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The tapes provide information not only for academic departments (such as the Departments of Dance, Psychology, and Sociology and the Schools of Law and Journalism, to name a few), but for student life such as the Greek system and the services of the Health Center. The tapes expose the student to what the University has to offer at large.

"The tapes give them a personalized look at the University ... they provide a sense of excitement about the University," Saffari said.

This "sense of excitement" has helped to solve one more problem encountered by University officials in the area of student recruitment. With the student attrition rate at a national average of 20 percent during freshman year, the University has managed to lower and maintain its rate at 9 percent. As well, the Carnegie Council on Higher Education Studies has predicted only a 90 percent enrollment in the 1990's — a situation that many universities suffer from. The tapes are helping to alleviate that problem at the University.

"The main concern of college recruiters is to bring students to campus, but once the students get to campus, not enough attention is being given to them," Saffari said, adding, "When the students get to college and realize that it's not all here for

them, they come to resent the campus and probably drop out. And, they share the negative attitude with others."

In the case of the University, however, the videos have helped "enhance student retention and minimize student attrition rates," according to Saffari.

Saffari has received lots of positive feedback for his project, not only from the University community, but nationwide as well. After stories about the videotape project appeared in the "Chronicle of Higher Education" and "Spotlight" (a publication that circulates among Career Planning and Placement departments), Saffari was besieged by letters and phone calls from over 200 universities to begin the same project on other campuses.

"In this case, imitation is the sincerest form of flattery," one letter read.

"The project has gained national recognition because it's a unique project, and it gives a diverse look at the entire University," Saffari said.

To produce the tapes, Saffari, with the help of students as production assistants, interviewers, editors and camera operators, must edit several hours of rough footage into a 10-15 minute overview. Once a tape is edited, it is viewed by the University Dean, Vice-Provost, Director of Student

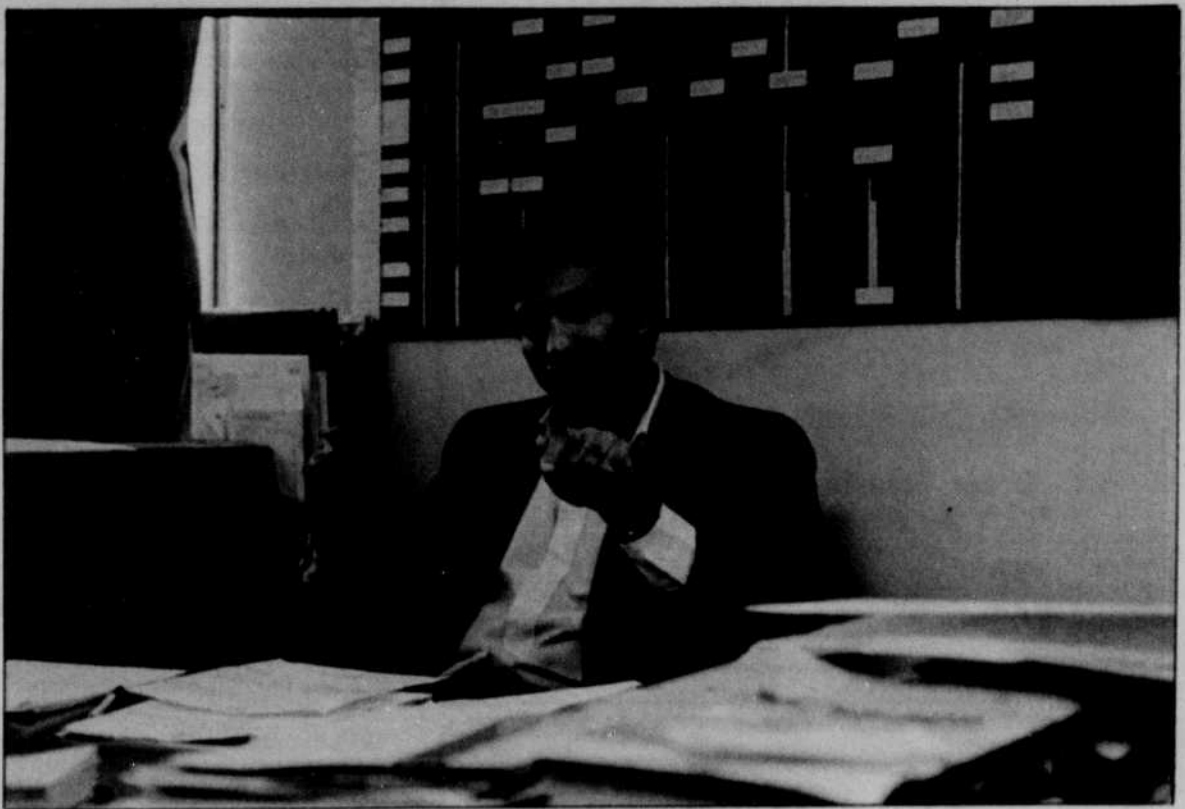


Photo by Lisa Haggerty

Mahmoud Saffari is the creator of academic videotapes designed to better acquaint current and prospective students with the University as a whole.

Development, Director of Academic Advising Student Services, a representative from admissions and the specific dean and department head for the respective department, so that the tapes are accurate

before they are distributed.

Because the project is a large one, Saffari would like anyone interested in the production and promotion of the tapes to contact him. He sees the project as "a good way to get hands-on

experience."

With the need for students to "gain a sense of the University — to become academically and socially involved," according to Saffari, it appears that the need has indeed been met.

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from peak ridership levels from winter term. She expected Saferide to be better-used as the year wears on and more women discover the service.

But if no one can be persuaded to take Meehan's job by Monday, Saferide could be in trouble. Meehan said that although she will be available to help her successor, she will not take responsibility for the program after Monday.

Meehan said the prospect worries her, but with enough drivers to fill-out the week and with the radio dispatchers in place, she said that the program can run on its own steam for a while, even without a director.

Meehan said. She conceded that running without a director could only be a temporary solution.

Mike Sistrum, ASUO programs coordinator, suggested two possibilities if no director is found: bringing the program back under the responsibility of

the ASUO Executive; or dissolution of the program. But he added it was still too early to predict what actions the Executive would take.

Sistrum said he would prefer to keep Saferide running as an independent student program, as it is now.

Both Sistrum and Meehan agreed that lack of applicants does not necessarily mean lack of interest in the program. Sistrum noted that there is a difference between interest in using the service and interest in running it.

Meehan said that Saferide is a

"huge project" and that running it takes "a lot of time." She said that it is essential to have both a director and assistant director to run the program properly.

"I think that there's someone out there who would enjoy it (the job)," Meehan said.

Correction

The airplane/pyramid scheme described in Monday's Oregon Daily Emerald in no way involves airlines, ticket brokers or the travel industry in general. The Emerald regrets any confusion this may have caused.

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