

# U.S. colleges strive to make ties with campuses in Eastern Europe

(CPS) — In recent weeks and months scores of campuses have mounted a vital rush to establish some sort of link to Eastern Bloc countries.

The programs range from scholarships set aside for Eastern European students to the more ambitious faculty and student exchanges.

To some campus officials, the rush is nothing less than the key to insuring peace in Eastern Europe.

"Universities," said William Wallisch, a vice president at Northern State University in South Dakota, "are absolutely the key to establishing stability in this situation, more so than the government."

To others, worried about restocking their enrollments as the number of American high school seniors declines, the rush to Eastern Europe is a terrific marketing tool.

"It's no secret that colleges and universities are in a competitive market," said Dave Brown, dean of American University's study abroad program.

"The ones that can offer the special programs, the unique programs, will prosper," he said. Private colleges, which depend more heavily on student tuition, "had better be doing something to set themselves apart."

Finding students has already become more difficult.

About 670 of the 800 campuses surveyed by the National Association of College Admissions Counselors reported that they still had openings for

freshman as of the May 1 deadline.

The reason, administrators agree, is that the number of high school graduates has been falling since 1988, and it is not expected to rise again until 1993.

At American, which on May 18 announced a new student and faculty exchange program with Moscow State University, the lure of an Eastern Bloc program already seems to be working.

Especially among prospective AU students, "the interest is extremely high," Brown said.

"It has already enhanced our reputation," Wallisch said. Northern State sealed a scholarly exchange agreement with Warsaw University. "We're already receiving many more inquiries about our (business) program."

The agreement will also lead to expanded business opportunities for the community. On the most recent trip, Wallisch said, two local businessmen who went along for the ride made valuable contacts.

Schools, Wallisch said, have an added sense of "legitimacy and sincerity" that make it easier for people to do business.

That point was not lost on state officials in Michigan.

A report prepared by the Michigan Development Authority recommends, among other things intended to increase the

state's trade opportunities in the Soviet union, an exchange of students from Michigan universities and a Soviet research institute.

Such motives, however, seem a little to mercenary for some observers and educators.

"Certainly things like that demonstrate that colleges are deeply involved in what's going on in the world, and that's attractive," said John Ross, vice president of College Connections, a New York marketing firm.

"But it would be wrong to say colleges are doing this for marketing purposes," he said.

"We don't consider this to be a recruiting vehicle," said Harold Best, executive assistant to President Harold Haak at Cal State-Fresno, where officials signed an exchange agreement May 7 with Lenin State University in Minsk.

Indeed, some educators involved in the rush think only about the advantages students will gain in their exchange programs.

In American University's agreement with Moscow State University Law School, students "will be in classes together with Soviet students, which is different from most American programs in Russia, so they'll get a real Soviet experience," said Louise Shelly, chairwoman of American's justice, law and society department and one of the program coordinators.

## College grads still make better money

(CPS) — College graduates earn more during their lifetimes than students who stop going to class after high school, and have much higher employment rates, the American Council on Education claimed in a battery of new studies released in mid-July.

Males with college degrees earned an average of \$37,854 a year in 1987, compared to males with only high school diplomas, who earned an average of \$25,394, said ACE research chief Elaine El-Khawas.

However, "disparities between the salaries of women and men and minorities and whites with similar educational backgrounds continue to exist," she added.

Female college grads, for example, earned an average of \$25,645, while female high school grads earned \$16,461.

## More graduating seniors going on to college

(CPS) — A record 60 percent of the seniors who graduated from high school in 1989 enrolled in a college, up from 49 percent in 1979, the U.S. Department of Labor reported.

The Bureau of Labor Statistics also found a greater percentage of collegians are working while in school. About 53 percent of the nation's college students now work part-time during the school year, up from 46 percent in 1979.

## Universities refuse NEA grants

(CPS) — Leaders at the University of California at Los Angeles and Gettysburg College in Pennsylvania separately refused to accept National Endowment for the Arts grants that prohibited them from producing "obscene or meritless" art.

Peter Stitt, editor of the Gettysburg Review, a campus literary magazine, rejected a \$4,550 NEA grant June 21, saying the NEA's restrictions violate his contributors' right to free expression.

Similarly, UCLA Chancellor Charles E. Young on June 22 rejected two NEA grants totaling \$40,000 and promised not to take any of the \$700,000 in NEA it had previously applied to get.

## S&I crisis deepens student loan default

(CPS) — Collapsed savings and loan institutions may be holding as much as \$500 million in student loans, and the government, which now operates the banks, may not be doing a very good job of collecting them, Lawrence O'Toole of the New England Education Loan Marketing Corporation said June 27.

The government, O'Toole said, "is so overloaded with trying to sell off real estate and other assets" of the institutions that "the sale of Stafford loans is a low priority."

The result, he said, could be an increase in the default rate during the next few years.

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**Muscleman, forget** doing your laundry this weekend. Drop it off at Club Wash and run away with me to the coast. Club Wash will have it done when we get back. Love, Bikini Blond.

**Marilyn, meet** me at Club Wash Sat. a.m. for coffee and pastries, while our clothes take a spin together. Then we can grab some of Club Wash's outrageous sandwiches and head for the park. Woody.

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