

GEORGE SHADROU, Editor

DINITA JAMES, Managing Editor
BRAD KUTROW, Associate Editor
THOMAS JESSIMAN, Associate Editor

KAREN ROWLEY, News Editor
PAM KELLEY, University Editor
MARTHA WAGGONER, City Editor
JIM HUMMEL, State and National Editor

BILL FIELDS, Sports Editor
MARK MURRELL, Features Editor
LAURA ELIOTT, Arts Editor
SCOTT SHARPE, Photography Editor
MELANIE SILL, Weekender Editor

The Daily Tar Heel

38th year of editorial freedom

Black admissions



Tinkering

After years of tinkering, UNC seems to have come up with a football ticket distribution system that will eliminate the long lines and short tempers of autumns past. The changes in the system, which were proposed by Carolina Athletic Association President Charlie Brown and former CAA President Matt Judson, should get the most tickets to the most people in the least amount of time.

Recall, if you can, they system used until last fall. Students were forced to arrive at Kenan Stadium hours before game time to secure a good jostling position in the seething crowd of ticket seekers. As the Bell Tower tolled 11 a.m., the three student gates swung open and the masses surged into the stadium. Then, having stood in line for two or three hours, they faced another two-hour wait before game time. They system guaranteed a miserable Saturday morning.

Last fall brought a measure of relief. At the urging of former CAA President Judson, athletic Department officials moved ticket pickup to Carmichael Auditorium and spread it over three days during the week before each home game. Also under the 1979 system, fraternities, sororities, dorms and other groups could reserve blocs of seats.

At first it seemed as if the lines simply had shifted from Kenan to Carmichael, but after a few games students adjusted to the different distribution policy. Still, some complained that they had to skip morning classes to get good tickets.

The latest batch of changes, although simple, has made ticket distribution far more efficient. One new wrinkle permits a student to present two IDs and athletic passes and pick up two tickets. That should cut the lines at Carmichael in half, and fewer people will feel compelled to cut class in order to get a seat on the 40-yard line next to the Rams' Clubbers.

All these improvements have made getting a football ticket—something supposedly guaranteed each student who pays an athletic fee—a whole lot less troublesome. The changes of the last two years reflect the preferences of students who want to go with dates or groups of friends, but they also reflect a welcome change in the Athletic Department's attitude—that the system ought to be convenient for the people getting tickets rather than the people handing them out.

A bargain

Chapel Hill's public transportation system has come a long way since it began in 1974. Then, opponents complained it cost too much and benefited too few to be worth a major investment. The haggling that ensued led many to believe that an efficient and useful bus service would never exist. But while much of the public in this country continues to avoid bikes, buses and trains like the plague, Chapel Hill and Carrboro have continued to upgrade the transportation system in a manner that must be viewed optimistically.

With the parking situation on campus growing worse and gas becoming more expensive, the need for public transportation has crystallized before even the most skeptical. However, there is concern among students about recent fare increases—increases that might discourage students from using the bus service.

The recent 62 percent increase in bus pass prices should be studied and questioned, but we believe it can withstand this scrutiny. While students now pay \$60 for a bus pass, they also receive better service. The C route has been expanded to accommodate overcrowding. Night service on the F and L routes now is available until 10 p.m. The shared ride taxi service has been expanded to Carrboro. Both Chapel Hill and Carrboro have committed themselves to providing students convenient and safe transportation. Carrboro recently received a grant for a two-lane bike path that connects Carrboro with campus. Chapel Hill purchased 16 new buses that should improve current service.

Someone must pay for these improvements. And as long as students want an effective and worthwhile bus service, they should be willing to absorb part of the costs.

That is not to say transportation officials can be imprudent in their method and manner of funding. If riding a bus becomes as expensive as driving, the incentive for students to ride a bus will be lost.

Several alternatives for generating revenue exist. A tax on Carrboro residents that would fund a transportation system would ensure permanent bus service in Carrboro. Raising parking sticker prices and funneling this money into the bus service is another option. Increasing fares is yet another.

