. "Bringing those investment dollars from outside Missouri creates economic lift here in central Missouri."

Another positive benefit of intellectual property at MU is resume-building experience for MU students who work in the lab with researchers, he said.

"When the university engages with companies, we're trying to provide real world experiential learning opportunities that can give students an advantage in the job market," Fender said.

## **By the numbers**

In the 2016 fiscal year, MU received close to \$15 million in licensing revenue. Although this year's licensing revenue number hasn't been finalized, Fender said he was expecting a significant decrease due to patents expiring.

The UM System receives royalties on an invention from the licensed third party as long as the patent exists. When the patent expires, the royalties stop as well.

As of July 1, 33 percent of patents at MU had active licenses. Of those with active licenses, 76 percent have generated revenue.

Fender said that while revenue from intellectual property is important for the university, he always wants to keep the primary goal of having innovation at MU benefit people, and the way to do that is through commercializing products.

“If we do all these things well and we think about creating a pathway for innovation to become a benefit to society, then the monetary benefits will happen for us and we'll be successful.”

## **How UM System compares**

The back end aside, the UM System's intellectual property rules are similar to those of other universities.

The University of California System, Harvard University, Massachusetts Institute of Technology, the University of Colorado System and the California Institute of Technology all require that the faculty inventor assign all rights to the invention to the university if the inventor used university funds, facilities or equipment.

At MU, inventors receive one-third of all revenues off the top, then two-ninths go to the inventor's department, two-ninths to the inventor's campus and two-ninths to the UM System, the university's rules state.

That's where there's a difference from one university to another. The percentage of royalties the inventor receives after the university has licensed the technology to a third party for development is as follows:

- UM System: 33.33 percent [Harvard University](#): 35 percent of net royalties California: 25 percent of net income University: 35 percent of net royalties Massachusetts: 33.33 percent to inventor after 15 percent deduction for administrative fees and deduction of out-of-pocket costs

Of those universities and systems, the UM System was alone in giving the inventor a percentage of the royalties received before deducting the costs associated with obtaining a patent and other costs incurred through the patenting and licensing process.

Suppes was not the first university employee to be sued by his employer for violating an employee contract.

[According to the New York Times](#), in 1990, the University of Pennsylvania sued Dr. Albert M. Kligman for pursuing a patent and entering into a deal with a third party without permission from the university.

The university argued that the university owned the rights to his invention and that he violated his employment contract by entering into outside agreements.

The case was settled out of court.

Generally, it is not uncommon for university employees to be required to give up rights to inventions created within the scope of their employment and then receive partial revenues from their university in return.

In the Suppes intellectual property lawsuit, Suppes' defense attorney, George Smith, argued that two people can own something but that the university was asserting sole ownership of Suppes' invention — a technology that converts glycerin to acetol, propylene glycol and antifreeze.

Fender said he could not comment on the Suppes case. But speaking broadly about intellectual property, he discussed the generosity of universities when compared to the private sector.

When working for private companies, Fender said it is common to assign the company all rights to your inventions on day one, something he tells researchers at the university.

If you were working for a company, you wouldn't have as much freedom to pursue the kind of research you want to, he said, and you wouldn't have the incentive of getting a portion of everything the company made based on your inventions.

"That advances innovation and provides incentive for people to continue to research," he said.

"So our participation in that whole process, for academia to participate in that is really important for advancing innovation."

## the maneater

### MU doctoral nursing student is first to become fellow of national academy before graduating

Sharon Van Wicklin has worked in perioperative nursing for 40 years and has been inducted to the American Academy of Nursing.

By MORGAN SMITH

Doctoral nursing student Sharon Van Wicklin knew she would become a nurse when she was in high school at the end of 1960s. She was a candy stripper at the Adventist Hospital in Simi Valley, California, where she spent a couple days a week performing small tasks for patients, wearing the quintessential red pinstripe dress. It may not have been much, but for Van Wicklin, it was just the beginning.

**Van Wicklin was inducted to the American Academy of Nursing at its fall meeting from Oct. 5-7 in Washington, D.C. She is the first Sinclair School of Nursing student to become a fellow while still attending MU.**

“It was pretty exciting, and I think it still hasn’t sunk in,” Van Wicklin said. “It feels like quite an honor. When you look at the people who are already members, it’s very humbling.”

