

Money sought to improve college

By SALLIE KRAWCHECK
Staff Writer

UNC has embarked on a fund-raising campaign designed to raise \$10 million to strengthen its College of Arts and Sciences.

The College of Arts and Sciences makes up the group of departments representing the most basic disciplines and instructing the greatest number of undergraduate students. According to John Webb, executive director of the Arts and Sciences Foundation, UNC's is among the best in the nation and perhaps best in the Southeast, but the college needs money to stay that way.

"This is a very excellent University," Webb said. "It is a cause worth supporting. Excellence always costs money — it always costs more. What makes the difference in the top 20 universities is always that (money)."

"This is a campaign to support the heart of the University," Webb said. "What we are working on right now is like the trunk of a tree, because all of the professional schools grow out of this."

One plan calls for money to improve the quality of teachers at the University. For this reason, part of the money will be spent on endowed

professorships.

"In order to have the best teachers at Carolina, we have to be competitive in pay," Webb said, noting that a pay freeze a few years ago caused UNC to fall behind in its teachers' pay. "Right now, it's good," Webb added. "But it is not comparative with those universities with whom we want to compare."

Another problem that UNC will have to deal with will be the declining number of college-aged students in coming years.

"According to demographic changes in the country, there are fewer 19-year-olds this year than there were last year," Webb said. "Colleges and universities will become less selective than they have been. We want the funds to bring the best student minds to Carolina."

One million dollars of the funds will be used to establish a merit scholarship within the University to attract some of the brightest undergraduate students to the school. Another \$1 million will be for graduate fellowships designed for the same reason.

Other programs supported by the funds will be an outreach program, designed to help improve the quality of education with North Carolina high schools, and a program to help train

students and faculty to use computers.

"Going out into the world without a knowledge of computers today is like going out without the language," Webb said. "Any serious university is going to have to have all of its students trained in some sort of computers skill."

Part of the University's outreach program is to hold summer workshops on campus to train teachers so they in turn can better teach their students.

"It's an answer to a national concern about the mediocrity in the high schools," Webb said. "It's the University's way of addressing a national concern, but it's also self-serving because we then have better students enrolling at Carolina."

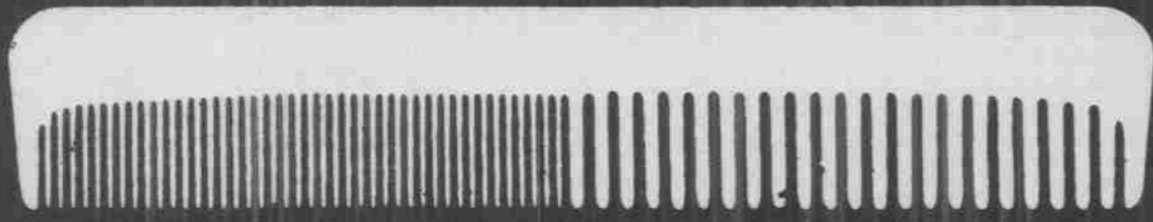
The money will be raised by a volunteer steering committee of businessmen and civic leaders from throughout the state.

"I am confident that the campaign will succeed," Webb said. "We already have raised \$3.3 million."

Webb said he expected to reach the goal of \$10 million within 18 months.

Those who wish to donate money to this campaign can give their contributions through the Carolina Fund and designate it for the Arts and Sciences Foundation.

