



MU News Bureau

Daily Clips Packet

August 30, 2017

T COLUMBIA DAILY TRIBUNE

University maintains good credit rating

By Rudi Keller

The University of Missouri's finances are stressed by declining enrollment and state support, but several positive trends are strong enough to maintain the system's good credit rating, according to a new report from Moody's Investors Service.

The report, issued Friday, highlighted the continuing profitability of MU Health Care — including the potential for an affiliation with Boone Hospital Center — and the wide range of academic programs at the four campuses as well as President Mun Choi's efforts to streamline operations.

The report, a follow up to a June statement affirming UM's Aa1 credit rating, is intended to provide investors with more information, said Eva Bogaty, vice president and senior credit officer at Moody's.

"The university has been in the news a lot as it recovers from the events of Fall 2015 and we were getting some investor questions," Bogaty said. "This is a little more in depth about what we were thinking about what the key risks were."

The report isn't tied to any specific action of the university, such as Friday's decision by the Board of Curators to borrow up to \$57.2 million for renovations to Memorial Stadium, Bogaty said. That decision, however, is likely to be the first of several in the coming year as the university seeks to finance major academic projects in Columbia and Kansas City.

The report is not an attempt to find silver linings in the clouds that hover over the university, Bogaty said. Instead, it is an effort to show "that the clouds don't necessarily mean gloom and doom for the university that sits under them."

Over the past year, UM has been battered by financial hits that include cuts in state funding and a sharp drop in enrollment on the Columbia campus for the second consecutive year. The June report noted cuts of \$100 million across the system. While it maintained a high credit rating, the outlook was negative.

Maintaining stable leadership will be an important aspect of meeting UM's financial goals, the new report states.

"While the team has initiated several strategies in the last few months, getting the system and campuses to work together on strategic initiatives, and rebuilding and maintaining morale while cutting expenses will be a challenge over the next year or two," it states.

Enrollment on the Columbia campus is down about 8 percent this year, with an incoming freshman class of about 4,100. The report states the campus has a goal to increase the incoming freshman class to about 5,000 by 2019.

“Columbia is a standalone campus that has considerable size and diversity in its programming and student body, which help it absorb the recent sharp drop in freshman enrollment and positions it well to recover from any reputational damage over the next few years,” the report states.

The university is pleased with the report, spokesman Christian Basi said.

“It was just very consistent” with the June rating report “and just provides some additional information,” he said.

The most speculative part of the report is the section on a possible affiliation with Boone Hospital Center. Boone’s Board of Trustees has agreed to engage in exclusive discussions with MU about a relationship after the current lease with BJC expires in 2020. Those plans could be disrupted by disagreements over financing or by voters, who elect the Boone trustees.

The talks are in an early stage, said Brian Neuner, chairman of the board.

“Obviously we liked what MU presented or we wouldn’t have taken that step,” he said. “We are just kind of getting into it.”

The potential affiliation is a positive for the university because Boone Hospital has \$300 million in annual revenue, clinical partners and is MU Health’s major competitor, the report states.

Despite the uncertainty, “we thought it was important to mention because we were talking about revenue growth,” Bogaty said. “We felt we wouldn’t have been doing our job if didn’t mention it.”

The report is mainly intended for an audience that doesn’t have in-depth information about the university and may be thinking that it doesn’t deserve a high credit rating, she said. One way it does that is to acknowledge the actions taken by Choi to improve finances.

“I think what we were trying to convey is that he has been in office not that long but he is establishing strategic visions and working toward that,” Bogaty said. “He has come out with some announcements and big ideas. From what we have seen so far is he has some momentum, but there are some key risks.”

ST. LOUIS POST-DISPATCH

Mizzou offers temporary housing for Texas hurricane victims

By Ashley Jost St. Louis Post-Dispatch

The University of Missouri-Columbia is opening its doors to students whose families have been affected by Hurricane Harvey.

Mizzou leaders let students know Monday that they are ready to help their families, including temporary housing in dormitories on campus.

No families have approached the university yet about temporary housing, according to campus spokesman, but an email went out to all students on Monday announcing the option.

"We care about you," Mizzou Chancellor Alexander Cartwright said in an email. "Our thoughts are with you during this difficult time."

The school enrolls 730 students from Texas. The exact number of those from the areas affected by the hurricane is unclear, but spokesman Christian Basi said they've approached many students already.

Basi said the campus is exploring how they can help non-Mizzou college students who are displaced by the storm.

MISSOURIAN

MU providing rooms for families affected by Hurricane Harvey

JESSICA DUFFIELD

MU will be offering beds to students' family members who have been affected by Hurricane

Harvey.

In an email to students Monday, Chancellor Alexander Cartwright said the university "is here to help those of you who have been affected in some way by Hurricane Harvey."

Temporary housing is available through Residential Life's guest housing office, according to the email. Students were also referred to the financial aid office if they have concerns about being at MU.

The email listed several campus resources available to students, including the Wellness Resource Center, Counseling Center and Student Health Center.

Parents are encouraged to call the the Office of Parent Relations if they have any questions.

"We care about you," Cartwright said in the email. "Our thoughts are with you during this difficult time."

T COLUMBIA DAILY TRIBUNE

UNIVERSITY OF MISSOURI

[School seeks to help students with ties to flooded areas](#)

The University of Missouri is reminding parents and students with families affected by Hurricane Harvey that there are on-campus services, including temporary housing, available.

Chancellor Alexander Cartwright and Provost Garnett Stokes wrote in the message sent to students that they can speak with professors to balance academic work with family needs. The Wellness Resource Center, the Counseling Center and the Student Health Center can all provide services for students who have mental health issues related to the storm.

The Law School is also pitching in to help students living in the flooded areas continue their education. Dean Lyryssa Lidsky tweeted Tuesday that law students from Texas displaced because their school is closed may study in Columbia at no cost until their school re-opens.



MU offers housing for families affected by Harvey floods

By: Lucas Geisler

Watch the story: <http://www.abc17news.com/news/top-stories/mu-offers-housing-for-families-affected-by-harvey-floods-1/614311104>

COLUMBIA, Mo. - The University of Missouri will offer families affected by storms in southeast Texas a temporary place to stay at one of its residence halls.