Currently, Van Wicklin is working on her doctoral degree at MU and said she chose the school because of its faculty, which includes some of the instructors she looks up to now.

“I just read the profiles of the faculty and I just felt an affinity with them. I don’t know why,” Van Wicklin said. “When I called them to get a feel for the program, they were very helpful and very knowledgeable and I felt like it was the right fit for me.”

The AAN is made up of nursing’s most accomplished leaders, according to its website, and its over 2,500 fellows include names such as Martha Hill, former dean of Johns Hopkins School of Nursing, and Ann Burgess, who pioneered the treatment of victims of sexual violence and trauma internationally.

Van Wicklin has worked in the field for over 40 years as a perioperative nurse, who monitors a surgical patient during and around their operation.

“I loved it immediately,” Van Wicklin said, “It’s exciting. There’s always something new and in the [operating room] there’s a real team atmosphere; you have to depend on each other.”

Working at different types of medical institutions across the country, Van Wicklin has explored many areas of her field including general, plastic, ophthalmic and neurological surgery. “I think, like anything, as you grow into a profession you really begin to understand it more and learn more about it,” Van Wicklin said. “That’s when you really find what you love and what you don’t.”

Van Wicklin worked at the Williamson Medical Center for 20 years as an operating room nurse and perioperative education coordinator. She also has worked for the Association of periOperative Registered Nurses, writing guidelines for practice for perioperative nurses.

“Writing practice guidelines makes you feel like you’re able to shape policy, like you’re really making a difference in the profession,” Van Wicklin said.

Patricia Seifert, former president of AORN, was one of Van Wicklin’s sponsors to become a fellow of the academy. Van Wicklin also helped to edit some of the papers Seifert wrote during that time. “She has an incredible work ethic, she’s candid and she’s good at what she does,” Seifert said. “I’m very, very proud of her and I have a great personal fondness and professional respect for her.”

Van Wicklin has also worked on the standards committees for the American Association of Tissue Banks, the International Society for Plastic and Aesthetic Nurses and the Association for the Advancement of Medical Instrumentation.

Since she became a registered nurse in 1974, Van Wicklin has seen a great deal of change in the field and the perception of nursing.

“When I started in nursing, when a doctor walked into the room, we got up and give him our seat and got him coffee; we obviously don’t do that anymore,” Van Wicklin said. “I think [people] have come to recognize that we are a distinct profession. We’re not the physician’s handmaiden.”

Van Wicklin received her associate degree from Ventura College in California, and both her bachelor’s and master’s degrees in nursing at Middle Tennessee State University. She is also a member of the Sigma Theta Tau Honor Society of Nursing and Phi Kappa Phi.

Now a wife of 44 years, grandmother of five and pianist at her church, her love for nursing that began when she was a teenager still grows today.

“I love that nursing is an art, as well as a science,” Van Wicklin said. “I love the interaction with patients. I love the feeling that we have a body of knowledge that’s different from medicine and that we are autonomous professionals.”

# ST. LOUIS POST-DISPATCH

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## [Greitens campaign paid to bring in candidate for top Missouri schools job, report shows](#)

By Kurt Erickson

**JEFFERSON CITY** • Gov. Eric Greitens has been criticized for attempting to stack the Missouri state school board with his own appointees in order to install his own top school leader.

One nominee [turned down his offer of a seat on the board](#), and a member of the board called the Republican newcomer’s actions “incompetent.” Greitens withdrew the nomination of another nominee after she said she felt pressured by the governor’s office to oust the current state education commissioner.

But Greitens’ pick to replace Margie Vandeven, who has led the state’s school bureaucracy since 2015, was never clear.

Now, records indicate whom he had in mind.

According to a Post-Dispatch review of campaign finance records, Greitens paid \$1,576 out of his campaign fund to bring Kenneth Zeff to mid-Missouri in August. Zeff is an Atlanta school administrator and education consultant whose familiarity with charter schools would appear to match Greitens' support for expanding them in Missouri.

Greitens campaign manager Austin Chambers did not deny that Zeff's trip to the capital city was in connection with his possible role as commissioner. Chambers defended using campaign funds to pay for the visit.

