

Colleges Recruit Students With Web

By WALTON WALKER
Staff Writer

The expansion of the Internet into people's daily lives is resulting in radical changes in the college admissions process, as institutions have been forced to add another dimension to recruiting. But the Web's expanding role in college recruiting raises questions about whether students are really benefiting from the new technology. According to a recent report conducted by Stamats Communications, a higher education marketing firm, more than 80 percent of college-bound seniors used the Internet to research colleges last year, a jump from 57 percent three years ago. "We're seeing (top students) actively using the Internet," said Deborah Long, an admissions counselor at UNC. Long added that whereas in the past,

research on colleges was mainly conducted by letter correspondence, today much of the admissions process is now done over the Internet. "Now everything about Carolina is on the Web." The Internet has particularly helped smaller colleges reach students from diverse areas. Eleanor Payne, senior associate dean of admissions at Davidson College, said the Web has allowed Davidson to expand its recruiting base. "With the increase in types of (online) programs, we're showing up on the lists of kids where we didn't before." The result has been increased competition between schools to provide informative and interesting Web sites. Payne and Long each said their schools constantly improve their Web sites to provide a more user-friendly and easily accessible format. "(Students) come for a variety of reasons, but the (Web site's) quality is what makes them come back."

But with the increasing emphasis on entertainment, some admissions experts are concerned that schools will mislead students with eye-catching graphics and innovative designs that present a distorted view of the school. Linda Parker, director of the career information center at East Chapel Hill High School, said her counseling office advises students to use many techniques to research colleges. "The glossy portfolios or the Web site are only one side of the school," she said. Payne agreed that students must be cautioned against conducting a narrow Internet-based college search. "The Web is a wonderful vehicle for inquiry and research, but it doesn't replace visits and personal conversations with faculty and students."

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he understands area residents and officials have concerns, but he said he feels CP&L has done everything necessary to answer those concerns. Therefore, he said he does not expect Edwards' involvement to have an effect on Shearon Harris' expansion. "This has been a two-year process in which all of the procedures established by

the NRC have been followed," he said. "We are confident that the full NRC will confirm what the (Atomic Safety and Licensing Board) and NRC staff members have already concluded, so we do not expect any delay." But Kinnaird said having Edwards as an advocate in Congress increases the chances for a hearing. "Bureaucracy moves very slowly, and would go on without really ever listening to us, but Edwards and the power of his office rais-

es a flag to say, 'Hey, stop! We've got something to say about this.'" The City Editor can be reached at citydesk@unc.edu.

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And so the concert began, as Posdnous and Dave, a.k.a. Plug One and Plug Two, respectively, took the stage, trying to incite a call-and-response from the crowd. While there was call, there was little response, so Dave and Pos invited the crowd to get out of its seats and push to the front of the auditorium. As they tried to pump the crowd up through two old-

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nization that we're all a part of run better," Bell said. "It was a bold move, but I think if it goes through, everyone in the student body will be more happy with the CAA." Members also noted differences between the 82nd and 81st Congresses. "The 81st was a lot more controversial," Rep. Heather Yandow said. "Congress meetings ran until one or two in the morning. Everything was a lot more contentious." In comparison, members said the 82nd was much more civil. "While people disagreed, it was never confrontational," said Matt Fisher, chair-

school tracks - Pos insisting that his side of the room was the live side, Dave insisting that the other side was much more live - the vibe never strayed far from "dead." And so the night went, Dave, Maseo and Pos smiling and grinning their way across the stage, while a nearly comatose crowd semi-swayed to whatever rhythm sustained its attention. Sadly, they missed what could have been a great show. De La's music is inherently fun, from the carefree feel of their smash "Ooh!" to the old-school "A Roller

Skating Jam Named 'Saturdays.'" Nevertheless, around 9:30 p.m. - one short hour after the show began - Maseo grabbed the mic, thanked Duke for hosting them and scurried offstage until the encore. But there was no encore. And there shouldn't have been. Nothing is worse than trying to entertain a crowd that refuses to be entertained. So the trio packed up its stuff and left.

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ly don't know what Student Congress is, and I really don't care," Gibson said. But Bell said she is impressed by the solid, if small, group of students who sacrificed their Tuesday nights to discuss and vote on legislation, even though their jobs were not as high profile as those in the executive branch. "The 82nd has been really dedicated to the student body," Bell said. "I know it's not always obvious when we're amending bills, but that makes student government run better for the students." The University Editor can be reached at udesk@unc.edu.

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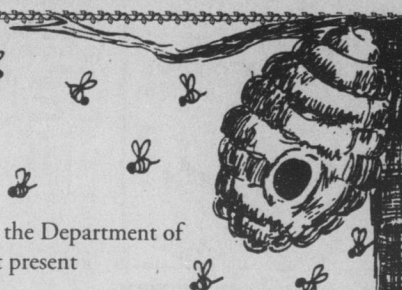
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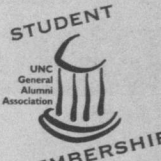
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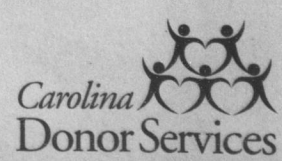
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