Chancellor Alexander Cartwright notified students Monday about the offer. Families can work with MU's Residential Life for accommodations in one of the residence halls not being used for student living this year.

Low enrollment for the school year led to MU repurposing some residence halls as hotel or conference space. Guest housing is currently done at Excellence Hall for visiting scholars or professors for stays longer than two weeks.

Cartwright also pointed out financial aid and student health resources on campus in its announcement Monday.

"Please share your situation with your professors and academic adviser so that they can help you in making adjustments to your class schedule if necessary," the chancellor wrote.



[MU Open to Housing Families Affected by Hurricane Harvey](#)

By TAYLOR KINNERUP

The University of Missouri campus may be opening its doors to families of students affected by Hurricane Harvey, according to an email sent by university officials Monday.

The email sent by Chancellor Alexander Cartwright and Provost Garnett Stokes said families in need of temporary housing may contact Residential Life's Guest Housing.

Guest Housing accommodates university guests who intend to stay in Columbia for more than 14 days. Guests would be housed in Excellence Residence Hall located along Virginia Avenue.

The email also encouraged students whose families may have been affected by Harvey to communicate their situations to professors, utilize the Wellness Resource Center and even contact the Financial Aid office to reassess their need.

The MU News Bureau says no students have expressed a need for guest housing yet.

Editor's Note: This article originally stated that MU News Bureau was unavailable to comment on whether any students have expressed a need for guest housing. That line has been deleted, the News Bureau did provide the information included above before the time that this story was published.

ST. LOUIS POST-DISPATCH

[Family of Mizzou's Moore impacted by Hurricane Harvey](#)

By Dave Matter St. Louis Post-Dispatch

COLUMBIA, MO. • Six Missouri players are from Houston or the surrounding areas that have been impacted by Hurricane Harvey, including star receiver J'Mon Moore, whose mother, Betty Jones-Moore, lives in Missouri City, Texas.

Her house has taken on some water, but as of Tuesday she wasn't going anywhere.

"My mom was told to evacuate but she's not leaving the house, so she's just going to hold it down," Moore said after Tuesday's practice. "They're just fighting through it. I've got some friends going over and checking on my mom. It's a good deal."

Missouri City is part of the nine-county metro Houston area and located in Fort Bend County, where there had been 5,000 rescues of flood victims as of Tuesday, according to the town's website.

Moore attended the same high school, Elkins, as Cardinals first baseman Matt Carpenter, who is pledging \$10,000 to hurricane relief efforts for every home run he hits the rest of the season.

"It's a lot of rain, so around my area it's really flooded and it's not allowing my people to be mobile at all," Moore said. "You're kind of stuck where you're at and you have to deal with it. There's not much you can really do if you didn't evacuate in time. You've got to deal with it and wish for the best."

"I've seen a couple of the interstates just full of water," he added. "Me, being from there, I know that water's got to be pretty high for it to be looking like that. My concern is how long is it going to be like that? It's pretty crazy."

"My family's full of soldiers, so we're going to make it work."

Moore said he's been in constant communication with friends and family in the area since the flooding began over the weekend.

"I just kept calling," he said. "I had to keep calling to make sure my people were answering the phone. If they weren't answering and there was an issue, I didn't know what was going on. I was just trying to call and communicate and make sure everything was good."

Other MU players from Houston or nearby towns include defensive linemen Kobie Whiteside and Jordan Elliott, cornerback Terry Petry and linebackers Joshuah Bledsoe and Jairan Parker.

“Thoughts and prayers with everybody on the Texas Gulf Coast, Houston and all the areas there,” MU coach Barry Odom said Tuesday. “So many lives affected by that puts things in perspective really quickly. We’ve got a handful of players on our roster whose families are greatly affected. You see the pictures and watch the video and see the stories and your heart goes out. It’ll be years and years before they fully recover. As a program and a university we’ve got those guys in our thoughts and prayers and hopeful things start to move in the right direction for them. ... It’s such a catastrophic deal that you don’t have a lot of answers. You just want to provide support, help them any way you can, help their families.”

Mizzou's campus is offering temporary housing for Texas hurricane victims, the Post-Dispatch reported earlier Tuesday.



Television broadcasts in Joplin, MO

MU to Offer Tuition and Fee Grants for Pell-Eligible Students

Generated from News Bureau press release: [Land Grant Compact Will Provide Access to Missouri Residents](#)

Watch the story: <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=5e845bab-5d4d-49e5-b9dd-1ec3179c1680>

Don't Let a Crisis Become Your Legacy

Having a clearly identified and trained team of professionals can be the difference between a full-blown crisis and a page seven story in the campus paper.

By ZACH OLSEN

Public perception has become reality -- reputations are made and destroyed overnight thanks to the power of social and online media and an emboldened public who has seen Twitter bring down corporate titans and foment socio-political unrest around the world.

Schools can no longer be certain they'll avoid the media spotlight or trust that their hard-earned reputations will protect them. In 2015, the University of Missouri faced a maelstrom of hunger strikes by the football team, racial incidents and massive protests. "Official inaction" from the administration catalyzed the initial protests, and subsequent attempts at reconciliation, including the resignation of the chancellor and president and appointment of a chief diversity officer, came too late to appease discontented students, alumni and community members. Two years later, as recently [reported](#) by the *New York Times*, the university's enrollment is down more than 35 percent and budget cuts have forced the temporary closure of seven dormitories and elimination of 400 staff positions.

When looked at closely, this case perfectly highlights the challenges universities face in responding to crises. These organizations tend to be complex but siloed and rely on outdated organizational structures and overlapping or even conflicting hierarchies. What is more, their constituents range from donors and board members to alumni and prospective students to current staff and government regulators. Each stakeholder will likely react differently and expect certain remedies based on how a crisis affects them.

Given these unique difficulties, the time to build an effective crisis response system is before a crisis occurs. And though planning for every possible contingency is next to impossible, identifying and training a team of professionals who understand the school and its vulnerabilities and is empowered to mobilize when necessary minimizes potential threats to the university's reputation and lasting legacy.

