

WSJ Survey Ranks UNC's MBA Program 12th Overall

By ROB LEICHTNER
Staff Writer

When the Kenan-Flagler Business School's master's of business administration program earned 12th place out of 260 schools in a ranking released Monday, school officials were elated.

"We are very pleased to see these results, but regardless of the rankings, this school works to provide our students with skills to make them marketable," said Mindy Storrie, director of the MBA Department of Career

Services.

The survey, from the Wall Street Journal, was based on the opinions of 2,221 corporate recruiters. The recruiters ranked either one, two or three schools they have been involved with based on 26 different factors.

The business school moved up five spots this year, the second year the survey has been conducted. This year, the school also was ranked second for the management consulting program, fourth for public schools, fifth for "hidden gems" and eighth for schools with 500

or more students.

Ron Alsop wrote the report on the survey, which ranked 187 U.S. schools and 73 international schools. He said it is different than other surveys because it only takes the recruiters' opinions into account.

Many schools that have ranked well the past two years have seen increased acceptance of admission offers, Alsop said. "Most MBA students are there to receive better jobs and better salaries," he said. "I think everyone finds our survey distinctive because we focus on the recruiters only."

The business school's general reputa-

tion played a large role in its improvement in the rankings, Alsop said. The school received its highest marks in teamwork, general management perspective and "fit within the corporate culture." Lower scores were seen in the areas of entrepreneurial skills and international perspective.

Bob Adler, associate dean of the MBA program, said a strong student pool and knowledgeable faculty have helped the program internally, while participation in business conferences and faculty research have made its presence known worldwide.

"We are always striving to improve without letup, because if we didn't, we would immediately fall behind," he said.

Adler said the main benefit of a high ranking will be the quality of students the business school will be able to bring in. "Rankings send a signal to prospective students about schools," he said. "Because students pay attention to rankings, we pay attention to them."

Adler gave much of the credit to the career services department, which brings in recruiters and helps prepare students to be marketable for them.

Storrie said the department's success was seen last summer, when every student who wanted an internship found one.

This past year, companies such as Goldman Sachs, IBM, Johnson & Johnson, Kraft and Procter & Gamble hired at least three graduates each, she said. "We don't know of another MBA program where 100 percent of the students who were seeking internships got them."

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VATAVUK

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In 1998, he organized a relief effort to send items to children in the politically tumultuous Kosovo.

"Although Kosovo's politics were all over the news, what we weren't being told was that thousands of children had nobody to care for them," Vatauvuk said. "I wanted to help them, even if in a small way."

He collected more than 100 toys, pairs of eyeglasses, and toiletries — many purchased out of his own pocket — and shipped them overseas.

Realizing a further need for support, Vatauvuk contacted Bayer, which airlifted more than \$300,000 worth of vitamins.

With plans for law school and an

interest in politics, he also found a way to apply his love for service to his future goals by participating in the Durham County Teen Court and Restitution Program.

He spent three years as a volunteer attorney, now serves as a mentor and adviser to the court and strongly believes in its cause.

"Offenders sent to teen court are usually assigned community service and some volunteering sessions with the court," he said. "But the great part is that they also learn about the legal system, and the entire experience teaches more of a lesson than a basic court sentence."

Jane Volland, former director of the court, worked closely with Vatauvuk.

"Chandler was interested and involved in the legal system with the perspective of helping others," she

said. "He worked with service, not his career goals, in mind."

Vatauvuk said everyone has the capacity to make a difference. "Even if you don't have time to become an avid volunteer, take something of yourself and give it to others," he said. "God knows there are millions who don't have as much as we do."

Whether or not he makes it to the award ceremony in Washington, D.C., Vatauvuk isn't slowing down.

"All the work I've done is my life has not been based on awards," he said.

"It's all about the kids and helping future generations of Americans."

To nominate someone who has made an outstanding contribution to the University community to be a Star Heel, e-mail features@unc.edu.

TAR HEEL TOWN

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Chapel Hill/Orange County Visitors Bureau when Tar Heel Town started about six years ago but discontinued the effort after two seasons.

Whereas the previous booth was more information-oriented, this time the commission will serve as more of a promotional tool, he said.

Michael Jordan's Restaurant-23, University Florist and Gift Shop, Office

Supplies & More, Laughing Turtle and Laughing Turtle Design will appear at the booth Saturday, with some businesses holding giveaways, Lewis said.

She said the booth will try to rotate the participating businesses if they choose to continue with the project after September.

The Chapel Hill Chamber of Commerce also will be on hand to distribute information about local businesses, she said.

Patrick Cowden, executive chef of Michael Jordan's Restaurant-23, said the restaurant will have a free raffle for an

autographed photograph of the establishment's namesake. Cowden said the restaurant has not suffered due to the allure of Tar Heel Town. "Go to any restaurant before or after a football game," he said. "Those are banner days."

He said the booth will help solidify ties between the business and the University and also will give the restaurant a new marketing outlet. "That's an opportunity to touch potentially 60,000 people."

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DUI

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But Student Body Vice President Aaron Hiller said he doubts the changes will pass COSC soon because it will use much of its time on a report that would make more general changes in the honor system. "As for now, the fact that dialogue has begun on a potential DUI sanction is the most important thing," he said.

