

# The Banner

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## UNCA tries to remedy scholarship shortage

By Amelia Morrison  
Staff Writer

Due to a shortfall in scholarship funds for the 1998-99 school year, UNCA will offer a select group of incoming freshmen the opportunity to participate in a "learning community" as an alternative to scholarship money.

"A learning community is a structured collection of courses that are taught in collaboration by a group of faculty," said Merritt Moseley, dean of faculty development and professor of literature. "We sent invitations to participate to new freshman. That's who we designed it for,"

said Patricia McClellan, assistant vice chancellor for enrollment management. "A learning community involves a cohort of students who share a common set of classes."

UNCA will be unable to offer a number of prospective students scholarships "because there was not as much money available to award for Founders Scholarships as earlier anticipated," said McClellan.

McClellan said that for the 1997-98 school year, UNCA awarded between \$50,000 and \$60,000 to new freshmen from the Founders Scholarships, which are renewable merit scholarships for new freshmen. However, for the 1998-99 school year, UNCA will only be able to award \$12,000 to \$15,000 to qualified incoming freshmen.

"Growth in funding must have been projected that did not occur," said McClellan. "What happened this year is symptomatic of the need for some planning with regards to our scholarship program."

"Whatever we thought was going to be available this year, was not. (The confusion about) who exactly is tracking scholarship dollars is what is making this so murky," said Tom Cochran, associate vice chancellor for academic affairs.

Students participating in the learning community will take the same set of classes. "In the fall semester, we will have five courses linked together, and the same students will sign up for all of them," said Moseley.

The five courses that will make up next

year's learning community are Language 102, Sociology 240, Environmental Science 130, Spanish 120, and Computer Science 107.

"The purpose, or goal, is to increase the connectors between curriculum, promote integrated and interdisciplinary (learning), and to build stronger ties from students to faculty and academic life to co-curricular life," said McClellan.

The faculty will meet on a regular basis to make sure that each of them knows what is happening in the others' classes, so that the overall experience is more unified, "rather than the usually fragmented experience that students get," said Moseley.

Some currently enrolled UNCA students have complained that courses reserved for

the learning community students are courses that students outside the learning community may need in order to graduate.

"I know that some students have been inconvenienced with respect to the learning community," said McClellan. "We actually did not anticipate the magnitude of the problem."

There were originally two learning communities scheduled for next fall.

"We cancelled the second one because of students' concerns and requests, so we freed up Sociology 210 and French 110," said McClellan.

"French 110 is a freshman course," said

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## Administration moves most housekeepers to graveyard shift

By Gene Zaleski  
Staff Writer

The UNCA administration approved a plan to change the hours that academic building housekeepers work from a daytime shift to an overnight shift.

Housekeepers will begin their new shift on the night of May 31.

"We got a hand-delivered, dated letter last week that said we would go on third shift from 10 p.m. to 6:30 a.m.," said UNCA Housekeeper James Teague. "It is kind of set in stone now."

According to Stephen Baxley, director of facilities management, a decision has not been made as to the permanent hours which will be worked by the housekeepers.

"We are still trying to work out the details," said Baxley. "We want to be as sensitive as we can to the personal needs of the housekeepers, so we are not locked into any particular hours at the moment."

Teague said that he does not like the change in hours, but is glad that the administration finally made a decision about housekeeping hours.

to clean more efficiently," said Brackett. "The students will have a cleaner environment to work in, and people will still be around during the daytime should there be any spills."

Baxley said that having the cleaning done before 8 a.m. will prevent students from having to step over buffing cords.

The recommendation to move housekeepers to nighttime hours was made in part by members of the UNCA Outsource Steering Committee.

Mike Small, director of the bookstore and co-chair of the Outsource Steering Committee, said that the committee was assembled in response to a mandate by the North Carolina General Assembly, which called on all state universities to increase the efficiency of their university support departments over a three year period.

Small said that housekeeping was studied by the Outsource Steering Committee during the first year of the study, 1996-97, but that the committee did not make the final decision to change housekeeping hours.

"The decision was an administra-

## UNCA goes commercial



PHOTO BY PRESTON GANNAWAY

Students posed for a camera crew on the Ramsey Library steps earlier this week for UNCA's new television commercial. The commercial will first be aired during the National Invitational Men's Basketball Tournament this November.

