

Number of online apps triples

BY STEPHANIE JORDAN
ASSISTANT UNIVERSITY EDITOR

As the University has increased its presence in cyberspace and students have become more tech-savvy, the number of applications coming onto campus computers also has risen.

High school seniors have been able to submit online applications for admissions and financial aid for quite some time, but during the past two years, the number of students applying online has more than tripled.

During the 2002 application period, 4,626 prospective students used a Web-based undergraduate admissions application, which involves either completing an online application or printing it out and sending it to UNC.

This year, 15,260 prospective students submitted a Web-based application.

"There's a lot of advantages for us," said Steve Farmer, senior associate director of admissions. "We have a lot of people who are interested in Carolina."

Farmer added that online applications make the admissions process quicker and more efficient. They also make data entry more accurate because officials can use electronic versions of applications

and prevent the inconvenience of transcribing those that are handwritten.

The Office of Scholarships and Student Aid also encourages students to apply for aid online.

"Online applications have been a good thing," said Vincent Amoroso, deputy director for the office.

He said the online application is easier for students because it has built-in technology that isn't available in the print version. The online application highlights conflicting answers and omitted information, and it takes students directly to the portions of the form that apply to them.

Amoroso added that the percentage of students applying online for financial aid has increased from 52 percent to 89 percent since 2001.

In the 2001-02 school year, 10,466 students applied on paper. This year, that number dropped to 2,446.

The University also is using more technology when recruiting students.

Prospective students visit the admissions Web site and create a profile for themselves. The University then can update them on the details of campus tours and events, creating an open line of communication with interested

ELECTRONIC VS. PAPER

Statistics show an increased number of FAFSA applications completed online. Using a web-based application form has also become an increasingly popular idea. University officials say these applications are easier for students to complete and easier for the University to process.

SCHOOL YEAR	ONLINE FAFSA	% OF APPLICANT POOL WITH ONLINE FAFSA	PAPER VERSION
01-02	11,382	52%	10,466
02-03	16,644	70%	7,119
03-04	20,211	82%	4,518
04-05 (as of May 1)	19,030	89%	2,446

SOURCE: OFFICE OF SCHOLARSHIPS & STUDENT AID

DTH/MARY JANE KATZ

students.

Last year, UNC sent out 872,547 e-mails to interested students.

"We recruit a lot of kids here, and we stay in touch with them as best we can," Farmer said.

"This is a great way for us to put Carolina in front of students continually. I think students compliment us on the quality of our communication."

Security measures are being taken in both offices to ensure student confidentiality. Amoroso said financial aid applications come from the U.S. Department of Education, which provides a secure site.

"Security is one of their top priorities," he said.

To date, neither office has experienced problems with security.

Although Farmer said it's easier to deal with online applications for both students and the University, he added that the admissions office is aware that not all students have Internet access in their homes.

"It's true that there's still a digital divide," he said.

"We're never going to stand in the way of a student applying on paper."

Contact the University Editor at udesk@unc.edu.

Holloway introduces pair of new programs

BY ELIZABETH BLACK
STAFF WRITER

In his first months in office, Student Body Secretary Bernard Holloway is working to make strides that will improve communication between student government and its constituents.

"I'm focusing on two major aspects — improving on-campus communication as well as off-campus communication," Holloway said.

With the recent addition of a student government office assistant, Holloway has had the chance to shift his energy away from typical secretarial duties.

One program he is initiating is the Constituent Response System, aimed to improve student services through making them more accountable.

Student leaders are asking resources like the Information Technology Services and Student Health to find out if students want service accountability problems referred to student government.

The referrals would be catalogued so student government can seek remedies for persistent problems.

Holloway's executive assistant, Angelia Duncan, now is working on finding specific campus services to participate in this program.

"I just really want it to be a system where the administration and student government both really see what students want and need from campus affiliations," she said.

Holloway also is working to help create a student group database to improve communications with the University community. The initiative is part of the executive branch's goal to act as a liaison between student organizations.