Zeff, who earned about \$265,000 as the interim superintendent of the Fulton County schools, is now executive director of a nonprofit that supports public schools in the Atlanta area. Previously, Zeff was chief operations officer for a charter school management organization serving students in Los Angeles and New York.

In a 2016 [application for a superintendent's job in Nashville](#), Zeff focused on his charter school credentials.

"I have been responsible for building the structures and processes to implement our Board and community's highly successful vision for a decentralized model, known as the 'charter system' of schools. This organizational and culture change has taken root in every corner of the district," his résumé says.

Zeff, who was reimbursed for hotels, a car rental and a cup of coffee in Columbia, did not return messages left at his nonprofit office.

For now, Greitens' attempt to remake the state board of education appears to be on hold.

The governor doesn't have the power to single-handedly remove the state school commissioner. Rather, he appoints the school board members who have the ability to hire and fire.

Greitens came under heavy criticism after Springfield, Mo., resident Heidi Crane declined to accept Greitens' appointment to the board. [Crane was a last-minute choice](#) to replace fellow Springfield resident Melissa Gelner on the board after the governor withdrew Gelner's nomination. Gelner wrote that she was being pressured by Greitens' administration to dump Vandeven.

The campaign finance records now show that Zeff was, at least, a potential contender for Vandeven's job.

At the time, board members said it was uncommon for a governor to try to influence those appointees to fire someone.

"The State Board of Education is designed by the constitution to be somewhat independent," board chairman Charlie Shields said.

Greitens decision to reimburse Zeff using campaign dollars is another example of the close coordination between Greitens the governor and Greitens the candidate.

Although state campaign finance laws say donor contributions are supposed to be used to support or oppose candidates for public office, chambers says the financial maneuver was legal.

Under state law, Chambers said, contributions may be used for any purpose allowed by law including, but not limited to, any ordinary and necessary expenses incurred in connection with the duties of a holder of elective office.

"This expense was incurred in connection with the governor's duties. Not only was it a permissible expense because it was not for a prohibited purpose (such as personal enrichment), it was an expense whose permissibility is explicitly recognized by law," Chambers said in an email to the Post-Dispatch.

**University of Missouri Law School Professor Richard Reuben said Chambers' explanation is a stretch.**

“I would put it in the category of a questionable use of campaign resources,” said Reuben, who teaches a class on campaign finance law. “If someone were to present this to the Missouri Ethics Commission, I’m sure they would want to take a look.”

House Minority Leader Gail McCann Beatty, D-Kansas City, said Missourians should be disturbed by Greitens’ “bumbling attempt to orchestrate a coup at the state Department of Elementary and Secondary Education.”

“Unfortunately, Eric Greitens has no respect for — or awareness of — the constitutional limitations on his power. His potential misuse of campaign funds as part of his underhanded scheme to depose the current state education commissioner and install his own handpicked choice seems to be yet another example of the governor playing fast and loose with the law,” Beatty said.

Missouri Democratic Party Chairman Stephen Webber said Greitens “is fully entrenched in the shady establishment politics that he promised Missourians he’d fight against.”

# MISSOURIAN

## COLUMBIA DAILY TRIBUNE

### Use of Greitens' campaign cash for education leader pick questioned

BY JASON HANCOCK

[jhancock@kcstar.com](mailto:jhancock@kcstar.com)

OCTOBER 23, 2017 2:08 PM

Questions are being raised about Gov. Eric Greitens' use of campaign funds to bring his pick to be the state's next school commissioner to Missouri this summer.

The [St. Louis Post-Dispatch reports](#) that the Missouri visit was part of an ill-fated effort to replace Margie Vandeven as the state's education commissioner with charter school advocate Kenneth Zeff of Georgia.

Greitens' campaign adviser Austin Chambers told the Post-Dispatch that Greitens campaign was abiding by state law when it spent \$1,500 on Zeff's travel from Atlanta, Ga., to Missouri in early August. Costs included airfare, car rental and hotel rooms in Columbia.

University of Missouri Law School Professor Richard Reuben described the spending as "questionable," but state law says specifically that a candidate can use campaign funds for

**“any ordinary and necessary expenses incurred in connection with the duties of a holder of elective office.”**

Democrats were quick to pounce on the report, with House Minority Leader Gail McCann Beatty saying the governor’s actions were “part of his underhanded scheme to depose the current state education commissioner and install his own handpicked choice.”

