



MU News Bureau

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MISSOURIAN

MU wants to increase new undergrad enrollment to 6,000 by 2023

By RACHEL WEGNER

MU doesn't just want to build enrollment by 2023 — it also wants to increase how many students are coming back, finishing degrees and landing jobs within six months of graduating.

A forum for students, faculty and staff Monday drew about 140 people to Memorial Student Union, filling Stotler Lounge, with dozens standing along the back and sides. Many took notes and asked questions as the MU Strategic Enrollment Management Committee revealed five goals to be met by 2023.

The session was led by committee co-chairs Pelema Morrice, vice provost for enrollment management and strategic development, and newly appointed College of Arts and Science Dean Patricia Okker.

Okker briefly presented the five goals:

- Increasing the number of undergraduate, graduate and professional degree program and graduate credential completions to 10,000. Last year, completions were at 9,150, MU spokeswoman Liz McCune said.
- Ensuring that 95 percent of undergraduate and graduate and professional students are employed or in graduate school within six months of graduation. Current numbers are still being finalized; McCune said the goal is based on preliminary numbers the committee gathered.
- Enhancing student access by adding scholarships, funding, transfer options and other opportunities, and increasing the annual size of new incoming undergraduates to 6,000. This semester, there are 5,136 first-time students, McCune said.
- Increasing the first-year undergraduate student retention rate to 93 percent. As of August, the rate was 87 percent, the second-highest in MU history.
- Improving four-year undergraduate graduation rates from 44 percent to 52.8 percent, McCune said.

Okker said the goals were ambitious but appropriate. The first — 10,000 completions by 2023 — would make a difference on a statewide level, she said.

“It certainly would ... meet the needs of our state for an educated workforce that’s not just ready for the jobs of today but the jobs of tomorrow,” Okker said.

Attendees asked practical questions about achieving the goals and wanted more context on how MU ranked in comparison to its peers in the academic Association of American Universities and the athletic Southeastern Conference.

Morrice said the goals were malleable and a starting point for subcommittees that will meet over the next several months. The strategic enrollment management process offers a way to “drill down” from the bigger goals of MU, he said.

“SEM is far more important than just undergraduate admissions,” Morrice said. “It’s really about a much more comprehensive, institutional approach to enrollment.”

The committee is building on other efforts underway in marketing and branding MU, Morrice said in an interview later. Those include the goals of the branding agency 160over90 contracted in July for \$1.27 million over three years, such as increasing applications by next fall.

“There’s no question that, for all of these goals, it’s going to be important that people have a good understanding of who Mizzou is and what value we offer,” Morrice said. “We’ve hired a firm that’s going to help us do that.”

The Strategic Enrollment Management Committee will meet this week to discuss campus feedback. It will finalize enrollment goals next week. Subcommittees will meet from December through February 2018 and submit their goals by March 1. The final plan will be presented to the campus community by April 2018.

T COLUMBIA DAILY **TRIBUNE**

Hospital merger a chance to improve insurance

By HANK WATERS III (HANK’S VIEW)

Better health insurance coverage could be a major benefit of serious collaboration between MU Health Care and Boone Hospital.

Currently too many policy holders are unable to access doctors and services at both hospitals. Narrowly targeted coverage has been designed by MU Health for competitive reasons, raising

complaints from some private physicians and patients who say removal of this barrier should be an important goal in merger talks now under way between the two hospital management groups.

Obviously, as a matter of principle they are right. If merger talks are about anything they should aim for the broadest, easiest access to care providers working at both hospitals. Various services should be provided where more efficient and effective, and insurance coverage should reflect this sort of rational offering.

The main hurdle facing officials working on the merger is the culture of deadly competition that has characterized local health care in the past. As long as leaders of two or more hospital groups believed they could survive and prosper separately they were more interested in beating the other side than any sort of serious sharing. Those days are over. Blessedly, local leaders now recognize what their peers in many other localities have learned, that former competitors can do better working together in mutually beneficial collaboration than separately in mutually destructive warfare.

Insurance coverage is at the heart of this issue.

America is finally catching up with the rest of the world. We are coming to believe affordable, universal health care is an essential right of citizenship. The Affordable Care Act is a hesitant step in that direction, as comprehensive as toxic partisan politics would allow when passed in 2010. Since then we have debated how to provide basic health care to the most people at the lowest cost. Merger talks between MU and Boone is part of this evolution, a microcosm of the larger national discussion.

