

# The Blue Banner

"The greatest accomplishment is not in never falling, but in rising again after you fall." -- Vince Lombardi

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## Sources say Reed to be third lowest paid chancellor in UNC system

Kevin Ellis  
Staff Writer

Patsy B. Reed will start her new position on June 15 as the third-lowest paid chancellor in the 16-member University of North Carolina system.

Reed, 57, will earn \$100,000 a year in salary as UNCA's first woman chancellor. She is only the second female chancellor ever in the University of North Carolina system.

In comparison to other recently-hired chancellors, Reed's salary is \$11,630 less than Appalachian State University (ASU) Chancellor Francis T. Borkowski's salary, and \$22,400 less than the salary of North Carolina Central University Chancellor Julius L. Chambers. Both Borkowski and Chambers were hired in 1993.

Both ASU and NCCU are larger than UNCA, with ASU's enrollment at 11,641 in the fall of 1993 and NCCU's enrollment at 5,635 during the same time period. UNCA had an enrollment of 3,130 in the fall of 1993.

Reed also will earn less than two other chancellors at schools with less enrollment than UNCA. Cleon F. Thompson, hired in 1985, earns \$104,300 a year as chancellor of Winston-Salem State University, which had a fall 1993 enrollment of 2,976. Joseph B. Oxendine, hired in 1989, earns \$100,620 as

chancellor of Pembroke State University, which had a fall 1993 enrollment of 3,045.

Reed's salary standing behind 13 other male chancellors may raise questions over pay equity for women, said Marypat Blankenheim, director of program and public affairs for Nine to Five. Based in Milwaukee, Nine to Five is a national research and advocacy group for working women.

"It's no secret that women are traditionally paid less than men because of their gender," Blankenheim said. "That's no secret and I don't think anyone even disputes that any more."

"But I would hate to think that she's being paid less because of her gender, but by the same token if that is what it takes to break a woman into a good ol' boy network, then it's a sad commentary," Blankenheim added.

The only two chancellors Reed earns more than are Jimmy R. Jenkins, who was hired in 1983 as chancellor of Elizabeth City State University, which had a 1993 fall enrollment of 2,192; and Alexander C. Ewing, who was hired in 1990 as chancellor of the North Carolina School of the Arts, which had a 1993 fall enrollment of 610, including junior high and high school students.

Jenkins earns \$92,750 a year. Ewing earns \$98,800 a year.

University of North Carolina at Chapel Hill Chancellor Paul Hardin earns \$137,320 a year and is the highest paid chancellor in the state. He's followed by Larry K. Monteith, who earns \$132,160 as chancellor of North Carolina

State University in Raleigh.

Reed's salary is \$10,000 more than that earned by former UNCA Chancellor Samuel Schuman. Schuman, now a professor of literature at UNCA, currently earns \$59,000 a year, compared to his chancellor salary of \$90,000 a year. Schuman resigned under pressure from University of North Carolina President C.D. Spangler in the fall of 1993.

Along with Reed's salary, like each of the other chancellors in the University of North Carolina system, she also receives free use of a state car and a chancellor home.

UNCA's chancellor home, located at 62 Macon Ave., is in one of the more affluent areas of Buncombe County. Because the home is tax-exempt, the Buncombe County Tax Office does not appraise it. However the .61 acres of land has a market value of \$47,100 in a neighborhood where an acre of land has a value of \$65,000, according to the Buncombe County Tax Office.

Reed earned \$93,000 a year while serving as vice president of academic affairs at Northern Arizona University. Prior to coming to UNCA, she served as interim president of that university for several months, during which time she earned \$117,000 annual salary on a pro-rated basis.

Neither of the Northern Arizona University positions carried with them the use of a home, according to a campus spokesman there.

## Gardens' directors oppose parking lot

Alex Eastwood  
Staff Writer

Gardens spoke as a representative for board members and volunteers at the Botanical Gardens.