Make the unforeseen, foreseen

Bad things can happen to universities of all shapes, sizes and denominations. But bad things can be made worse for those unprepared to react quickly and decisively.

“The times have changed,” notes Kenya Faulkner, managing director of investigations and disputes at Kroll and the former general counsel and ethics officer at the University of Cincinnati. At Cincinnati, Faulkner presided over numerous campus crises and, recognizing the growing scope of threats to higher education institutions, instituted several crisis management measures. “Now, crises are not a matter of if, but when. The more quickly and thoughtfully a school can react, and react well, to a developing situation on campus, the better the chance they’ll have of containing and minimizing the fallout.”

Well-prepared universities will have a crisis communications playbook that includes drafts of media holding statements to internal and external audiences and agreement among university officials on how to react to different scenarios.

Use your knowledge of the university to your advantage and build the right team

Schools need a small, empowered, experienced team that knows how to handle an array of events and understands the ramifications of a delayed or flubbed response. The team must be trusted by the board to make decisions and experienced enough to know when to act. For schools like USC, trying to synchronize all 57 members of the board of trustees would slow down the institution’s ability to respond and cripple reputational management from the get-go. Instead, board members must trust the crisis team to act decisively on their behalf.

Understand risks that are specific to your school

Not every university is the same, which is why Tim Horner, a senior managing director in Kroll’s security risk management group stresses the importance of performing on-campus security assessments as a key to comprehensive risk mitigation. “A small liberal arts college has an entirely different risk profile from a large state school,” explains Horner. “It doesn’t mean the smaller school is more or less safe than a larger one, but they are presented with threats unique to their size and as a result the planning and response for on campus incidents is much different.” Horner recommends that schools take the time to understand where their vulnerabilities lie and use that information to build thoughtful communications and response plans.

Universities, many of whom have been dealing with on-campus unrest for decades, should also use past successes and failures to identify what went wrong and what worked in a particular situation.

Avoid unforced errors

Managing risk at universities includes having a field of vision that goes beyond the immediate present. Ask: How is what’s going on behind the scenes at the university going to affect the audiences the university cares about? And don’t overlook any key stakeholders. After the Purdue University Board of Trustees issued plans to create an expanded online presence through the acquisition of for-profit Kaplan University, faculty members across state campuses voiced strong disapproval. The deal, one of the first of its kind, was then quickly criticized across the higher education spectrum. While the merger closed, the critiques levied against it cost the university goodwill with critical constituents. Achieving universal endorsement is unlikely in most scenarios, but communicating with as many groups as possible early on can help contain and control messaging and positively affect the eventual outcome.

Be aware of the online narratives

Schools can put out a statement through traditional channels, such as their website or online student portal, but if they do not also address an issue on social media—where their students and concerned parents often check first for news—they will miss a huge opportunity to be seen as being on top of an issue.

Social media can also serve as a way for schools to gain an understanding of the sentiment on campus, and what students, alumni and media are saying, allowing them to effectively respond to unrest and address issues before they take on a life of their own.

Don't wait to call in the experts

Outside help, in the form of legal, PR, budget analysis, forensic investigation, and more, can make the difference between a slow burning crisis and a nonevent. The longer universities wait to see how an incident plays out, the worse it becomes and the harder it is for the outside experts to do their jobs effectively. To add to this, universities increase their risk of litigation by sitting on bad news.

Aaron Lacey, a partner in the higher education group at Thompson Coburn in St. Louis, stresses the importance of schools accepting that they have a problem and mobilizing outside help as soon as possible. “By far, the number one problem we see is a reticence to ask for help, with the result that options are significantly limited by the time we are engaged,” says Lacey, who regularly helps for-profit and not-for-profit schools deal with public-facing events like bankruptcies, mergers, closings and fire sales.

Preserving a legacy

A school's reputation is everything and often the real damage from mishandling an incident isn't fully seen or felt for years. The good news is that while no organization is immune to these risks, crises are largely foreseeable, manageable and, if handled properly, can be an opportunity to show students, parents, alumni and others how seriously a school cares about its constituents. There are real and proven methodologies for minimizing the fallout of a campus crisis. And though universities wanting to prepare for these eventualities have a tougher task at hand than more streamlined organizations, the challenges are manageable and the benefits are obvious and quantifiable. A school's reputation outlives any individual official or stakeholder but it remains the collective responsibility of the university to take charge and proactively insure its legacy before it's too late.

Zach Olsen is the San Francisco-based President of [Infinite Global](#), a PR and crisis communications firm. He can be reached at zach@infiniteglobal.com.

themaneater

[Diverse student organizations plan for year ahead](#)

By ALEXANDRA SHARP

MU organizations across campus have set new semester goals, implementing programs to help the student community.

One such organization is Mizzou Alternative Breaks, an organization that sends students on service trips across the country and world. According to Lillie Heigl, student director of marketing for the spring season, MAB hopes to enrich its members with new programs and high-quality trips.

“We believe in using service and impactful relationships to create active and united citizens on our campus,” Heigl said. “A few cool things about MAB is we’re the largest alternative breaks program in the country, which we’re really proud of because it means that Mizzou has more students than any other college campus that are passionate about service and passionate about creating a better community here in Missouri and around the country.”

MAB is working on implementing numerous programs throughout the semester, including MAB Ambassadors, which are student leaders who promote the club by speaking in classes and at organization fairs, and 2020 Vision. According to Heigl, 2020 Vision is a returning weekend program that hopes to continue its goal of serving all 114 counties in the state of Missouri by the year 2020.

“We’ve made a lot of progress in that, and we’re kind of on target to hopefully reach that goal,” Heigl said. “So we’re excited to make further progress in that goal this semester as each year, students go to other counties we haven’t hit yet.”

Although smaller in size, the Jewish Student Organization plans events that connect various students on campus within one community; JSO is open to all students, not solely students of Jewish faith. According to JSO President Lauren Ashenfarb, some activities to look out for include a JSO campfire, gaga game (an Israeli dodgeball game), tailgating party, Hanukkah event and various joint programs with Mizzou Hillel, the Jewish campus center.