We can't solve the riddle for all of America but we can and should do our best locally. Because the most effective consolidation of health care delivery will inevitably involve trade-offs and compromises among providers, it must begin with creation of a joint operating authority with enough sensibility to recognize legitimate areas of presence for existing providers and enough authority to make allocation choices, eliminating wasteful duplication where indicated.

Providers are becoming more aware of the need for this sort of change, but residuals of the past will temper progress. We will have to accept incremental progress. A good early-inning focus point will be insurance.

Sooner or later we will have some form of single-payer national insurance. Getting there is simply a matter of continually improving on the currently inadequate system we now have. Merging operations between MU and Boone is a way to make progress. Inevitably this will involve rationalizing how health insurance works, beginning with our local/regional marketplace and blending over time with the larger national system. We should recognize the pending benefit, nothing less than the provision of better health care at lower cost.

Meanwhile, it's enough to recognize the economic development benefit of a more powerful local health care delivery system able to compete with the likes of Kansas and other providers who will swipe our marbles if they can. We have the makings of something really special here, worth working for.



[Missouri attorneys give perspective on laws related to Cyntoia Brown case](#)

Watch video at: <http://www.komu.com/mobile/story.cfm?id=91361-missouri-attorneys-give-perspective-on-laws-related-to-cyntoia-brown-case&video>

COLUMBIA - Celebrities have joined forces to resurface a 13-year-old murder case that has gone viral on social media, sparking conversation among the public and even local attorneys.

Cyntoia Brown was tried for murder as an adult and convicted at 16 years old. Brown shot and killed a man, saying she was a victim of sex trafficking.

The case was tried in Tennessee where Brown technically would not be up for parole until she turned 67. A state law there requires a juvenile charged as an adult and sentenced to life in prison to serve 51 years to be eligible for parole.

Recently, celebrities like Rihanna, Kim Kardashian West, LeBron James, and others are supporting Brown by trying to get her out of jail.

MU Communications Law professor Sandra Davidson said she thinks the attention could be good for Brown's plea for freedom.

"Sometimes the decision to free someone is rather political and if you do have a lot of public attention and you have a lot of letter writing, especially if you have politicians or people who do have influence, celebrities who are on your side, writing letters for you, that does make a difference," Davidson said.

Davidson also said every state has its own standards for seriousness of crime.

Dedra Moore, a criminal defense attorney, said there's some things in this case she simply doesn't agree with.

"I'm just really against any rule that requires a juvenile to have the same sentence as an adult. There's a reason there's a difference between a juvenile and an adult. One of the main reasons is an adult's ability to think and reason. The older you get, the better you get at it. So to hold a kid to that standard is a little bit unreasonable," Moore said.

In Missouri, a minor can be tried as an adult on the state's motion, if they file a motion within the juvenile court. There are a couple of factors considered: whether the minor has committed previous crimes similar to the crime they are being charged with or whether the crime is substantial enough that an adult could have committed it.

But Davidson thinks a rise in awareness will definitely help Brown's case.

"As public awareness rises, there are situations where women are being abused, that sex trafficking is a problem, perhaps it becomes easier for a defense attorney to argue that point successfully to a jury," Davidson said.



[Mizzou, Barry Odom discussing contract extension](#)

By: Aaron Reiss

COLUMBIA

Missouri's six-game winning streak has taken Barry Odom from the hot seat to talks of a longer contract.

Sources confirmed that Odom and MU are in discussions regarding a contract extension. The timetable for when the extension will be finalized is unclear, but it likely won't be soon.

Odom's current deal, which began in December 2015, lasts until February 2021 and pays him a base annual salary of \$450,000. He also receives a guaranteed non-salary compensation of \$1,900,000, which is made up of \$475,000 payments for four things: radio appearances, television appearances, public relations appearances and apparel rights.

In two seasons under Odom, Missouri is 11-13. The most recent Missouri coach to win more than that in his first two seasons was Warren Powers in 1978-1979, when he went 15-9. Odom's predecessor, Gary Pinkel, was 9-14 during his first two seasons at MU in 2001-2002.

The extension talks are occurring while five Southeastern Conference schools have either hired or are searching for new head football coaches. Florida poached Dan Mullen from Mississippi State. Texas A&M fired Kevin Sumlin. Arkansas fired Bret Bielema immediately after Mizzou beat the Razorbacks on Friday. Tennessee continues to search for a coach after fans revolted against the program's original pick, Ohio State defensive coordinator Greg Schiano, and Ole Miss decided to make interim coach Matt Luke the Rebels' permanent choice.