"This parking proposal was part of a master plan that the university came up with in about 1985, but it was approved in 1989 and actually became part of the official plan of the university," she said.

"Students, faculty, and members of the Botanical Gardens raised objections to it, and they made such a stink about it that the university tabled the parking lot," said Campbell. "We have never gone on official record one way or the other about our feelings about the plan, but the present board of the Botanical Gardens will most likely oppose the parking lot."

At an earlier meeting with the Faculty Senate, Wilson had indicated that the Botanical Gardens approved of the lot, and the Faculty Senate overwhelmingly approved of the idea at the end of the meeting, said Wilson. Campbell explained how this "rumor" might have been started. "Unfortunately, the views of a couple of past board members who said they did not want to fight the university on this happened to be regarded by the administration as the official policy of the board of directors," she said.

A board member of the Botanical Gardens questioned Wilson on who might have started the rumor, given that there has been no official meeting

with the board concerning this subject.

Wilson said he did not know, but Miller interjected with the names of the people he says began the rumor initially.

"The source was Dave Brown, and the initiator of the rumor to him was a previous board member, said Miller. Dave Brown was a former chancellor at UNCA. The board member questioning Wilson denied that there was ever support by the board as a whole.

"I have been a member of the board since 1990, and we have never, ever considered such a position," he said. "Why don't we just clear that up right now?"

"That should have been clear six years ago," said Miller, "when it was put down that this was not to be an option." Wilson denied having knowledge of the Botanical Gardens standing at that time. "Well, I don't know about that. I was not dealing with parking six years ago," he said.

"Then why did you present it to the Faculty Senate, if you did not know where the board stood," said Miller. "Because that was the understanding that we had, from what we thought were reliable sources," said Wilson.

Wilson had declared earlier in the meeting that he was unaware of the source of the information that the board of the Botanical Gardens supported the lot.



Staff Photo By Chan Carter

Larry Rottman, a Vietnam veteran, read poetry from his book *Voices From the Ho Chi Minh Trail* on April 17 in the Laurel Forum.

## Long-range plan to include new programming

Teri Smith  
Staff Writer

A recently completed update to the UNCA long-range strategic plan includes several revisions, one of which is a proposal to plan a new interdisciplinary degree program in multimedia arts and sciences.

The revised plan also outlines goals to enhance diversity at UNCA, place more emphasis on teaching, and focus on quality enhancement.

"Multimedia is the fastest growing component of the audio-visual marketplace," said Alan Hantz, professor of mass communication.

Hantz has been working on the plan update during his tenure this semester as interim assistant vice chancellor for academic affairs.

"There are only two other universities that have multimedia programs. One of them is MIT [Massachusetts Institute of Technology] and the other is the Art Institute of Chicago," said Hantz.

Hantz cited an article in an issue of *Business Marketing* in which Dataquest, a high-technology research firm, reported that the U.S. multimedia sector will grow from \$1.9 billion in 1992 to \$9 billion by 1996.

"That's before we even get the new degree in place," he said.

The proposed Multimedia Arts and Sciences degree program will look at the "overlapping relationships among image and sound, with an emphasis on the use of computers to explore that overlap," according to Hantz.

"Students will be asked to take courses in physics, computer science, art, music, and mass communication, and will be offered electives in those areas plus management, philosophy, and

psychology," he said. Hantz said the degree can have "either a technical focus or a philosophical focus."

"As part of this long-range plan, we have requested permission [from UNC general administration] to plan this new degree program," said Hantz. "If they give us permission to plan, we have two years to plan it, then we have to submit a proposal to establish a degree program."

The university could complete the planning stage sooner, according to Hantz.

"We have done this degree program on an individual basis for a number of students and it's been very successful for those students, which is one of the things that led us to think about doing it on a formal basis," said Hantz.

"The Faculty Senate is looking at a minor in Multimedia Arts and Sciences that we don't need state approval for, so we can go ahead and put that into effect once it has been approved by the Faculty Senate," he said.