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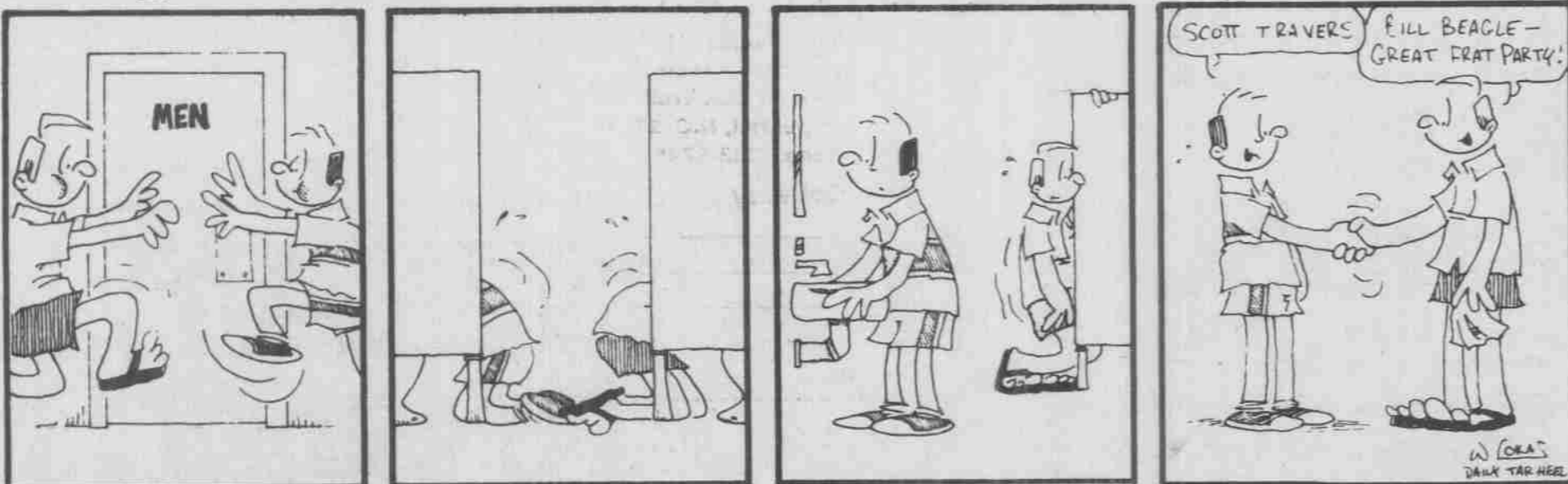
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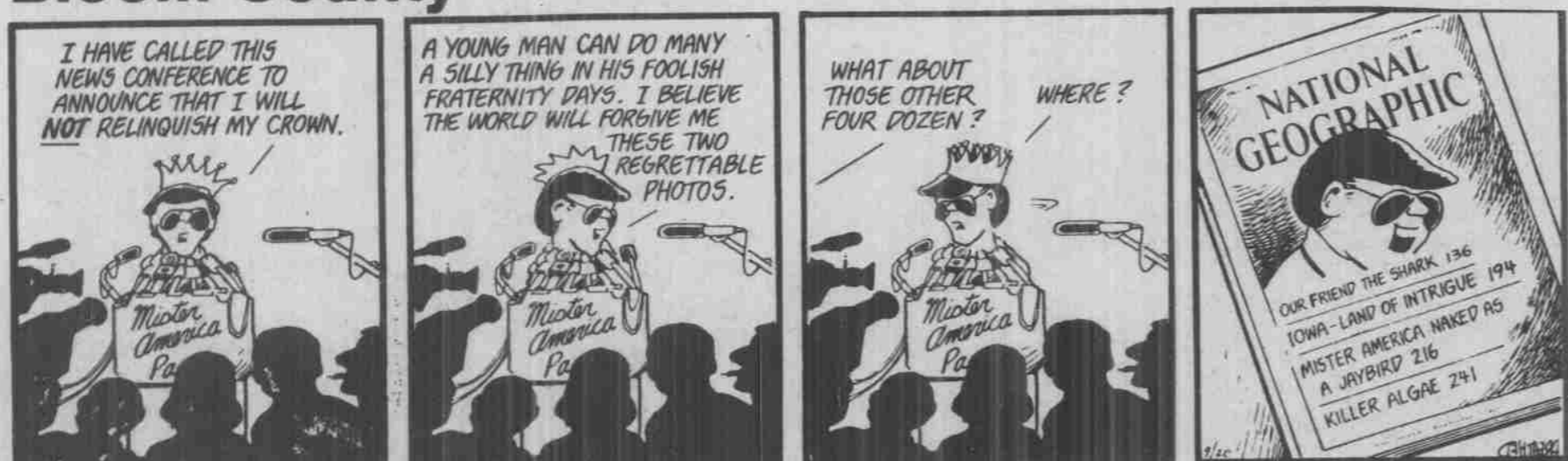
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