"A lot of students seem to think there is a mythical divide between student government and students," Holloway said. "We want to bridge

that gap."

The database will connect 50 to 75 organizations with a significant presence on campus.

Fifteen major UNC groups — including the Campus Y, Black Student Movement, Residence Hall Association, Carolina Athletic Association, Dance Marathon and various political groups — will have a direct contact with an executive assistant from student government.

"Definitely the system is about what student government can do for these organizations," Holloway said. "We want to say that student government is a resource for you. It's about creating connections between the various organizations on campus and between student government."

RHA President Colin Scott said he hopes the program will do tremendous amounts to bridge the gap between student government and his organization.

"I think this database will bring everyone together so we are serving the students in the best possible manner," Scott said. "We would like to have a good level of communication link with any organization we need to or should come into interaction with."

Contact the University Editor at udesk@unc.edu.

Committee continues hunt for CIO

BY EMILY STEEL
UNIVERSITY EDITOR

Officials are in the process of whittling down a list of candidates interested in managing UNC's \$1.19 billion endowment.

About a dozen applicants from both the public and private sectors have been interviewed for the position of UNC's chief investment officer and the chief executive officer of the UNC Management Co.

The University's endowment provides a critical source of funding, with about 5 percent of its earnings supporting scholarships and student aid. In 2002, that amounted to \$24.7 million.

The six-member search committee, composed of members of the UNC Management Co. board and the board of the UNC Investment Fund, is looking to have a new chief at the helm of the management

company by the end of the year.

"We want somebody who can be a leader for the UNC Management Co.," said Tim Burnett, chairman of the management company board. "There is a bright staff, really bright, capable people who still need, if you will, a quarterback."

The management company is a nonprofit organization, designed to oversee the University's endowment, which represents the cumulative value of gifts from individuals and corporations.

A major point of contention that ultimately led to the resignation of former CIO Mark Yusko was his aspiration to manage outside money.

"What we will do this time around is make it abundantly clear that we are sticking to managing the University's money," Burnett said.

Under Yusko's leadership during the last six years, the company

became one of the nation's pre-eminent investment models for higher education.

The search committee has enlisted the service of Russell Reynolds Associates, a national search firm whose clients include Aetna, Goodyear and the Make-A-Wish Foundation.

Most search firms charge one-third of the position's first-year salary. In 2002, Yusko earned a base salary of \$170,000 from the University through the management company.

When Yusko announced in April his intention to step down from his position, investment officers at more than 10 public and private universities, including the University of Virginia and the University of Florida, had made similar moves.

In the private sector, investors'

incomes increase exponentially, and they also can manage more creative and aggressive strategies.

Despite the large number of openings across the nation, Burnett said the holes have not impeded UNC's search.

The search firm has said applicants are attracted to the management company Yusko established from the ground up at the University. The size of UNC's portfolio also creates interest.

"It is attractive to manage," Burnett said. "It is small enough to be flexible, but large enough to be able to get into certain investments."

Nancy Sutfenfield, vice chancellor for finance and administration, has been serving in the interim position since Yusko left July 1.

Contact the University Editor at udesk@unc.edu.

CORRECTIONS

■ Due to an editing error, the Aug. 24 article "Ballantine seeks to pull off upset" stated that North Carolina has not elected a Republican governor since the 1970s.

In fact, Republican Jim Martin was elected governor twice in the 1980s — in 1984 and then again in 1988.

■ Due to a reporting error, an Aug. 30 photo caption identified a former UNC basketball player as Brendan Haywood. The player, No. 15, actually was Antwan Jamison.

■ Due to an editing error, the Aug. 30 article "Officers combat underage drinking" misspelled the name of business Ken's Quicke Mart.

To report corrections, contact Managing Editor Chris Coletta at cocoletta@email.unc.edu.

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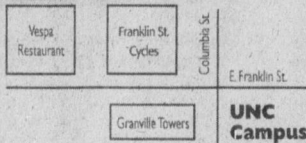
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