Perhaps some kind of compromise on who should bear the brunt of such increases is debatable. Certainly, the need for continued improvement in the transportation service is not. Passing costs to college students is popular at times—often unjustified. But for our money, bus service is still a bargain.

Minority affairs office key to balanced enrollment

By SCOTT NORBERG

Despite encouraging signs of an improving minority presence on campus, there is the disappointment of a freshman class that lacks the number and quality of minority students of past freshman classes. While more minority students were accepted this year than any year in the past, the actual enrollment of minority students decreased by approximately 12 percent compared to 1979. This is not to say that the number of minority students who enrolled last fall was particularly large; at the time the number was regarded as a promising sign of more progress to come. We should be able to expect that with each new freshman class larger numbers of more qualified minority students would come to Carolina.

The obvious question is: What can be done to ensure that greater numbers of qualified black and other minority students choose to enroll at Chapel Hill in future years? It is clear, first of all, that there are no simple solutions to admissions problems.

One obstacle to the enrollment of minority students lies in the uncertainty of many accepted students as to whether they will receive financial aid and, if so, how much assistance they can expect to get. In most cases financial aid applicants are unable to find out about their aid requests before they have to make a commitment to enrolling at a college. The University Office of Financial Aid should move to make it possible for applicants that need financial assistance to know far enough in advance so that they do not turn to other universities when they would in fact be able to get assistance from this University.

But notification as to the status of financial aid requests is only a small part of the problem. The

employment of more and better recruitment programs, supplemented by a strong moral commitment on the part of the University administration is demanded if we are successfully to increase minority enrollment.

At present, recruitment procedures for minority students include visits by admissions officials to North Carolina high schools, as well as visits by applicant and potential applicants to the Carolina campus. There are also some contacts made by black faculty members to minority students who have been admitted.

But to say that the present recruitment techniques are effective is to deny the facts. The recruitment procedures now in operation are not bad; they are just not extensive enough. More high schools should be visited and more effective recruitment techniques should be used.

Plans have been made to invite to campus all minority students who have been admitted before they have to decide whether to enroll. This coming recruitment season will also involve minority students now enrolled in the University in an effort to supplement the contacts that are made with minority applicants before and after they are accepted to Chapel Hill. In coordination with the Office of Undergraduate Admissions, presently enrolled students will make phone calls, write letters and visit high schools in an effort to recruit more minority students. The thoughts and advice of peers here on campus will surely prove helpful in encouraging applicants to come to the University. These plans to increase recruitment efforts are commendable and need to be pursued vigorously.

There have been more than a few studies and reports in recent years that have sought to improve, among other things, minority enrollment. The Long Report, on admissions policies and practices as they affect minority students, of June 1979 found that the University does "not reach a large enough pool of black students," that there is a "lack of personnel for a vigorous recruitment program" and that more money is needed to fund better recruitment programs. The report goes on to recommend "a more intensive recruitment program... devised so that every high school in the state is made aware of the wide range of opportunities...available at Chapel Hill. A well organized program might involve three-person teams, each comprising a recruiter-admissions official, a career development advisor, and a financial aid counselor, in sufficient number to visit every part of the state." The Advisory Committee further recommended that "some type of yearly workshop for school counselors who advise black students at the junior and senior high schools should be established and funded by the University." To date little additional funding has been granted to the admissions office. The concepts of three-person recruitment teams and workshops for high school counselors have yet to be implemented.

Many recommendations made by a similar report written 12 years ago were found unfulfilled by the Long Committee. The Long Committee recommendations must not be allowed to find their way to a back shelf somewhere in the offices of South Building, only to be discovered by another committee 12 years from now.