Not only does JSO wish to make a large campus feel like a small, tight-knit community, but it hopes to implement major goals this fall. One goal is to address the rise in nationwide anti-semitism by speaking in residence halls. According to Ashenfarb, dorms can request JSO to come and educate them on how to react to and address anti-semitism, especially in the aftermath of events like Charlottesville.

“I guess just with the rise of anti-semitism, we are always prepared to face what’s coming,” Ashenfarb said. “You know, [...] the political climate’s changing. That’s one thing we are always aware of.”

Another new goal JSO is working toward is establishing Mizzou Jewish Greeks, JSO representatives in each of the sorority and fraternity houses. According to Ashenfarb, this will aid Jewish students involved in Greek Life by making certain JSO topics are not forgotten in the midst of planning Greek events.

“In the past years, a lot of the Greek events have been on Jewish holidays, like, I believe last year, the blood drive fell on Yom Kippur,” Ashenfarb said. “And so, we’re trying to find a Greek representative from each house to advocate for JSO and not necessarily promote our events, but [...] just have a voice within the Greek community.”

Gilberto Perez, president of the Association of Latin@ American Students, hopes to form a “la familia experience,” and cultivate a powerful presence on campus. The organization is open to all students, both of Latin American descent and those interested in Latin American culture. For ALAS President Gilberto Perez this means creating a safe environment for all people, especially those who identify as Latinx, the gender-neutral alternative to Latino or Latina.

“So what ALAS is for is [sic] mostly to build a community within campus so people who define themselves of Latino, Latina, Latinx are able to feel welcomed in this university and be able to stay in touch with their culture,” Perez said. “And the plan is to be able to educate them on the different identities that revolve around campus, not just Latino/Latina but also the Latinx community.”

To achieve this goal, ALAS is planning the first-ever Latinx Leadership Retreat. This overnight event will take place from Sept. 22-23 in the Multicultural Center, according to Perez.

“Being able to build leaders through [the Latinx Leadership Retreat] so people can, you know, go against social inequalities that happen throughout campus,” Perez said.

The Washington Post

[This miracle weed killer was supposed to save farms. Instead, it’s devastating them.](#)

By CAITLIN DEWEY

BLYTHEVILLE, ARK. — Clay Mayes slams on the brakes of his Chevy Silverado and jumps out with the engine running, yelling at a dogwood by the side of the dirt road as if it had said something insulting.

Its leaves curl downward and in on themselves like tiny, broken umbrellas. It’s the telltale mark of inadvertent exposure to a controversial herbicide called dicamba.

“This is crazy. Crazy!” shouts Mayes, a farm manager, gesticulating toward the shriveled canopy off Highway 61. “I just think if this keeps going on . . .”

The damage here in northeast Arkansas and across the Midwest — sickly soybeans, trees and other crops — has become emblematic of a deepening crisis in American agriculture.

Farmers are locked in an arms race between ever-stronger weeds and ever-stronger weed killers.

The dicamba system, approved for use for the first time this spring, was supposed to break the cycle and guarantee weed control in soybeans and cotton. The herbicide — used in combination with a genetically modified dicamba-resistant soybean — promises better control of unwanted plants such as pigweed, which has become resistant to common weed killers.

The problem, farmers and weed scientists say, is that dicamba has drifted from the fields where it was sprayed, damaging millions of acres of unprotected soybeans and other crops in what some are calling a man-made disaster. Critics say that the herbicide was approved by federal officials without enough data, particularly on the critical question of whether it could drift off target.

Government officials and manufacturers Monsanto and BASF deny the charge, saying the system worked as Congress designed it.

The backlash against dicamba has spurred lawsuits, state and federal investigations, and one argument that ended in a farmer's shooting death and related murder charges.

“This should be a wake-up call,” said David Mortensen, a weed scientist at Pennsylvania State University.

Herbicide-resistant weeds are thought to cost U.S. agriculture millions of dollars per year in lost crops.

After the Environmental Protection Agency approved the updated formulation of the herbicide for use this spring and summer, farmers across the country planted more than 20 million acres of dicamba-resistant soybeans, according to Monsanto.

But as dicamba use has increased, so too have reports that it “volatilizes,” or re-vaporizes and travels to other fields. That harms nearby trees, such as the dogwood outside Blytheville, as well as nonresistant soybeans, fruits and vegetables, and plants used as habitats by bees and other pollinators.

According to a 2004 assessment, dicamba is 75 to 400 times more dangerous to off-target plants than the common weed killer glyphosate, even at very low doses. It is particularly toxic to soybeans — the very crop it was designed to protect — that haven't been modified for resistance.

Kevin Bradley, a University of Missouri researcher, estimates that more than 3.1 million acres of soybeans have been damaged by dicamba in at least 16 states, including major producers such as Iowa, Illinois and Minnesota. That figure is probably low, according to researchers, and it represents almost 4 percent of all U.S. soybean acres.

“It's really hard to get a handle on how widespread the damage is,” said Bob Hartzler, a professor of agronomy at Iowa State University. “But I've come to the conclusion that [dicamba] is not manageable.”

The dicamba crisis comes on top of lower-than-forecast soybean prices and 14 straight quarters of declining farm income. The pressures on farmers are intense.

One Arkansas man is facing murder charges after he shot a farmer who had come to confront him about dicamba drift, according to law enforcement officials.

Thirty minutes down the road, Arkansas farmer Wally Smith is unsure how much more he can take.

Smith's farm employs five people — including his son, Hughes, his nephew, Brian, and the farm manager, Mayes. None of the men are quite sure what else they'd do for work in this corner of Mississippi County.

Dicamba has hit the Blytheville — pronounced “Bly-vul” — region hard. For miles in any direction out of town, the soybeans that stretch from the road to the distant tree line are curled and stunted. A nearby organic farm suspended its summer sales after finding dicamba contamination in its produce.

At the Smiths' farm, several thousand acres of soybeans are growing too slowly because of dicamba, representing losses on a \$2 million investment.

“This is a fact,” the elder Smith said. “If the yield goes down, we'll be out of business.”

The new formulations of dicamba were approved on the promise that they were less risky and volatile than earlier versions.

Critics say that the approval process proceeded without adequate data and under enormous pressure from state agriculture departments, industry groups and farmers associations. Those groups said that farmers desperately needed the new herbicide to control glyphosate-resistant weeds, which can take over fields and deprive soybeans of sunlight and nutrients.