Jeff McCracken, deputy director of the Department of Public Safety, said his department is fully staffed this year unlike last year, a move that has increased DPS's ability to catch drunk drivers. But he said there is no conscious effort to monitor DUIs. "The department does not have an ongoing DUI campaign," he said.

For Hiller, the increasing numbers might have resulted from more students reporting offenses. After 10 years of little public discussion over how the judicial

system works, Hiller said students are now more aware of their right to report crimes.

McCracken said he is not too concerned about the rise in offenses, but Hiller said he is troubled by any DUIs. "These statistics may have brought an increase in drunk driving to our attention, but these numbers don't make the action any more or less reprehensible."

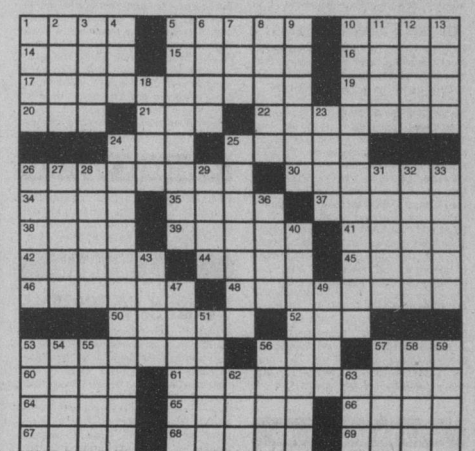
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THE Daily Crossword

By Gregory E. Paul

- ACROSS
- 1 "Knowing Me, Knowing You" group
 - 5 Yellowish white
 - 10 Soap film
 - 14 Highlands family
 - 15 Make two
 - 16 Celestial bear
 - 17 Eggs order
 - 19 "..... the twain shall meet"
 - 20 Tidal flow
 - 21 Goose egg
 - 22 Men on base
 - 24 Old seafarer
 - 25 Ore analysis
 - 26 Ban
 - 30 Help out
 - 34 Bert the
 - 35 Cowardly Lion
 - 37 Workplace watchdog grp.
 - 38 Winglike parts
 - 39 Triangular sign
 - 41 Sup
 - 42 leper by another name
 - 44 Location
 - 45 Leisure
 - 46 Sleuth
 - 48 Off the beaten track
 - 50 Steel girder type
 - 52 Lenore's cre-
- ator, initially?
- 53 Advice
 - 56 Infamous Amin
 - 57 Balderdash!
 - 60 Westernmost Aleutian island
 - 61 Eggs order
 - 64 Let it stand!
 - 65 Dubuque resident
 - 66 Grounded birds
 - 67 Drink heavily
 - 68 Nest noise
 - 69 Not as much
- DOWN
- 1 Painful throb
 - 2 Spill the beans
 - 3 Fishhook feature
 - 4 Plus
 - 5 Goody-goody
 - 6 Sora of Virginia
 - 7 Mansion wing
 - 8 Declares
 - 9 One of the Gorgons
 - 10 Eggs order
 - 11 Native American tribe
 - 12 Cable subscriber
 - 13 Neighboring planet
 - 18 Birth
 - 23 Old-time cartoonist
 - 24 Eggs order
 - 25 Madalyn Murray O'Hair's belief
 - 26 Dramatic works

- 27 Bus-driver Kramden
- 28 "A Rage to Live" author
- 29 Sister of Osiris
- 31 Homer's epic
- 32 Reason
- 33 Trapped in branches
- 36 Der ___ (Adenauer)
- 40 Dead person
- 43 Deli heroes
- 47 Think best
- 49 Reposed
- 51 Sanction
- 53 Players
- 54 Bologna eight
- 55 Miner's sch.
- 56 "Dies ___"
- 57 "The ___ of the Ancient
- 58 Millstone
- 59 Hardy lass
- 62 Be obliged to
- 63 Part of GTE



PUBLIC SERVICE

From Page 3

course Didow has taught for 15 years.

Chapel Hill resident Kit Stanley represented the Orange County Literacy Council at the fair. The council strives to help the 33 percent of county adults with literacy needs through tutoring.

Stanley said the council is trying to recruit students because out of its 150

volunteers, only about 15 of those are students. "I think it helps take (students) out of the box," she said. "Students bring a lot of energy and insight that some of the other volunteers can't provide."

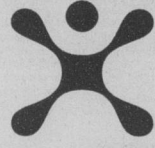
Blanchard said it is crucial that students go outside UNC to do some public service. "It offers us a way to connect the issues society faces with the academic community."

She said students have a symbiotic relationship with the community, both


reaping benefits from the other. "It's more of a partnership than something we do for the community."

Didow said the last time he checked, there were 452 student organizations with some kind of public service component. "Yet our challenge is how to take that to the next level because we continue to be behind the need of the local community."

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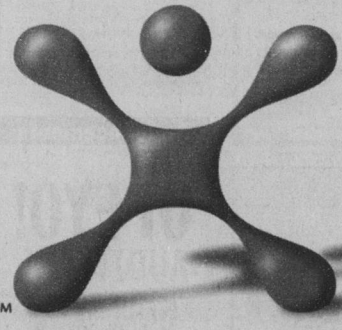
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