By Nicole Miller  
Staff Writer

UNCA has hired The Alpha Group, an Asheville advertising agency, to produce a 30-second television advertisement designed to recruit new students to the university. Filming of the advertisement took place on the UNCA campus earlier this week.

"We've talked about doing a new ad for about two years," said Merianne Epstein, director of public information and a key coordinator of the project. UNCA already has a 30-second commercial that was filmed six years ago, and has been revised twice, said Epstein. "We felt like it was time to do a new one."

"This ad is really going to have a lot of zip. It's going to be more contemporary," Epstein said.

The purpose of the new commercial is "to recruit traditional-aged students to the campus," Epstein said. "We really looked at this as an admissions ad."

The commercial features interviews with UNCA students and faculty members. "We are using our own students, and they are not scripted (as to what to say)," said Epstein.

According to Epstein, the ad-

vertising agency came to UNCA twice to meet with focus groups about the commercial. The focus groups consisted of students and administrators.

"The concept came from student focus groups," Epstein said. "We very much appreciate the involvement of students and how much they appreciate this production."

Despite the opportunity for student involvement, some mass communication students are upset that the university hired an external agency to produce the commercial, rather than having the school's mass communication department produce it.

"By using an outside agency, UNCA is undermining its own education. It is saying that we, as students, are incapable of doing projects that we are supposedly being trained to do," said Eric Jacobson, a sophomore mass communication major. "I feel that the UNC system, as a college system, should have more of its students doing the projects on campus that are relevant to their majors."

"We discussed having students make this. We certainly respect student work," said Epstein. However, she added that the university is not technologically equipped to produce such a high quality commercial.

Some students, however, are not bothered that the mass communication department is not un-

dertaking the project.

"It would have been cool if they had used someone from the (mass communication) department, but we are all tied up with our own projects right now," said Jack Walsh, a senior mass communication major. "Plus, I don't think we have the technology to produce what they are looking for."

Senior mass communication major Chansé Simpson agreed with Walsh.

"It doesn't bother me," said Simpson. "Once the department has the new lab with more digital cameras and computer equipment, it will be able to do these kinds of projects."

The mass communication department, which is currently housed on the second floor of Karpen Hall, plans to move to the building's third floor. The floor will include a new video production lab, once scheduled renovations to Karpen Hall are completed.

Simpson said that the amount of filming and editing time such a large scale project takes would make it difficult for students to produce. Epstein said that the commercial will cost UNCA \$26,000. The fee includes The Alpha Group's work with the focus groups, the presentation of storyboards for the ad, the filming, editing, and graphics and sound that will be added in during the editing.

According to Tom Byers, special assistant to the chancellor, \$14,000 of the total cost will come from the university's discretionary funds. These are funds set aside in the university budget for special needs and some scholarship funding. A decision has not yet been made on where the remaining \$12,000 will come from.

"We have to get it from somewhere, and we are committed to doing that," said Byers. "It is going to have to come from one of two places, and it has not been decided yet."

Byers said that one source of funding may be from money that the university had previously budgeted, but never used. For example, if money was set aside to hire a new employee, and the hire never took place, that money is subject to use for other projects. However, Byers said that there are several other items on the list besides the commercial that are competing for these leftover funds. If this money is not applied to the cost of the ad, the university may have to "dig further into the discretionary money," said Byers, "but we don't want to do that."

Epstein said that the commercial will first air in mid-November, during the National Invitational Men's Basketball Tournament.



PHOTO BY PRESTON GANNAWAY

UNCA Housekeeper Curtis Salter (pictured above) will begin working the nighttime shift on May 31. Administrators say that the change in hours will increase housekeeper's efficiency.

"Everybody is ready to go, because this has been going on for so long that we just want to get it over with and in place," said Teague.

Housekeeping Supervisor Mike Brackett says the new hours will be beneficial to students.

"Right now we only have three hours to get any major cleaning done so these new hours will allow

tive one based on the fact that the housekeepers would be more efficient if they cleaned at night," said Small. "This is indirectly related to outsourcing because we've told the chancellor (Patsy Reed) that we can do the job better ourselves if we

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