“Missourians should be disturbed and concerned by professional politician Eric Greitens’ bumbling attempt to orchestrate a coup at the state Department of Elementary and Secondary Education,” said McCann Beatty, a Kansas City Democrat.

Zeff was purportedly a potential candidate to replace Vandeven, whom Greitens sought to oust last month. That effort flopped, however, after [a two people Greitens appointed to the state board of education](#) refused to support removing Vandeven, leaving him without the votes he needed.

Greitens pledged during the campaign to support so-called “school choice” education reforms, most notably charter school expansion and education savings accounts. During his 2016 campaign, he [accepted more than \\$370,000](#) from some of the top proponents of school-choice ballot measures and legislation in the country — including Betsy DeVos, the U.S. education secretary.

Zeff was previously chief operations officer for a charter school management organization serving students in Los Angeles and New York.

## Editorial

# Hank's View: Is Michael Porter Jr. here for more than a moment?

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Oh, lordy, lordy. Can it be true? Might Michael Porter Jr. play Missouri basketball more than one year? Might he get in the legacy business rather than the NBA?

Fans got a glimmer of hope Thursday when The Associated Press reported that Porter said at the SEC media day in Nashville he always wanted to play where he could make a difference. He specifically ruled out Kansas and Kentucky, high-profile basketball powerhouses where the stock in trade in the fastest possible transition to the National Basketball Association.

He more than hinted Missouri is a place where he could make a difference, even a legacy. This does not sound like a player headed out the door as soon as the NBA calls.

The story gave us additional insight into Porter Jr. beyond the dunks and rebounds. His coach, Cuonzo Martin, said "Mike's a guy who's always in the gym. He's at home with his family. He's in the classroom, so he's not a guy that's all over the place and you kind of have to hover around every five minutes."

Moreover, Porter made it clear to the AP writer he's not automatically headed to the NBA after this season. This is particularly meaningful because Porter is almost certain to receive professional offers if he chooses to participate in the draft.

He also said it's important for him to leave a legacy at Missouri and help revive the program. "I actually might spend more than one year in college," he said. "We'll surprise a lot of people."

If he is serious, and Jr. is not known for empty-sounding frivolity, he will be more likely to achieve his goal by remaining at MU long enough to trigger a real rebound.

Michael Jr. made a real impression by recruiting to Missouri some of the best high school players he had met in his astonishing prep career. How many young players do that? If we don't make him mayor or president we will revel in his continuing presence as a Tiger.

Porter can make a larger splash in a way by herding Mizzou to national prominence. It will be a bigger accomplishment than Michael's emergence as another good NBA player. Admittedly it won't pay as much, but by all accounts mere lucre is not top of mind for this young man, and after a legacy building stint at MU I'd bet his NBA prospects would remain stellar.

I'm sure he does not need my encouragement or advice, but for what it's worth I hope he remains in our midst. He is part of an estimable local basketball family. His aunt and sisters are coach and players for the MU women. His younger brother may challenge him on the men's court and will join the Tigers next year. Imagine the Porter brothers leading Mizzou to the very top of the heap.

Now, there's a legacy, not only on the court but for the family album as well.

*HJW III*

# MISSOURIAN

## GUEST COMMENTARY: History museum should be a national pilgrimage

EBONY REED

Ebony Reed, director of innovation and the Futures Lab at the Reynolds Journalism Institute at the Missouri School of Journalism, is also an associate professor with a focus in media sales and management.

What if the National African American Museum in Washington, D.C. became the next great pilgrimage?

Would we have a renewed sensitivity in America? What about enriched knowledge and deeper appreciation of humanity? Would we become a more compassionate nation after walking through history and experiencing real artifacts and not just reading textbooks?

The museum houses 35,000 historically rich items, including Harriet Tubman's shawl, the Point of Pines Cabin — a 1853 slave shelter from South Carolina — and a replica of a jail cell from Angola (also known as the Louisiana State Penitentiary), which still houses prisoners today and was built on a former plantation. Would our nation's hearts swell after seeing videos and interactive exhibits? Perhaps this pilgrimage could help shape how we move forward as a nation.