Such weeds have grown stronger and more numerous over the past 20 years — a result of herbicide overuse. By spraying so much glyphosate, farmers inadvertently caused weeds to evolve resistant traits more quickly.

The new dicamba formulations were supposed to attack those resistant weeds without floating to other fields.

But during a July 29 call with EPA officials, a dozen state weed scientists expressed unanimous concern that dicamba is more volatile than manufacturers have indicated, according to several scientists on the call. **Field tests by researchers at the Universities of Missouri, Tennessee and Arkansas have since found that the new dicamba herbicides can volatilize and float to other fields as long as 72 hours after application.**

Regulators did not have access to much of this data. Although Monsanto and BASF submitted hundreds of studies to the EPA, only a handful of reports considered volatility in a real-world field setting, as opposed to a greenhouse or a lab, according to regulatory filings. Under EPA rules, manufacturers are responsible for funding and conducting the safety tests the agency uses to evaluate products.

[Story continues.](#)

So, Eclipse Boomtowns, How'd It Go?

By JOE PINSKER

In making preparations for Monday's total solar eclipse, tourism managers in St. Joseph, Missouri, didn't know what to expect beyond the cosmic obvious. Would they be overwhelmed with out-of-towners? Even just a couple days before the event, they didn't know. The estimates they'd heard indicated that as few as 50,000 people or as many as 500,000 might show up — quite a range for a town whose roads typically accommodate a population of about 75,000.

St. Joseph may have been unusual in the gulf between its high and low estimates, but it was not alone in its uncertainty. The eclipse's path of totality — a 70-mile-wide strip of land where the moon completely blotted out the sun — curved from Oregon to South Carolina, prompting city officials and tourism directors of cities as different as Nashville (population 684,410) and Glendo, Wyoming, (population 203) to wonder what to plan for and how much of an infusion of tourist spending to expect. The Nashville Convention and Visitors Corporation had two full-time research staff — one of them a semester away from a master's in applied economics — who spent some time pondering that question. Glendo did not.

For a place like Nashville, the most populous city on the path of totality, eclipse tourism isn't make-or-break. But it matters a good deal to smaller towns with less vibrant economies, both as a one-time revenue boost as well as an aid to longer-term marketing efforts.

So, did Monday meet local officials' expectations? Based on an unscientific sampling of eclipse boomtowns, it appears that the estimates most towns came up with were a bit too optimistic. But officials said they don't regret devoting the resources to the event that they did, and would happily do it again for another eclipse in the future if the heavens were to comply.

Perryville, Missouri, a city of about 8,500, was predicting it'd get 20,000 visitors, which had gotten bumped up from the 10,000 originally projected a year ago. "We didn't get the influx, community-wise, that we thought we were going to get," Trish Erzfeld, the tourism director of Perry County Heritage Tourism, told me. She'd even heard numbers as high as 40,000. In the end, she guesses without having seen hard data, the number was above 10,000 but definitely below 20,000.

Tourism representatives and city-government employees I spoke to from other cities also saw substantial but not overwhelming crowds. Clarksville, Tennessee, was prepared for 50,000 people — a number that came from the sheriff's department — but likely had closer to 20,000, per an estimate from the city's Economic Development Council. Carbondale, Illinois, guessed it'd see about 100,000 visitors, but the actual number, according to the city manager, was

probably closer to 50,000. And the St. Joseph Convention and Visitors Bureau, which on the high end was estimating 500,000, preliminarily thinks the number was close to 100,000.

Other towns think they got closer to the mark. Nashville, with its research team, was expecting to host 90,000, which appears to have been pretty accurate. Hopkinsville, Kentucky, expected 100,000 and saw roughly that many. The 8,000 who came to Ravenna, Nebraska, fell in its predicted range of 5,000 to 15,000. Still, none of the local representatives I talked to said that attendance exceeded what they originally estimated.

For the majority of cities in the path of totality, these influxes qualified as highly unusual. Most of the local representatives I talked to couldn't remember the last time they'd seen so many visitors. While Nashville routinely draws such crowds on New Year's Eve and the Fourth of July, most cities on the path don't. The last time Clarksville, Tennessee, put up close to as many visitors was in the wake of 9/11, when people flocked to visit family members stationed at nearby Fort Campbell before they were deployed. And Casper, Wyoming, has never had crowds on the scale of what it had Monday; even the thousands who come to town to see Elton John or the College National Finals Rodeo don't compare.

And when so many people stop by, they spend money. Nashville projected it'd see \$28 million in spending from visitors. While the actual numbers aren't available yet, Butch Spyridon, the CEO of the Nashville Convention and Visitors Corporation, told me that there were big lines at the city's top attractions, including the Country Music Hall of Fame, the zoo, and the Johnny Cash Museum. "Most of the rooftop bars did really well," he added. In cities without, say, a Country Music Hall of Fame, businesses still saw increased foot traffic. Brooke Jung, who headed eclipse-related marketing for Hopkinsville, Kentucky, went into the event guessing that its 100,000 visitors would bring \$30 million to the city, and stands by that number now.

And there were other ways of making money too: Hopkinsville's tourism organization and local businesses sold out of several runs of "Eclipseville" T-shirts, and Jung says there's still demand for them after the event. Meanwhile, the tourism team for Perryville, Missouri, sold about 22,000 pairs of eclipse glasses, at \$2 apiece. "I do know that people came in and bought my glasses and then some of them resold them," said Trish Erzfled, the tourism director. The group also sold about 1,200 T-shirts, and probably could've sold more if they had the materials. "Being a small community, we just didn't have the funds to put money into something that was so uncertain that we didn't really know who all would come," Erzfled said.

What cities are much more interested in is the hope of creating repeat visitors.

But those are just short-term economic boosts. What cities are much more interested in is the hope of creating repeat visitors. Gary Williams, the city manager of Carbondale, Illinois, said the eclipse brought welcome publicity. "For Carbondale, we've had a difficult couple years with no state budget, and we've had an ongoing enrollment issue at SIU [Southern Illinois University], ... [which] has a detrimental effect on our economy," Williams said. But in his mind, a year of prettying up the town (as well as spending about \$200,000 of city funds on preparing for and carrying out the event) might pay off in making prospective students aware of the school. "I

think I can speak for the rest of the city staff in that we wish there were a way we could host one of these once a year,” he said.