Only two head coaches in the SEC East, Vanderbilt's Derek Mason and Kentucky's Mark Stoops, will have been in their positions for more than three full seasons when the 2018 season begins.

Mizzou will find out on Sunday which bowl game it will play in. After a 1-5 start to the season, Odom has led his team to the program's first postseason in three seasons.

ST. LOUIS POST-DISPATCH

Tipsheet: Mizzou adds stability to chaotic

SEC

By: Jeff Gordon

These days, the University of Missouri athletics department is a relative sea of tranquility in the chaotic Southeastern Conference.

Barry Odom established his football regime with a fierce Year 2 rally, gaining bowl eligibility (and then some) with six consecutive victories. New basketball coach **Cuonzo Martin** has that program back on track despite the loss of prized recruit **Michael Porter Jr.** to back surgery.

New athletic director **Jim Sterk** has restored order. Revenues are rebounding. The long-awaited south end zone project is becoming a reality. More amenities are coming to Memorial Stadium.

Meanwhile, rival SEC athletic departments are in tumult. Auburn seemed willing to let football coach **Gus Malzahn** return home to Arkansas, but then the Iron Bowl victory over Alabama happened.

Auburn basketball coach **Bruce Pearl** is barely clinging to his job while the school follows up on a FBI probe that led to assistant coach **Chuck Person's** arrest.

Tennessee seemed ready to hire Ohio State defensive coordinator **Greg Schiano** as its new football coach, but backed down after fans revolted. Folks down there backed away from the message boards and actually took to the streets in protest.

Arkansas still has no athletic director and no football coach. Texas A&M fired **Kevin Sumlin** and stepped up efforts to woo **Jimbo Fisher** from Florida State.

With potentially devastating NCAA sanctions hanging over its football program, Ole Miss removed the interim tag from coach **Matt Luke**.

Meanwhile, Florida stole Mississippi State's coach, **Dan Mullen**, rescuing the former Gators offensive coordinator from Starkville after he led the Bulldogs to seven consecutive bowl appearances. Mullen replaces **Jim McElwain**, who got axed in-season amid an offensive collapse.

Here is what folks are writing about all of this bedlam:

Pat Forde, *Yahoo! Sports*: "Forget the actual football. Forget the 4-8 fiasco, the school's first winless conference record since 1924, firing the coach with two weeks left in the season. Tennessee quite likely just concluded the worst season in its history Saturday. All that was bad. And then came Sunday, when it somehow got worse. As Yahoo Sports reported, the school was poised to hire Ohio State defensive coordinator Greg Schiano — the guy who achieved the impossible by making Rutgers respectable earlier this century. And then came the lynch mob to destroy the deal. You people are ridiculous. Not all of you, but the delusional

loudmouths who somehow think a program with a 62-63 record over the last decade is too good for Schiano. The internet vigilantes who want to bully their way into running the school's coaching search. The piling-on politicians. The protesters. The rock painters. The rubes who still are waiting for **Jon Gruden** to slide down the chimney. But the worst among the Tennessee lunatic fringe are the disingenuous liars who say this Schiano backlash is about **Mike McQueary's** testimony regarding **Jerry Sandusky** and things that happened at Penn State, when in reality it's because they don't think Schiano is going to win a Southeastern Conference title."

Pete Fiutak, *College Football News*: "Some Tennessee fans wanted Jon Gruden, and threw a fit that the program didn't get him. Some just didn't want Schiano because they didn't think he was a good enough football coach. Some were angry about the Penn State ties and hearsay. Some were mad that it seemed like the program was missing out on other top prospects. And some Tennessee fans were mad, just because they were mad. There were protests, screams, yells, arguments, and in the end, the situation became so toxic that the deal fizzled. And now, Tennessee has to scramble to find a coach who wants to step into this situation and this environment. Oh yes, this will be interesting."

Dan Wolken, *USA Today*: "Sunday inadvertently became one of the more hopeless and revealing days in the recent history of college athletics. It was the perfect combination of fan hubris, local media ignorance, mob mentality and unrealistic expectations, a brew that has been simmering for years in the world of coaching searches but finally boiled over on social media as two high-profile Southeastern Conference programs honed in on new hires. When word began to leak that Florida's search had targeted Mississippi State's Dan Mullen and that Tennessee was trying to work out a deal with Ohio State defensive coordinator Greg Schiano, the backlash was swift and severe. In Tennessee's case, the backlash ended up scuttling the deal. Tennessee had to back off. Though Florida's fan base merely was disappointed at the idea of a coach with a career 33-39 record in the SEC, Tennessee's was apoplectic in a manner that was unprecedented, undeserved and arguably frightening."

