

University needs to sell itself

By Michael Duke
Of the Emerald

Oregonians have a positive attitude toward higher education in the state and at the University but, the "the word has to get out" to more people about this campus, it was announced in a news conference Tuesday.

The results of a survey released at the news conference show this growing enthusiasm is impaired only by lack of information about what the school does, said University Pres. Paul Olum.

"This information gap is demonstrated by the number of 'no opinion' responses we got when we asked about our programs — specifically in our sciences and science research," Olum said.

Taken in late June, the survey included a ran-

tion to the state and its graduates are well prepared for careers.

However, 62 percent of the sample said the average person is not well informed about the University, 48 percent had no opinion on whether this campus understands the average person in Oregon and 62 percent had no opinion on whether the school is the best institution to attend in the state for a science major.

"The results are heartening news for higher education and the University, but we recognize that the word has to get out (about the University and its programs)," Olum told the press.

The poll shows a positive change in the people's view of the University and funding the state for higher education, he said.

"The people of Oregon are for good things and, the survey shows, they're for higher education," Kurlinski said. "I'm encouraged by the findings but now we have a big job to do," he said.

The University will continue its efforts to inform people about itself through advertising on radio and television, contacting alumni across the state, visiting cities with the humanities outreach speaking forum, and University officials will continue to "talk more openly and aggressively about the University," he said.

Kurlinski said the survey, the first of its kind, gives the University greater accuracy and reliability on "what people really think.

"Someone's been doing something right here. We can go out with some confidence to help mobilize support during the coming legislative session," Kurlinski said.

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— Wayne Kurlinski

dom sampling of 387 residents across the state, said Wayne Kurlinski, vice president for University relations. It was conducted by that office using standard polling methods, he said.

A majority of residents in the state believe that higher education should receive additional funding from the Legislature, and that Oregon's brightest students can receive an excellent in-state education in a wholesome environment. Survey results also indicate beliefs that the University helps business and economic development, its research makes an important contribu-

Board votes to reject bond sale bids

The State Board of Higher Education was unable to take any action on bids received for the sale of bonds for funding building improvements at the University and two other Oregon colleges, during a conference-call meeting Tuesday.

The board voted to reject all bids and attempt another bond sale later. The lowest two bids were disqualified because the bidders posted insufficient securities, according to Jim Hunderup, vice chancellor for

facilities planning.

Hunderup said this was partly due to a "mistake in the ad at first" where the amount of the bond sale was wrong.

The funding will go toward renovating the EMU Ballroom at the University, building tennis courts at Portland State University, and building recreational facilities at Oregon Institute of Technology.

"We don't need the money until June" when the construction will start, said Bill Lemman, vice chancellor for ad-

ministration. But he recommended planning the next bid sale before the Nov. 6 election "because of the unknowns of Ballot Measure 2."

Lemman also recommended "re-advertising on a 20-year issue instead of 30 years." The board would be more likely to receive lower bids on bonds with a 20-year maturity date than on a 30-year maturity rate, said Lemman.

The board voted to reconvene for another bid sale within the next four weeks.

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