Another study—the Daye Report—endorsed by the Faculty Council last spring recommended that the chancellor "create a function within the University's general administrative structure which will be charged with coordinating, monitoring, advising and advocating within the University for the purpose of enhancing the well-being of minority students..." In response to this recommendation made by the Daye Committee as well as other proposals made by the Long Committee, Chancellor Christopher C. Fordham has created a new position at the vice-chancellor level responsible for overseeing many minority concerns including the office of admissions. A search committee is now in the process of selecting someone to fill the post. If this new vice chancellor for university affairs is provided with an adequate staff and receives the moral commitment to enhancing the minority presence from the rest of the University administrations, the creation of this post should prove to be of considerable help in instituting improved recruitment programs.

The chancellor's decision to create a vice chancellor for university affairs in itself represents a significant step in addressing minority concerns. However, it remains to be seen whether the new vice chancellor, when he takes office, can provide the impetus and coordination needed to implement a stronger recruiting process.

While there is reason to be encouraged that minority enrollment will increase steadily in the years to come, it must be realized that there is a long way to go and much more to be done before the University can truly claim to offer its opportunities equally to all citizens of North Carolina.

Scott Norberg, a junior English major from Washington, D.C., is executive assistant and chancellor's committee coordinator for the student body president.

Recruiting procedures need student input

By THOMAS JESSIMAN

For some reason, many of the best black high school students in this state do not come to the University of North Carolina at Chapel Hill. Not only does the University have a disproportionately low number of blacks enrolled in comparison to the state percentage of blacks, but those who do come here are generally not the cream of the crop, something that could be argued for their white counterparts.

Only 15 percent of the incoming black freshman class have Scholastic Aptitude Test scores of more than 1000. Admissions officials and minority leaders on campus agree that such a percentage is surprisingly low but disagree on how to keep the more talented blacks from going to other colleges in the UNC system or private colleges like Howard University or Ivy League schools.

Collin E. Rustin, assistant director of undergraduate admissions, maintains that a major factor may be the type of financial aid available to minority students at UNC. He said that some blacks who can receive full scholarships at other universities instead of partial scholarships and work study programs here cannot be blamed for taking better deals. "If a kid gets a scholarship as opposed to a loan then I'll tell him to go where he can get money but not have pay it back," Rustin said.

But Hayden B. Renwick, associate dean of the College of Arts and Sciences, said scholarship money was not the major problem. "Financial aid has something to do with it, but we have got to upgrade our recruiting or we aren't going to get the better black student," Renwick said. The most effective way to interest a prospective black candidate in Carolina is to have a student meet an applicant in his own home and answer any questions, Renwick said.

"Black high school students have a fear of Carolina that is based entirely on a lack of knowledge," Renwick said. "Their parents did not go here and they have no role models or tradition to know about the place. The University needs to dispel that fear, and letters and phone calls won't do it."

Programs that bring talented blacks to UNC's campus for a weekend in the fall or spring are organized so that the prospective students are spoken to in groups and thus are not nearly as effective as personal visits, Renwick said.

"We need role models. We need someone just to tell a kid that he made it, and as long as we refuse to use people like that then we won't get the students," Renwick said.

Certainly Renwick's complaints seem valid when one considers a talented black high school senior from a western county who has never heard of anyone who has been to Carolina. Under the present setup that person might receive a letter or two with a pretty blue letterhead, but he would be courted much more heavily by other universities. It would not seem to be such a terrible sacrifice for a student at UNC to spend a day and drive out to visit the candidate.

But Rustin disagrees: "Recruitment may help, but I look on it as copping out to use students in the process. You're taking them away from their classes and this whole environment here where they have the potential to grow."

Rustin termed the possibility of sending a student out to the high school senior in Western North Carolina idealistic and said such a plan would depend on more money and resources than he has available. "I've said that the best way to recruit is with students but that does not mean that the best way to use them is to send them back to their area. They can do that over weekends and vacations and they are already doing just that. I just choose not to do that on a formal basis," he said. But this practice still does not help high school students who are not exposed to Carolina undergraduates from their area.

Rustin said that he could name 10 to 25 students to whom recruiting high school students in their own homes would not be detrimental, but using the analogy of a parent to his child, he said he just would not feel right about sending students away from college to recruit.

