Dollars and Sense

MONEY - BUSINESS - A CADEMICS

Basic skills don't seem so basic anymore

By ROB FAHEA

Salem State Log. Salem State U.

Reading, writing and arithmetic, long considered the essentials, have become so rusty for many college students that professors speak openly of appalling student ability.

And with national standardized rest averages dropping, many educators are scrambling to find a solution to students problems and their apathetic approach to the basics.

But many students say reading stinks. The older generations can sing the praises of Tone on-one communication with the author all they want, but reading is just too lonely for many students, they say

And it shows, said Salem State's Paul Chevedden, in assistant history professor

"As a teacher, you read articles tabout reading asersion), but you don't believe it until you ask the questions of your own class," he will

In one of Chevedden's classes, no our could name the capital of Clima, so he stackened and asked for the capitals of Mexico and Canada. His students fared no better

He said reading could close those knowledgegaps.

"It's kind of shocking," Chevedden said. "You have to switch gears."

The still-infamous results of a 1989 Gallup survey show that students had better upshift. One-fourth of U.S. college seniors

The Cliff behind Cliffs Notes

You're making an bonest effort at T.S. Eliot, but it seems every sentence is like literary cheesecake — a meal in itself. And you're already stuffed from two hours of Beowulf.

In 1958, book company manager Cliff Hillegass had a hunch that students needed something to help digest the tough chunks of reading that often crossed their desks. Thus, Cliffs Notes were born – and so was the controversy.

Are the notes, which sell 5 million copies a year in more than 30 countries and comprise about 80 percent of the notes market. Coff Hillegass mere accessories to laziness? "I won't say that they've resulted in more understanding of what's

Many professors use them and recommend them to students, while others see only red when they notice the yellow and black books in their classrooms.

Ironically, preved professors gave his struggling business its first real shove toward success. "The people who did the ads were the teachers who would get up and say, 'And I don't want to see any of those yellow and black books."

Now Cliffs Notes are an educational staple . Bob Fahey, Salem State Log, Salem State U.



"Those teachers inspired her." said Cliff Hillegass, founder of the still-controversial Cliffs Notes. "I think students read, usually, because at some stage they've had a teacher who was really mean at an analysis.

Students' spelling is something Salem State English Professor Richard Elia is afraid to test. A composition student wrote the word "fuff" to mean "tough." In his 22 years at Salem, he said, "I've never seen it this had."

And writing probably will not improve

with new college faces.

The SAT verbal average bit an all-time low of 422 m 1991. SAT officials say more students were tested last year and thus slumped the average, but that cannot hush the many doomsavers in academia.

Bad writing is "a product of what's coming out of high schools," said Joe LeBlanc, adviser to the Northern Essex Community College Observer, a top-rated student paper in Massachuseus. "We're seeing the schools comple melt in front of our eyes."

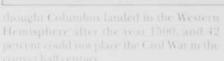
In math, some students and professors even joke of their incompetence, said Temple U. Professor John Allen Paulos, author of "Innumeracy, Mathematical Illiteracy and Its Consequences," "While illiterates are ashamed of their inability to read, innumerates often take a kind of prafe in their mathematical ignorance," he said.

Lackluster teaching is partly to blame for math's tedious, sterile image, according to Mary Landquist, president of the National Council of Leachers of Mathematics.

"We probably haven't moved into the twentieth century. Much of what we've been teaching is passe—and drill-like," she said.

Salem State accounting Professor Doug Lusson said of his generation, "We consider it important to do more things in the heart."

What's spooky, he said, is that many accounting students rely on their calculators to provide things like 10 percent of 100, and some freshman cannot recognize one percent in decimals because calculators only require pressing "1" and a percent sign.



The vapid world of television, the nation marining, has eclipsed the challenging world of books.

But Stacey Passman, a recent U of Wisconsin graduate, finds wading no chore at all

"You're with all of these other people"

Passman said some fiery professors made sure she and her classmates savored class

Movers and Quakers helps students move their 'stuff'

By MELISSA FRAGNITO

Daily Pennsylvanian, U. of Pennsylvania

Every college student has "stuff,

You know, clothes, books, computers, posters, plants, waste cans, lamps, sheets, towels...

And every fall and spring, thousands of students partake in the ardious task of moving that stuff across the country and into their derivations.

What do you do as a college student who has too much stuff to mail home and too little to rent a moving truck? Wharton senior Mitch Weisman, co-owner of Movers and Quakers Inc., a Penn service that picks up belongings from home, packs it into boxes delivers it to individual dorms and even carries it to rooms, says you call him.

"Mitchell and I recognized a need for all college students because we had the need ourselves," said co-owner Fric I mn, a Wharton semor. "We were able to develop a service, which alleviates headaches for students and parents."

During their freshman year at Penn, Lin

and Weisman, both Chicago natives, realized they did not know how to bring their things home.

Instead of spending money to mail their belongings home, Weisman and Linn decided to rent a truck. And after discovering that other Chicago natives needed away to transport their belongings home, the two decided to rent extra space in their truck to about 10 other students.

After making a small profit, the two decided they had simulated onto a business opportunity. The genesis of Movers and Quakers Inc. was not thinking of it as business, "Weisman said." But we found a niche in the market."

The next fall, Movers and Quakers Inc. moved 16 students back to campus, and Weisman and Linn decided it was time to expand.

They needed someone to coordinate a southern moving route, and that's when senior Josh Olshansky became the third partner of the moving company.

Quakers being the name of Penn's mascorl



JEFFREY M. HUROK, THE DAILY PENNSYLVANIAN, U. OF PENNSYLVANIA

Not only has Movers proven to be a cash cow for Linn, Olshansky and Weisman, but now the three Wharton business school students can apply classroom principles to their company.

spend between \$65 and \$125, depending on how much stuff they are moving and how far Movers has to bould

They can move the student with a few boxes and a datfel bag, as well as the student with turniture from a studio area times.

The business was not difficult to establish

because only a small amount of capital was needed for start-up costs. "We made a few dollars at first, and we have been in the black since the beginning." Weisman said.

"It's a fantastic opportunity," Linn said.
"We make money, learn a lot, and apply what we learn in the classroom."