Matt Brown, *Sports on Earth*: "Florida reportedly showed interest in both **Chip Kelly** and **Scott Frost**, but they ended up landing on a popular suggestion from the moment McElwain was

ousted. Mullen's record at Mississippi State (69-46 overall, 33-39 in the SEC) doesn't look spectacular on the surface, but he's done an excellent job in a tough situation, making the Bulldogs a consistently competitive team. Before proving himself as head coach in Starkville, Mullen followed Urban Meyer from Bowling Green to Utah to Florida, where he was offensive coordinator and quarterbacks coach from 2005-08, winning two national titles and coaching Heisman winner **Tim Tebow**. Mullen has experience at Florida and is a proven developer of college quarterbacks, which is exactly what the Gators need right now, as their passing game hasn't clicked since Tebow's senior season in 2009."

Max Olson, *The Athletic*: "The truth is, Sumlin's stint at Texas A&M was mostly a successful one . . . Sumlin did great things for this school, but its leaders and supporters have given up on believing he would lead them to titles . . . Sumlin said it himself Saturday night: This is a production-oriented business. Though he never had a losing season in College Station, top-10 salaries have a tendency to create top-10 expectations. Or at least top-25 expectations. A&M is going to finish unranked for a fourth consecutive season, and that's tough to sell. But the notion that Florida State's Jimbo Fisher is even considering leaving his job for this one is a testament to how far Sumlin has brought A&M. His incredible 2012 season helped spearhead more than \$500 million in facility upgrades. Sumlin's initial success and his consistency turned A&M into more of a national brand. He made this program cool in the eyes of recruits, both in-state and outside of Texas."

Mark Schlabach, ESPN.com: "New stadium, the football facilities, the amount of money the Aggies were paying Sumlin's coordinators, the amount of money they were paying Sumlin and the length of the contract. Other than maybe California and Florida, Texas is the most attractive state for the recruiting base. Other than having to contend with **Nick Saban**, there are not many drawbacks, other than maybe some boosters and trustees who have their fingers in the football pie a little bit too much. It takes a different kind of guy, a confident guy, to step into that spotlight, because the demands and the expectations are what they are and maybe are not realistic."



[MU organization raises money to help children affected by cancer](#)

By LAUREN MAGARNINO

Watch video at: <http://www.komu.com/news/mu-organization-raises-money-to-help-children-affected-by-cancer>

COLUMBIA - Megan Klees was in eighth grade when she found out her father was diagnosed with cancer.

"We all kept it a secret for a while, but eventually when his treatment started, the questions from everyone else also started," Klees, now a student at the University of Missouri, said. "I did not like the attention and would often avoid people so that I did not have to face it myself."

Then her father passed away.

"It was not something I understood, nor was able to talk about. That all changed when I walked into a room of strangers who asked me to share my story," she said.

This experience was at Camp Kesem, a week-long camp for children affected by a parent or guardian with cancer.

"It is an opportunity to share your story, be yourself, and more importantly grow into a better version of yourself," Klees said.

Camp Kesem is an organization run by chapters of college students across the United States. It continuously works to raise funds so children can attend its camp for free, but its biggest fundraising push happens on a day called Giving Tuesday, a global social movement that focuses on philanthropic acts the Tuesday after Thanksgiving.

The MU Camp Kesem chapter will participate in the movement. Its goal is to raise \$10,000 so children with stories like Klees' can go to camp.

"The cost of sending a kid to camp is \$500, so \$10,000 is sending 20 kids to this camp," Mackenzie Lujin, public relations vice president at MU Camp Kesem, said. "This is just a small number of kids, but we're hoping to raise it all in one day."

Lujin said reaching its goal in one day was not the only challenge.

"We also have a competition with Camp Kesem KU so it's a little bit of a border war," she said. "We made a bet with them that we could raise our goal of \$10,000 before they could raise their goal."

Several fundraising events will occur throughout the day:

- Tabling at Speaker's Circle on MU's campus from 10 a.m. - 2 p.m.
- A Panera profit share from 4 p.m. - 8 p.m.
- Canning downtown from 7 p.m. - 1 a.m.
- A profit share at Willie's Pub & Pool all night.

The chapter will also post a link on its [Facebook](#) and [Instagram](#) accounts for online donations.