However, there is no good reason why a parent should feel that a recruiting effort is detrimental to his child's college experience. After all, meeting people and learning about the world outside the University is a valid part of a complete education.

Going to predominantly black high schools and talking to classes and inviting potential candidates to the campus for a weekend are effective recruitment practices, and the main objective is to supply a high school student with enough information to make up his mind on his own about the University, Rustin said. He talked about the danger of the admissions program being held responsible for the safety of students sent out to recruit. "It only takes one accident in a car. It may seem far-fetched but if it happens just one time...I'd rather play it safe."

It seems far-fetched indeed. Accidents happen every day, and many of them cannot be anticipated. There is no reason for the University to lose the best black students in the state if a primary objection to recruiting them is that someone may get hurt doing it. The same fallacious reasoning could be used to condemn road football games.

Mark Canady, chairman of the Black Student Movement, said the University was not making a concerted effort to go out to students and relieve some of their anxiety about the college. "It's not a secret that the environment is predominately white and that it (UNC) has some negative connotations with the black community," Canady said. "Some black students are going to be reluctant to come here in the first place and that's coupled with the lack of financial aid."

Canady already has scheduled recruiting trips by BSM members to see possible applicants in several North Carolina towns. He has coordinated this with the admissions program and intends using the Ebony Readers and Open Dancers to tour as well and perhaps show applicants that black cultural programs exist at Carolina.

In this final analysis, Rustin maintains that the problem lies with recruitment and Rustin says the financial aid system is the stumbling block, both agree the University is losing many very talented blacks to other colleges. And while no immediate changes appear likely in the financial aid setup, Canady's recruitment ideas are an encouraging sign. Whether the BSM's recruiting program is successful remains to be seen, but certainly it is a step in the right direction.

Thomas Jessiman, a junior English major from Newton, Mass., is associate editor for The Daily Tar Heel.

Greg Calibey, a senior political science major from West Hartford, Conn., is a staff artist for The Daily Tar Heel.

The Daily Tar Heel

Assistant Managing Editors: Edwina Raiston, John Royster, Amy Sharpe
Distribution Manager: Terry Cameron

Editorial Assistants: Buddy Burniske, Lynn Casey, William Durham

News Desk: Ted Avery, Lucy Hood, Lou Ann Jones, Katherine Long, Ann Peters, Rochelle Riley and Betsy Simmons; James Alexander, assistant Weekender editor.

News: Mark Ancona, Harry Archer, Ted Avery, Stephanie Bircher, RoAnn Bishop, Jeff Bowers, Elizabeth Daniel, Kerry DelRochi, Angie Dorman, Lee Dunbar, Natalie Eason, Debbie Goodson, Karen Hayward, Charles Herndon, Deborah Hirsch, David Jarrett, Dale Jenkins, Karen Korsegay, Susan Mauney, Mike McFarland, Rachel Perry, Bill Peschel, Jonathan Rich, Rochelle Riley, Betsy Simmons, Ann Smallwood, Lindsey Taylor, David Teague and Frank Wells; Claire Wilson, Campus Calendar editor.

Sports: David Poole, assistant editor; Clifton Barnes, Norman Cannada, John Drescher, John Fish, Chip Karnes, Gary Mangum, Geoffrey Mock, Scott Peterson, Linda Robertson and Mark Taylor.

Features: Susan Prissett Luce, Mary McKenna, Joe Morris, Lori Morrison, Ann Peters and Diane Veto.

Arts: Tom Moore, assistant editor; Jordan Hawley, Tim Pope and Bob Royalty.

Graphic Arts: Dan Brady, Greg Calibey, Bob Fulghum and Danny Harrell, artists; Matt Cooper, Jay Hyman and Charles Vernon, photographers.

Business: Mark Kadlec, business manager; Linda A. Cooper, secretary/receptionist; Karen Newell, classifieds manager, Sally Cook, accountant.

Advertising: Jeff Glance, Steve Jolly, Julia Kim, David Parker and Joey Holleman.

Composition: UNC Printing Department.

Printing: Hinton Press Inc. of Mebane.