

► The costs go up, but the song remains the same

Chun Boey had to make a decision. After consecutive 11.5 and 20 percent state budget cuts and subsequent tuition increases at the U. of Oregon, Boey could leave or pay a 6.7 percent tuition increase.

"Do I want to take one year off... or do I want to just open my mouth and say, 'Yo, Mom and Dad, one more year,'" says Boey, a senior business major.

For the three-term 1992-93 academic year, Boey and other out-of-state students will pay about \$8,000, while in-state residents will pay about \$3,000.

With tuition increasing, Boey says he probably will have to cut back on living expenses.

"I can't go out that often anymore — gotta cut down on shopping," Boey says.

He is not alone.

Students, faculty and staff at other colleges and universities also are feeling the brunt of state budget crises.

Tuition has increased 9 percent at the U. of Minnesota, following a \$15.7 million state funding cut, and 3 percent at the U. of Alabama system after proration sliced the school's budget by \$5.1 million.

Craig Snyder, a sophomore in physics and mathematics at the U. of North Carolina, Chapel Hill, says students are picking up the tab now for incidentals the university used to cover.

"You don't get free goggles or anything anymore," Snyder says.

UNC faces a proposed tuition increase of 10 percent this year. For in-state students, tuition would increase \$78 and for out-of-state \$664. Last year tuition at UNC increased 20 percent.

States are turning to higher education for cutbacks because it lacks the funding mandates dictated by environmental, prison, elementary education and other programs, says Robert Sweeney, a policy analyst at the American Association of State Colleges and Universities. "When they look to make cuts, [higher education] sticks out like a sore thumb." ■ Amanda Thompson, *The Daily Collegian*, Pennsylvania State U.

► State told to 'get with it' — don't hold your breath

Although the U.S. Supreme Court has ordered southern higher education systems to continue dismantling century-old segregation policies, Mississippi Valley State student Eugene Cook still isn't holding out for much change.

Cook knows first-hand the disparities between historically white and predominantly black schools in his state — disparities that won't be changed by a court decision.

"We're talking about Mississippi," says Cook, an English and political science senior. "It's just like *Brown v. Board of Education*. There are still schools in the South that say 'we are going to do it our own way.'"

Cook says he has visited the U. of Mississippi, a historically white school with "top-notch" facilities.

"Mississippi Valley State has no funding," Cook says. "Our computer equipment is not up to date. [At the U. of Mississippi], it is."

The court ruled this summer that Mississippi has not done enough to abolish segregation in higher education. The court criticized four areas in



Mo' money, fewer classes: U. of California, Davis, student Jay Johnson holds his fee statement for \$993 this fall quarter, up from \$567 a quarter in 1990-91.

which segregation still exists: admissions requirements, duplicate programs, missions assignment and funding.

Critics of Mississippi schools say southern higher education systems need a systematic review and overhaul.

"My hope is that the existing funding formula will be examined and changed so black schools won't be at a disadvantage by the present formula," says Mary Coleman, a political science professor at Jackson State U. and long-time critic of Mississippi's segregated university system.

But Mississippi university system officials are unclear what the requirements will be and what it will take to meet them.

"The unknown answer is when has the state's formal operation under desegregation gone far enough to remove segregation," says Frank Crosthwait, president of the Board of Trustees for Mississippi higher education.

That may be a difficult question for administrators to answer. But as a student, Cook says, it's clear southern universities have not gone far enough.

"Until Caucasians start attending our (black) universities, nothing will happen." ■ Kimberly Kendle, *The Columbia Missourian*, U. of Missouri, Columbia

► Not much 'choice' for this new generation

For years, Pepsi has proclaimed itself as "The Choice of a New Generation," and now on many campuses, they've guaranteed that claim by ensuring students of the new generation have no choice.

Pepsico Inc. is taking its advertising slogan "Gotta Have It" to the front lines of the cola wars, which have spilled onto college campuses. And it's playing hardball with soft drinks, spending millions for exclusive rights to campus sales at several universities.

But what may seem lucrative for universities may not be for students. Tamara Taylor, president of the Associated Students at the U. of Utah, is not happy about her university's decision to sell Coke only. "Coca Cola, Pepsi Cola, I don't care. There are much more pressing issues. It's the principle that the administration is saying, 'We're making the decision for you.' We should have been notified as consumers."

Pepsi is tempting university food service directors to choose "the right one" by offering incentives such as low product cost, tuition-funded software and marketing programs for students.

"At the U. of Utah, Coke has always been the lowest bidder," says Lori Sachau, director of Union Food Services. "But this time Pepsi was very aggressive in targeting their bid." The university joined an increasing number of schools signing exclusive contracts with the company.

"We were approached by both firms and to make a long story short Pepsi came at us with the more lucrative agreement," says Roger Williams, assistant vice president and executive director of university relations at Pennsylvania State U. Pepsi is now the official soft drink on all 22 campuses in the university system. Other schools switching to Pepsi include the U. of Washington, Oregon State U. and Villanova U.

Campus commercialization is drawing fire from students. U. of Utah student Stacey Colewell says the cola monopoly tarnishes her school's image.

"The school's participation in the cola wars jeopardizes our reputation as a liberal and open campus," she says.

"Why can't schools just offer both drinks?"

But neither company wants vending machines placed next to each other.

"Neither Pepsi nor the Coca Cola Company would be willing to give us nearly such attractive proposals without an exclusive contract," says Norm Chambers, U. of Utah director of auxiliary services.

Others, like Dan Johnson, a Villanova senior, are asking for a priority check. "Soda is soda," he says. "It's not that big of a deal." ■ Kerry Shea, *Daily Utah Chronicle*, U. of Utah.



The choice of a new generation?