Brenda Hagen, the clerk and treasurer of Glendo, Wyoming, felt similarly. The town is quite small — its population is just over 200 — but Hagen thinks that it and nearby parks had somewhere in the neighborhood of 70,000 to 90,000 visitors. While that sort of inflow puts a strain on a small-town budget — Hagen used GoFundMe to crowdfund the costs of renting Porta Potties — she thinks it was worth it. “It got our name out there,” she said. “We’re a small town. We’ve got a nice big reservoir. And a lot of people that live in driving distance of us have never heard of us.”

Across the country, most towns said things went smoothly, and advance planning had a lot to do with that. The local representatives I talked to had been aware of the eclipse for several years, and most of them started preparing in earnest about 18 months ago, sometimes with the help of an outside eclipse-planning consultant. The American Astronomical Society’s (AAS) national eclipse task force played a role in this preparation, contacting governments at local, state, and federal levels. **Angela Speck, a professor of astronomy at the University of Missouri and the task force’s co-chair, told me that one of its members took a road trip across the entire path of totality, meeting with local officials in person to make sure they were making preparations.**

In the end, aside from cursing the horrendous post-eclipse highway congestion, it seemed cities had little remorse about pouring resources into hosting out-of-towners. “One day out, I think everybody’s very happy,” said Gary Williams, of Carbondale, when I talked to him on Tuesday. Of course, getting a finer-grained picture of the actual effect on local economies will take time, and many towns have plans to assess their eclipse bottom lines.

That will be useful information in 2024, the year a total solar eclipse will next trace a path over the U.S. “I fully expect that many of those cities are going to be giving us a call in six or seven years,” said Peter Meyers, the assistant support-services director for the city of Casper.

In fact, a lucky few towns in the path of totality on Monday will be just as well situated for 2024’s eclipse. Will they do anything differently next time around? Williams says that while it’s too early to say for sure, he thinks that Carbondale’s blueprint only needs minor tweaks instead of a full overhaul. Trish Erzfeld, of Perryville, is also looking forward to 2024, when she won’t have to convince people how big of a deal the eclipse will be. “There were very few people [in town] who knew what an eclipse was. ... Even with the businesses, it was like, ‘Why do I care? What does that mean for me?’” Now, they get it.



Students still waiting to move into unfinished Columbia apartments

By: James Packard

Watch the story: <http://www.komu.com/news/students-still-waiting-to-move-into-unfinished-columbia-apartments>

COLUMBIA - Almost a month after the building was supposed to be ready for move-in, a new Columbia student housing complex still isn't finished.

Students who were supposed to be living at the new Brookside apartments at Elm & 6th Street are living in other Brookside locations and an MU dorm that was closed because of low enrollment.

"It never really crossed our mind that the building wouldn't be finished," said Jack Skinner, an MU business major who is spending the first few days of his senior year back in the same dorm where he spent his freshman year.

"They proved to us that they're incapable of getting it done," he said.

Skinner said he is supposed to move in Wednesday morning - 26 days after the building was supposed to be ready for move-ins.

"I'm sure we're on for tomorrow morning," he said.

Lucy Reis, another student displaced by the delay, wasn't as optimistic.

"I don't want to jinx it," she said.

Reis and Skinner are just two of the many students who aren't living where they're supposed to, a sign that Columbia's fast-developing downtown student housing literally can't go up fast enough.

"A lot of the work we had to do in site preparation, before the actual building, was some of the cause of the delay" said Jack Cardetti, a spokesperson for Brookside. "There were some old, both wastewater and stormwater, pipes that we did replace before ever starting the building and that did take some time early in the process."

Reis said, "I drove past my building a couple of times this summer and every time I was like, I cannot believe that it's not finished yet."

Brookside reached out to MU, hoping to find a place for its residents to stay. MU pointed the complex to Center Hall.

"This is one of the halls that we already have identified as one that we'll be using for guest housing," said Christian Basi, MU spokesperson. "So for the most part, it was probably ready to go."

The apartment complex paid MU \$26,208 to house up to 72 students through Monday. Now, they're paying MU \$28 per student per day. Basi said a number of soon-to-be Brookside residents checked out of the dorm Tuesday.

Cardetti said, "All of the residents will be moved into the building this week."

The move-ins will come after weeks of delay notices from Brookside, according to students who are supposed to already be in the new building.

"It was in the middle of July that they told us it would not be Aug. 4 and that it would be Aug. 16." Skinner said. "Right at the beginning of August or a few days before, they said, 'hey, it's not gonna be the 16th, it's gonna be the 28th.'"

But Skinner said he didn't know where he would go in the meantime.

"August, like, 12th or 13th is when we were finally notified where we would be living," he said.

Skinner said another email came Friday telling him he wouldn't be able to move until Aug. 30.

"And we're like, 'okay, great, two more days, like, how do we know if it's actually gonna happen then?'"

Reis said, "If they change it the day of, I am going to break my lease for sure."

Students said the complex is giving them a gift card and reducing their rent, so they don't pay for days they didn't live in the building.



Huntclub: Life After Startup Weekend

By JEN TRUESDALE

With the success of “on-demand” companies like Uber and Airbnb, entrepreneurs are riding the wave of a sharing culture. Hundreds of online services now allow people to quickly share everything from RVs to construction equipment, or pay willing side-gig hustlers for services like grocery delivery, pet sitting, and housework.

Four local entrepreneurs have extended this business model to the great outdoors, making it easier for hunters to connect with private landowners online. After taking the top prize at the 2016 Columbia Startup Weekend competition last October (for more info on Startup Weekend and other Bringing Up Business Week events, [click here](#)), Huntclub is armed for success with the approach of this fall’s hunting season.

Sighting In

As a hunter, Cooper Price understands the hurdles hunters and landowners experience in-season. For many hunters, accessing prime hunting territory means paying big bucks to lease private property for a full year. For landowners, finding hunters willing to pay out and commit to a long lease is a challenge, and once leased, landowners can’t hunt on their own land unless it’s specified in the agreement.

