

Simic: greater public accessibility needed



Curt Simic

By KELI OSBORN
Of the Emerald

The University must become more visible and accessible to attract financial support and to reverse declining enrollment figures, according to Curt Simic, University vice-president for Public Services.

"I think, by and large, Oregonians don't know what a fine institution this is," says Simic, who was hired in July.

Simic and University Pres. William Boyd have recently joined Presidents Robert MacVicar and Joseph Blumel of Oregon State and Portland State Universities in a program to inform citizens about their institutions.

"I came here in June — before I was even on the job — to spend a week with Boyd and MacVicar, visited with selected alumni and legislators throughout Oregon," Simic says.

They toured 11 towns in four days, from Pendleton to Burns and Klamath Falls.

"The people of Oregon should make a conscious decision about the University's future," Simic says.

The university presidents delivered a budget perspective of

Oregon's universities in their state-wide meetings. Figures in the perspective show that while spending for higher education has risen in the past decade, its percentage share of Oregon's general fund has fallen.

"People were surprised that higher education has been falling behind," Simic says. But university leaders don't want money from other programs in the budget, he adds.

"We do want people to know about our situation. We want to present the information," Simic says.

As vice president for public services, Simic coordinates external affairs ranging from alumni and community relations to fundraising.

Simic says the creation of a vice president's position for the public affairs sector is Boyd's recognition of the University's need to provide greater accessibility to Oregonians.

"And I think he also realized that the University needs to make a better case for itself before the public," he adds.

Simic says alumni are important. "But, before you can ask

people to support you, you have to develop relations. They need to feel that they have a stake in the future, as well as in the past."

Students are also important in the University's external affairs, according to Simic.

"Some think that students are the Animal House type of student. They like to drink beer now and then, but..." he chuckles.

As a student at Indiana State University, Simic worked for the Student Foundation, a student-run program that solicited funds for scholarships. After receiving his bachelor's degree in education, Simic went to the University of Tennessee where he raised

funds for its medical school.

After a similar stint at Yale University's medical school, he left for the University of Alabama. But, the University of Oregon provides a special challenge, Simic says.

"I have much to work with and I think we'll have success," he says. But, he adds, his role is only a small one.

Simic describes his office as a bridge between the University's academic programs and the people who will support them.

"The University spent nearly \$40,000 to get me. But they know I'll make the money for them," he says.

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BILL'S EXPERT GUESSES ARE:

COLLEGE

USC over Mich. St.
Arizona over Iowa
Wash. St. over Army
Calif. over W. Virginia
Kentucky over Maryland
Navy over Boston College
Tenn. over Auburn

Notre Dame over Purdue
Oklahoma over Missouri
Eastern Ky. over Austin Tech. St.

PRO

Cleveland over Houston
San Diego over N. England
Chicago over Oakland

PREP

Sheldon over Bend
Willamette over N. Eugene

September 27 Entry Blank

NAME _____

ADDRESS _____

PHONE _____

ZIP _____

RULES OF THE GAME

All you need to do is check the winners box and pick more correct winners than our guest guesser! Entry blanks must be dropped off at the campus Steven J's store by Friday prior to these games. Winners names will be posted at Steven J's and Duffy's the following week. Winners receive a 25% discount on the featured items of the week and a chance at the end of the season for a grand prize!

✓ CHECK THE WINNERS ✓

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Ariz. ☐ Iowa ☐
Wash. St. ☐ Army ☐
Calif. ☐ W. Virginia ☐
Kentucky ☐ Maryland ☐
Navy ☐ Boston College ☐
Auburn ☐ Tenn. ☐

Notre Dame ☐ Purdue ☐
Oakland ☐ Missouri ☐
Austin TE ☐ E. Kentucky ☐
Cleveland ☐ Houston ☐
Oakland ☐ Chicago ☐
N. England ☐ San Diego ☐
Sheldon ☐ N. Bend ☐