During my first trip to the museum last month, I stood before the Dr. Ben Carson display and debated with myself whether to take a picture. An older man from Michigan stopped and chatted. He encouraged me to snap it, reminding me that Carson, a famous neurosurgeon and President Donald Trump's secretary of housing and urban development, is still an important part of American and black history with his many accomplishments.

"The struggle was for us to have choices ... not for anyone to tell us what to do or think," he said before walking away.

I continued, touring the museum backwards through history to avoid gallery lines, and as I passed through the Civil Rights Movement, two ladies behind me turned their thoughts back to the '50s and '60s, "Remember that? We lived through that," one of them said. They pointed to a photo from *Brown v. Board of Education*, a 1954 landmark case that changed U.S. school desegregation and shared their memories. The line to pay respects to Emmett Till's casket was too long for this visit.

When I made it to the slave shackles, which were housed in a room dedicated to the founding of America, I started tearing up. Sometimes I can't hold them back when I think of the world my elders inhabited. What would my grandmother, Bessie Reed, think of this museum? She died two years ago, and I can only imagine what the museum would have meant to her. My other grandmother, Helen Fields, lives Louisville, Kentucky. She's in her mid-80s and doesn't travel much these days. I think I am the first in my family circle to make this pilgrimage.

As America tries to figure out where it is going and what it will stand for, sometimes the past is filled with lessons for us all. The National African American Museum is a worthy pilgrimage for all Americans. The galleries and displays put in perspective what is truly important and what virtues are necessary to uphold.

Sometimes we have to go back in time, listen and learn before we can completely move forward.

This pilgrimage is worth it.

# the maneater

## Sandy from Plaza to retire in early November

MU students will miss Sandy Cunningham's welcoming smile at Plaza 900.

By SKYLER ROSSI

**Anyone who has gone to Plaza 900 knows who Sandy Cunningham, or simply "Sandy from Plaza," is. And chances are she knows who you are, too.**

Recognized by her uniform, her brooch of the day on the right side of her chest and, of course, her radiant smile, Cunningham is a memorable character to all that walk through the doors of Plaza.

Cunningham will be retiring after 12 years at Plaza on Nov. 3.

"She's always really happy to see us any time of the day," MU freshman Nikki Greco said. "She puts you in a good mood right off the bat."

Cunningham said her favorite part of working at Plaza, and the part she'll miss the most, is the students.

"There's just something about seeing people come from high school, grow up and go in their directions," Cunningham said. "It's kind of like watching my kids when they were growing up, and as they went on."

The students are actually the whole reason that she started working at Plaza. She wanted to play a role in helping them adapt to college life.

“I started working here because I had three kids that when they went to college, I had hoped that there had been someone there that made them feel at home when they were there,” Cunningham said.

In honor of her retirement, there is a decorative table set up for Cunningham inside the doors of Plaza, complete with a nearly four-foot cardboard cutout of Cunningham.

This table also has a memory book open to students, staff and friends of Plaza to write their thoughts for Cunningham. This book is nearly half full of messages ranging from long, thoughtful memories to, as one student wrote, “I LOVE YOU!”

While Cunningham sports a flip phone and isn’t a part of the digital world, she is loved on social media as well.

In 2013, MU students created a “Sandy of Plaza 900” Facebook page. This page has nearly 3,000 likes.

Campus Dining Services has also tweeted about her in the past.

With over 35 replies, 360 retweets and 600 likes, it seems as though people do.

Last year, MU students wanted to do something special for Cunningham for Christmas, so [they created a GoFundMe page for her that raised over \\$5,000](#). Instead of accepting the money, Cunningham donated it to MizzouThon, an MU philanthropy that raises money for the MU Women’s and Children’s Hospital.

“Every time I walk in she says something nice to me and greets me warmly,” MU freshman Suzanne Brown said. “She tells me to have a good day and stuff. She’s really sociable and lively, so it’s really nice.”

Cunningham plans to spend her retirement with her family, particularly babysitting her grandchildren. She also plans to visit an ocean because she’s never been to one before.

But, most importantly, she plans to let life take her where it wants her to go.

“Life is a journey, anyways,” Cunningham said. “You never know where it’s going to take you.”

Over the last 12 years, Cunningham has enjoyed being a part of the MU family.

“I’ve been honored and privileged to be a part of all of the kids’ lives,” she said.