Tom Cochran, interim vice chancellor for academic affairs, said that the quality enhancement component of the long-range plan means that the university will step up its efforts to "do what we do, better."

"We are being expected by the state, and internally as well, to do more evaluation and assessment of what we do and how well we do it," said Cochran.

One means of making that assessment is to conduct evaluations several years out with alumni, according to Cochran.

"I think things like these types of surveys where we try to ascertain how people feel about their experience after it's over with, and at some point beyond their finishing here, gives a better

reading than just comments on students' evaluations," he said.

"You can tell if your TV works the way you want it to work, and you can tell immediately. But this [an education] is something that you really can't tell what it's done to you or how well it's helped you until sometimes five or 10 years later," said Cochran.

"One of the areas of our planning process this time is increasing those kinds of activities that can tell us how well we are doing," he said. "We'll be looking at our teaching methods, not just using student evaluations, but we'll be looking at other ways of assessing instruction."

Cochran said there are two purposes for enhancing the assessment of instruction.

"One is to enhance teaching, to make sure we are doing, the very best job we can be doing and the other is to review teaching," said Cochran. "We want to make sure that the faculty are being evaluated and rewarded for what is most important here at UNCA, which is teaching."

"As part of our quality enhancement, we want to sharpen the public relations effort of the university as it relates to the public liberal arts movement in America," said Hantz. "Part of those efforts will be an appeal that has, as its audience, professional and other institutions, including funding agencies."

"We also want to, in the next five years, focus on ways to strengthen the sense of community on campus," he said.

In a survey of commuter students, the university found that about 70 percent report spending less than 10 hours a week on campus, outside of classes, according to Hantz.

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Hi 74 Lo 51	Hi 80 Lo 55

Weather Report courtesy of the National Weather Service

UNCA Atmospheric Science Department offers updated forecasts through the 24 hour Weatherline... 251-6435

## Professor remembers Vietnam through poetry

Robin Burris  
Staff Writer

As part of a lecture series on "Remembering Vietnam," a former Vietnam veteran and professor spoke about the Vietnam war and the Vietnamese culture Sunday. Larry Rottman, professor at Southwest Missouri State University, read poetry from his book *Voices From the Ho Chi Minh Trail* and talked about his Vietnam experience.

"I graduated from college on Friday, August 13th, Friday the 13th, 1965 at 10 o'clock in the morning. After picking up my diploma, turning in my cap and gown, I went home and found a draft notice in my mailbox, so I haven't forgotten that date much," said Rottman.

Rottman was in Vietnam for three years. "I returned to what I expected to be the America that I had left behind, but it was 1968. The year of not only the worst fighting in the war, but also the resignation of President Nixon, and the assassinations of Martin Luther King and Bobby Kennedy," said Rottman.

Rottman teaches Vietnamese culture and literature at Southwest Missouri State University. He is also a published novelist, playwright, and poet. His focus is on providing insights into the Vietnamese people's culture and lives.

Rottman is the director of the O.F. Kenworthy Southeast Asia-Ozark Project (SEAOP). This program promotes "dialogue and exchange between the people of Indo-china and the people of the American midwest through speakers, classes, and seminars and special events in the Ozarks and across America," according to a press release.

Rottman read poems that focused on the differences he noticed between the time he was in Vietnam as a soldier and the time he was there as a visitor to the country some 20 years later. He also talked about Vietnamese homeless veterans and how he answered questions from the Vietnamese about the United States and the war.

Rottman's poetry went from being his voice to the voices and experiences of the Vietnamese.

Heidi Kelley, assistant professor of sociology, said that she wanted to focus on Vietnam culture due to the lifting of the trade embargo with Vietnam.

"It also came out of my experience in teaching. When I realized many students here don't know a lot about Vietnam other than the war," said Kelly.

See "Vietnam," page 8