

# Alabama Colleges Launch Enrollment Ad Campaign

By ALEX KAPLUN  
Assistant State & National Editor

Alabama's public universities will kick off a nationwide promotional campaign today to attract more out-of-state students to the state's universities.

Retirement Systems of Alabama, the state agency that handles retirement issues, will run ads in 113 newspapers and on 36 television stations nationwide at no charge to the universities. "One of our numerous investments is that we have sort of a media empire," said David Bronner, RSA's pension chief.

Bronner added that these ads are not the typical of what most people see during sporting events. "It's not the usual university president babbling away, it's much quicker," he said. "It's an MTV-style ad that says if you're considering college, take a look at our state."

He also said the television ads were meant to draw students to a Web site called [www.thinkalabama.org](http://www.thinkalabama.org).

The nationwide campaign will cost Alabama less than \$20,000 said Gordon Stone, Alabama's Higher Education Partnership executive director.

He said RSA has invested in numerous media outlets across the country and receives free advertising as part of its agreement with the organizations. "When I put these deals together, I got us some free advertising," Bronner said.

He said the RSA receives \$3 million a month in free television advertising, and two pages a week in newspapers.

Bronner said the ads previously promoted tourism or large-scale sporting events in the state.

But he said he thought it would be a good idea to use the free advertising to market the state's universities.

Stone added that the ads would not just promote the universities but also the state as a whole. "We want the individuals who see this campaign to think about all aspects of the state," he said.

Stone also said that while the Alabama's universities do not necessarily feel a need to increase their enrollment, there is a desire to promote the universities. "We've got a strong product to offer, and we want the rest of the country to be aware of it," Stone said.

Although there is no push for an enrollment increase in Alabama, sever-

al UNC system schools would like to drastically increase enrollment.

Seven schools in the UNC system have been targeted for rapid growth, with some of them wanting to double tuition during the next decade.

But while it is unlikely that the UNC system will be the beneficiary of a cheap, nationwide campaign any time soon, several steps are being taken to increase enrollment at these institutions.

Judith Pulley, system vice president for planning, said traditional recruitment techniques will be reemphasized. "(They) will be concentrating on doing the recruitment practice they should have been doing all along," she said.

She also said some schools in the system have only recently been given adequate funds to publish recruitment materials. Pulley said recruitment in most schools will be driven by data collection and analysis.

"The process is becoming more systematic, and data is being used more for the purpose of recruiting."

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# Manager, Attorney Get Raises

By JAMILA VERNON  
Staff Writer

Two Chapel Hill officials will receive substantial salary increases as the town tries to stay competitive with neighboring municipalities.

The Chapel Hill Town Council evaluated Town Manager Cal Horton and Town Attorney Ralph Karpinos on their successes in honoring goals established at the beginning of the year.

The Town Council voted in favor of the salary increases in a closed meeting Sept. 1.

Effective Oct. 20, Horton will receive \$121,000 and Karpinos \$110,000, constituting a 12 percent to 13 percent increase for each.

Council member Flicka Bateman said these new salary figures were derived from a labor market study conducted by a hired consultant.

The study evaluated the salaries of officials holding similar positions in neighboring towns, including Cary, Carrboro and Durham.

Bateman said consultants are not usually hired.

"This year was the exception," she said.

"We knew our salaries were off, so we had a consultant come in."

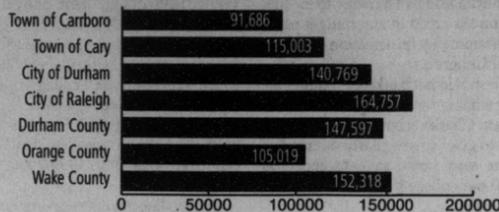
Most of the neighboring towns studied are larger than Chapel Hill, but Bateman said this aspect was factored into the equation.

"If you look at it, (our salaries) are still not close to any other towns," she said.

Along with Horton and Karpinos, more than 600 other town employees

## Local Officials Get Fatter Paychecks

The Chapel Hill Town Council, agreed in a closed session to implement salary increases for both the town manager and the town attorney. The changes will go into effect Oct. 20.



SOURCE: CHAPEL HILL TOWN COUNCIL MEMORANDUM 9/99 DTH/ CAROLINE GOBBLE

will receive salary increases based on annual performance evaluations.

"(Horton) wanted to bring town employees in the 75th percentile range," Bateman said.

The increase would make Chapel Hill town employee salaries higher than in previous years but would keep them below salaries of some larger towns in the study.

The average salary increase for all employees was about 6 percent annually, Bateman said.

She said salary increases are not automatically guaranteed to town officials.

The increases could be denied because of unacceptable job performance.

"They may not get them every year, but they are eligible every year," she said.

Chapel Hill Personnel Director Pat Thomas said the money for the increas-

es was included in the town's annual budget.

"Each year the council approves the budget for the new fiscal year," Thomas said.

"The salary is a part of the new year's budget. (It) was passed on July 1, through June 30."

Town Council member Edith Wiggins said the salary increases are part of normal operating business and reflect two things - evaluation and upgrade of salary.

"The increase reflects how good our manager is and to what extent someone else would want to recruit (the town manager) away," Wiggins said. "What he does is definitely a skill."

"He is a person providing leadership that is highly skilled and trained."

The City Editor can be reached at [citydesk@unc.edu](mailto:citydesk@unc.edu).

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Our attendance goal is 250.  
The first 75 people get a free Squeeze Bottle.

Admission is free.

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**\$3,000-\$5,000 Scholarships** are available for travel in 2001.

You may be eligible if:

- You're a full-time UNC-CH Junior or Senior (with at least 27 hours from here)
- Your major is in Arts & Sciences
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Applications are due **October 15, 2000**, so this is the time and place to ask questions you might have.

If you can't make this session, but you are still interested, visit the web site at [www.unc.edu/depts/travel](http://www.unc.edu/depts/travel) or call the Office of the Dean of Students, 966-4042.