“While the concept of land leasing isn’t new, there hasn’t been an easy way to lease land on a short-term basis,” says Keegan Burkett, co-founder of the startup and fishing enthusiast. “That’s why we created Huntclub.”

Price remembers when Burkett, a childhood friend, approached him with a simple yet innovative solution to address these hurdles.

“Months before Startup Weekend, Keegan came to me with this land-sharing idea,” says Price about last year’s competition. “I threw it together on a scrap piece of paper and it got the most votes in the 60-second round on Friday night.”

What was scribbled down on that scrap of paper evolved into a full-fledged concept for the web-based business. Operating much like Airbnb, landowners can list their land online for short-term rental by outdoorsmen, who in turn can view a list of available land for rent nearby. Landowners include the size and pictures of the land, what kind of activities are permitted, and the rental price per day. Huntclub facilitates the connection between parties but allows landowners to set their own criteria for who can rent their property.

Focusing on sales, Price and Burkett used connections with family and friends to secure six potential landowners interested in the startup during the pitch competition. Huntclub advanced through the rounds over the course of the weekend, taking home the grand prize of \$2,000 in seed money.

“There were so many other great concepts, we didn’t expect to win,” says Burkett. “Ultimately, we knew that winning startup weekend wouldn’t equal success, but the resources and momentum we gained were invaluable.”

Pack Mentality

That momentum included roping in high school friend Zach Hockett, a fellow hunter. Hockett, a product strategist at Veterans United Home Loans, then suggested bringing in Kurtis Davis, a software developer also at VU.

“They pitched the idea to me over beers,” says Davis, the only one in the bunch who doesn’t consider himself an outdoorsman. “I couldn’t believe people weren’t doing this already. I called some friends who hunt, and they validated the idea. So I was in.”

The four of them bring marketing, sales, and tech skills to the table. All are 2012 college grads — Burkett, a web designer for a local business, and Hockett completed their business degrees from MU; Davis received his information technology degree, also from Mizzou; and Price, who works in marketing at the Tiger Hotel, received his business degree from Columbia College.

Burkett has been designing Huntclub’s front-end and user experience as Davis has been developing the website, GetHuntclub.com. Hockett focuses on operations and Price on marketing, with the two of them working together on sales. The group meets up once or twice a week to work on Huntclub together on top of the hours they put in individually.

“Taking a really basic idea and seeing where it is now — and working with people I like — makes it easier to put in the time on Saturdays and to drive six hours to meet a landowner,” Price says.

After nearly a year of work, the four have hammered out a well-planned business strategy for Huntclub and have secured nine properties throughout Missouri. The properties range from \$100 per day for hunting on 20 acres to \$875 per day for access to 3,000 acres.

“It’s like a disruption in the market because landowners can choose to blackout one weekend and lease the next,” says Davis. “Huntclub also offers dynamic pricing, so landowners can charge more during deer season than during other hunting seasons, for example.”

A test run in April prior to spring turkey season indicated that landowners and hunters alike are interested to Huntclub’s concept and features.

“We threw up some Google ads in the Kansas City area and were getting about a phone call a day,” says Hockett. “We had five hunts scheduled during turkey season as a product test. Now we’re trying to build up a base of landowners before we have a huge rollout.”

That huge rollout is happening now — bow hunting season on deer opens mid-September.

Bagging the Big One

Huntclub isn’t just for hunters and fishers. Outdoorsmen who enjoy camping, hiking, mushroom hunting, shooting practice, training hunting dogs, and ATV off-roading will eventually be able to book their adventure on GetHuntclub.com. The modern and easily navigable website makes joining as either a landowner or an outdoorsmen and searching for available properties simple and fast.

In addition to expanding their services, Huntclub will ideally expand their territory beyond Missouri.

“How I see it, we’re focusing on Missouri, then the surrounding states, and then Texas, which is the biggest hunting state,” says Price. Hockett adds that Huntclub hopes to increase its availability for fishing when it expands into Colorado’s many waterways.

“We do have two competitors, one in Texas and one in Virginia,” says Price. “The only thing they have going for them is [their owners] are full-time, but both are in startup mode.”

Price thinks Huntclub offers an edge because it doesn’t require members to pay a monthly fee, unlike its competitors. And the four entrepreneurs are in talks with multiple investors, which may make their dream of taking Huntclub nationwide a reality sooner rather than later.

“The past year has been a very exciting time, and it’s definitely been a learning experience,” says Burkett. “We’ve had the opportunity to work with the University of Missouri’s Entrepreneurship Legal Clinic, which has been a tremendous resource in helping us navigate the legal formalities of starting up. We’ve been lucky to meet a lot of key people along the way who have been instrumental in helping us move forward.”

The passing of each hunting season will define Huntclub’s success, but for Burkett, Price, Hockett, and Davis, success also lies in the friendship they’ve built with each other as they’ve built the business. As the 2017 Columbia Startup Weekend approaches in October, Burkett offers simple advice for this year’s competitors hoping to win big.

“The most important piece of advice that I’ve been given is to surround yourself with the right people.”



Termination for Harvey Tweet

U of Tampa fires a professor who suggested Texas deserved the hurricane for helping put President Trump in the White House.

By COLLEEN FLAHERTY

Reverse karma or flagrant violation of academic freedom? It depends on how you look at the University of Tampa’s termination of an instructor who said that Hurricane Harvey was payback for Texans’ support for President Trump.

“I don’t believe in instant Karma but this kinda feels like it for Texas,” the visiting assistant professor of sociology, Kenneth Storey, wrote on Facebook Sunday. “Hopefully this will help them realize the GOP doesn’t care about them.”

In response to some immediate criticism from a follower, Storey wrote that “the good people there need to do more to stop the evil their state pushes. I’m only blaming those who support the GOP there.” Of Florida, he added, “those who voted for him here deserve it as well.”

Storey later deleted the tweets, but the right-wing website Campus Reform published screen shots of them. Storey’s critics grew in number and pitch and called on social media and elsewhere for Tampa to fire him.