North Eugene ☐ Willamette ☐

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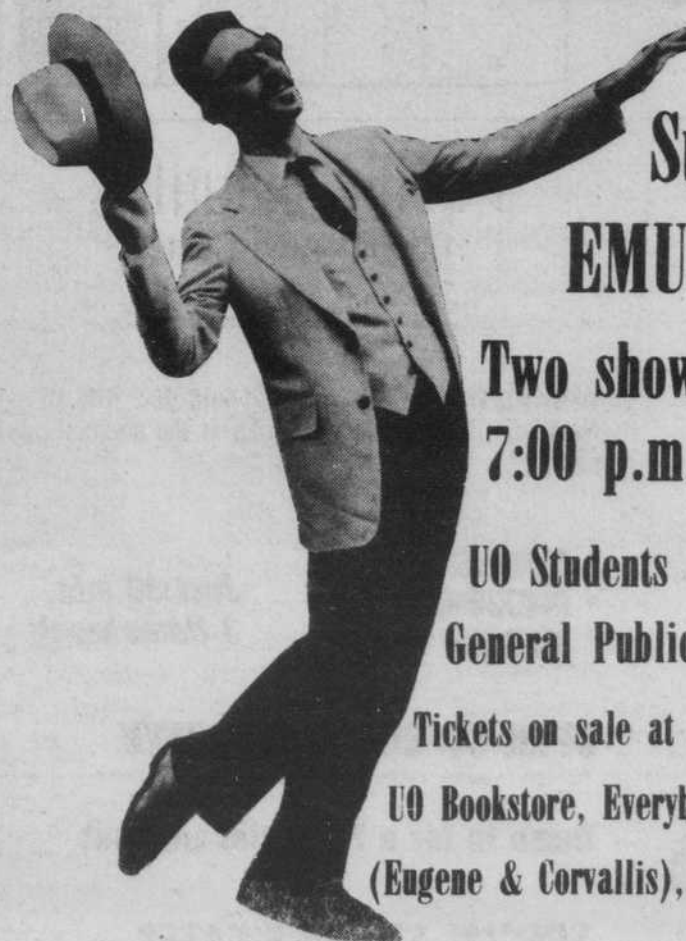
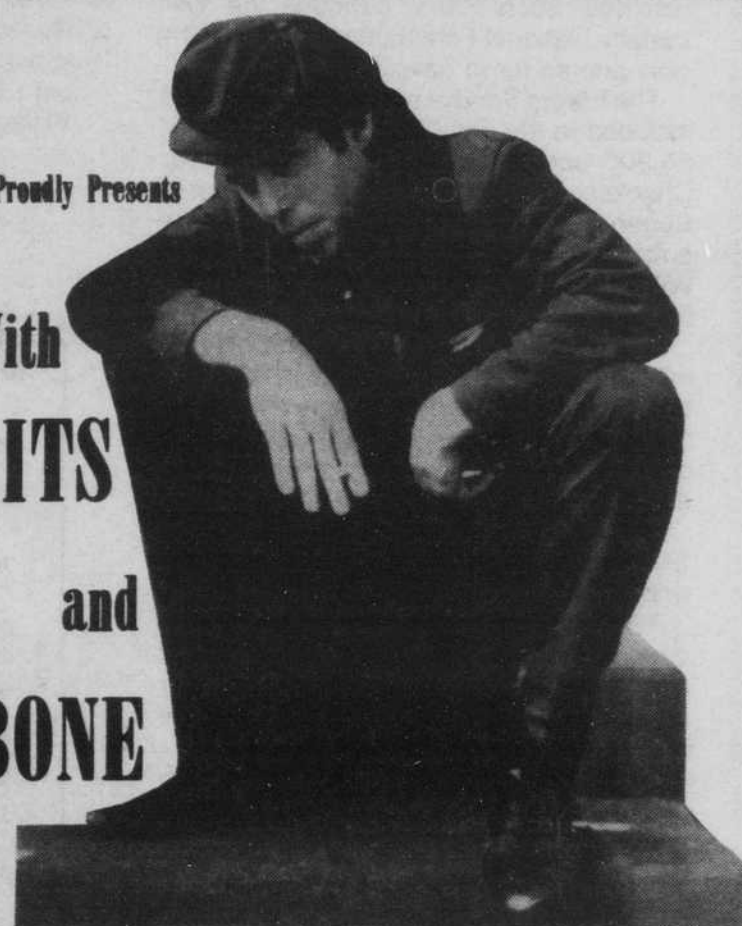
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