On Tuesday, Tampa released a statement saying Storey “has been relieved of his duties,” and that his classes will be covered by other sociology professors.

Tweets on Storey’s private account “not reflect [Tampa’s] community views or values. We condemn the comments and the sentiment behind them, and understand the pain this irresponsible act has caused,” the statement reads. “As Floridians, we are well aware of the destruction and suffering associated with tropical weather. Our thoughts and prayers are with all impacted” by Harvey.

Storey did not immediately respond to a request for comment. According to his social media, he’s been teaching at Tampa for six years. He also teaches at Hillsborough Community College, and his job there is still safe. For reference, Hillsborough is a public institution while Tampa is not.

Hillsborough also released a statement on the matter Tuesday saying, in part, that as the “comments were posted on a private social media account unaffiliated with HCC and not on behalf of HCC or in Storey’s capacity as an HCC adjunct instructor, we are limited in our ability to take action. We have, however, addressed the matter with the instructor and reinforced the ideals by which HCC operates as a public institution of higher education.... We abhor and strongly condemn the intolerance conveyed towards those suffering in Houston as expressed in Storey’s post.”

The American Association of University Professors declined comment on whether it had been contacted on behalf of Storey. But Joerg Tiede, associate secretary for academic freedom, tenure and governance at AAUP, said that widely followed, association-backed procedures for dismissal during the course of a faculty appointment don’t change based on tenure status.

“We would expect a visiting faculty member, a tenure-track faculty member or a tenured faculty to receive a faculty hearing prior to a dismissal,” he said, noting that AAUP last year censured the University of Missouri at Columbia for unilaterally terminating Melissa Click, a former assistant professor of communications there.

A spokesperson for Tampa said faculty members were involved in the decision to terminate Storey, but he declined to elaborate, saying it was a private, personnel matter. Tiede said the short timeline between Storey’s tweet and his dismissal made a hearing before a faculty body unlikely.

[Story continues.](#)

Defending Nontraditional Presidents

New book examines which liberal arts colleges are hiring nontraditional presidents (money and prestige make it less likely) and argues that boards should be asking a different question than "traditional or nontraditional?"

By RICK SELTZER

Much has been written and said about colleges and universities hiring more presidents with so-called nontraditional backgrounds -- those who did not rise from faculty member to dean, provost and, ultimately, president.

But at least one person who has been a nontraditional presidential candidate thinks the discussion about hiring a traditional president or a nontraditional president is the wrong one to have.

That person, Scott C. Beardsley, has been the dean of the University of Virginia's Darden School of Business since 2015. Previously, he was a senior partner at the global consulting firm McKinsey & Co. He was with McKinsey for 26 years before moving into higher education, even holding a position as an elected member on McKinsey's global board of directors from 2011 to 2014.

Toward the end of his time at McKinsey, Beardsley decided to apply for the presidency of Dartmouth College in 2012. During the process, he received two pieces of feedback on his credentials: he didn't have a doctorate, and he was a nontraditional candidate. (It is worth noting that Dartmouth hired a controversial nontraditional president in 1981. The late David T. McLaughlin left his role at the top of the Toro Company to lead the college, where he was a trustee, and was met with resistance from faculty members and students who were distrustful of his lack of experience as an academic. McLaughlin resigned in 1987 but has been credited with building the college and its endowment.) It was the first time Beardsley had heard the term nontraditional, and the feedback would set him on a path that would eventually lead him to earn his doctorate and study nontraditional presidents.

Now Beardsley has written a book about his experience and his outlook, *Higher Calling: The Rise of Nontraditional Leaders in Academia* (University of Virginia Press). In the book, which is due out in September, Beardsley covers his research into which types of institutions are hiring nontraditional presidents, his research into why colleges hire nontraditional presidents and why he believes debates about hiring traditional or nontraditional presidents are the wrong discussions to have.

Debating traditional versus nontraditional presidents distracts from more important questions and gets in the way of hiring the best fit for specific situations, Beardsley writes. He finds the distinction between the two types of leaders ill-defined, especially because many college and university presidents can already be categorized as nontraditional.

In an interview this week, Beardsley used his own experience to illustrate his point. When he was a candidate for the Darden deanship, he was considered a nontraditional candidate because he never worked directly for a college or university. But now, if he were to apply for a presidency, some would consider him a traditional candidate because he is a dean and teaches classes.

"They argue" about nontraditional presidents, Beardsley said. "I'm still the same person. I find it to be a not-very-helpful discussion."

Of course, some academics would not consider transitioning from McKinsey to the dean of a business school enough to make someone a traditional leader. Regardless, the discussion about traditional and nontraditional candidates plays out at colleges and universities throughout the country. Many expect it to take place even more so in the future. So Beardsley's research into what types of institutions have been hiring nontraditional presidents and why is timely.

...

The Future of Nontraditional Presidents

Beardsley believes nontraditional presidents will continue to rise in number. Executive search consultants told him that they see institutions hiring presidents when they desire change and are willing to take risks. Changes to the conditions under which liberal arts institutions operate, including economic challenges, will increasingly demand leadership capabilities that are hard to develop in academic careers, he argues. The same can be said for other types of colleges and universities.

At the same time, shrinking numbers of tenured faculty are narrowing the talent pipeline for traditional presidents. And although search consultants and committees consider provosts attractive candidates, many provosts aren't interested in becoming presidents, Beardsley said. Search committees are having to look at as broad a range of leaders as they can find.

Think about the racial tensions that led to Tim Wolfe resigning from the University of Missouri in 2015, for example. The college presidency is a difficult position to hold, one filled with unexpected conflict. Many faculty members and provosts are saying they do not want to become president.

Still, some other measures actually show a recent decline in presidents hired from outside of higher education. When it was released earlier this year, the American Council on Education's American College President Study found the share of presidents coming from outside of higher education dropped to 15 percent in 2016, down from 20 percent in 2011.

But the ACE study went on to show more nuance. Candidates with some higher ed experience are valued, it found. Yet candidates do not have to have spent their entire careers at colleges and universities. The ACE study also found that the percentage of presidents who had ever worked outside of higher ed increased. It jumped to 58 percent in 2016, up from 47.8 percent in 2011.

[Story continues.](#)