

# the maneater

## Mizzou Advantage unveils new goals

*The five goals focus on where MU can have impact on peer universities.*

By **Zach Toombs**

Published Oct. 8, 2009

**MU is preparing to roll out a set of five strategic initiatives with goals intended to make the university more competitive compared to other institutions in the next year. Provost Brian Foster said the project, known as Mizzou Advantage, is a wide scale campus effort.**

The initiatives are the product of three years of work from a task force led by Foster and former Chancellor Richard Wallace and include a focus on food-related research, new media, the convergence of human and animal medicine, sustainable energy and managing new technology.

"We went through several steps to identify the initiatives," Foster said. "The first step was finding strategic advantages at MU and the second was defining those and building on them, that's how we found the five initiatives that we're focusing on."

According to a 50-page report published on the Web site for the provost in September, the university will build on its agribusiness and nutrition program and on relations with corporate and research partners as part of its Food for the Future initiative.

"This is something the world demands and we have a comparative advantage over other universities in food-related research," Chancellor Brady Deaton said in a faculty meeting Tuesday.

Foster said MU's location in the Midwest is another advantage for food research.

"We have a wide array of people and programs that have to do with food," Foster said. "We're in the middle of this food producing region and we also have this outstanding nutrition department. If we can bring that all together it would give us a higher profile and attract more students and faculty."

The university will also focus on sustainable energy, the report stated.

"One thing we have is the reactor, it's a very unique resource and allows us to do a lot of research," Foster said. "Also our work in bio-fuels and bio-energy sources will help our sustainability efforts."

Foster said cooperation between human and animal health programs is another initiative.

"Sharing research resources is a large part of comparative medicine, the cooperation between our medicine, veterinary medicine and animal science programs," Foster said. "Human and animal health converges in many ways and we want to bring these studies together."

According to the report, building on new media, especially in journalism, communications and business, and managing new technologies will be another part of Mizzou Advantage.

"The strategic initiatives must be in areas where we have competitive advantages in our competitive environment," the report stated. "We seek areas where we can rise to and maintain prominence over the long haul."

Foster said the initiatives have more to do with how MU compares to other peer universities than how it fares in national college rankings.

"This has nothing to do with the rankings, like the U.S. News and World Report's college rankings," Foster said. "This has a lot to do with institutional stature and how our programs, faculty and students are recognized across the country."

An advisory committee is in place for Mizzou Advantage and Foster said it would soon start meeting with faculty and departments throughout the university to determine how the initiatives will be reached.

"Our aim with Mizzou Advantage is to enhance MU's reputation, the impact of our research and the cash value of students' degrees, as well as attracting great faculty and students," Foster said. "A big component of the discussions is about where our university in particular can make a strong and important impact. We want to take on other schools' programs, not on their turf, but on our turf."

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## Institute grants MU improved sustainability grade

*The university received a B-, one letter grade higher than 2009.*

**By Joe Buzzelli**

Published Oct. 8, 2009

**MU received a B- grade from the Sustainable Endowments Institute on its College Sustainability Report Card 2010, a full letter grade increase from the C- the university received last year.**

Sustainability Coordinator Steve Burdic said two main factors contributed to the rise in MU's sustainability grade.

"The first was the creation of the sustainability office and appointment of a sustainability coordinator," Burdic said. "The other was a more coordinated approach to filling out the survey form to give them the best information available."

According to the institute's Web site, MU tied for second in the Big 12, behind the University of Colorado at Boulder. The University of Texas at Austin and Texas A&M University also received a B-.

Sustainable Endowments Institute spokesman Cameron Bruns said surveys are sent out to the administration, dining services, the financial office and student organization leaders of each of the schools graded. The institute then reviews the surveys and analyzes the data to create a GPA for each of the nine categories, which is then averaged to get the final grade.

The institute considers a B- a sufficient grade, Bruns said.

"You guys do a fair amount to maintain sustainability," Bruns said. "A B- is actually a really good grade considering only 26 schools (out of 332) received an A-, which was the highest grade we gave out this year."

Although the school has made progress due both to the sustainability office and to the coordinator, Burdic said last year's grade might not have been an adequate reflection due to the way the surveys were filled out.

"We have been doing many things well for a long time but it is sometimes difficult to get the word out," Burdic said.

Bruns said the surveys from MU submitted last year were not as detailed and in-depth as the Sustainable Endowments Institute looks for.

"This year's surveys were a lot more detailed," Bruns said. "We were able to get a lot more complete information for the school. Maybe last year we just didn't have enough information to properly grade you guys."

Another area MU scored well in was student involvement, earning an A. Student Sustainability Coordinator Patrick Margherio said this acknowledgment was long overdue.

"Students have been doing a lot of good stuff relating to sustainability for years," Margherio said. "They're finally getting the recognition that they deserve."

Bruns said the major area where MU can improve is shareholder engagement, in which the university received an F.

"That means neither alumni nor students have a say in what your endowment is being invested in," Bruns said. "Only the investment managers handle the details of proxy voting and what your endowment is invested in. That's not what we like to see."

Despite the F received in shareholder engagement, Bruns said the university should be proud of the grades earned in the rest of the categories.

The letter grade increase could also have an effect on undergraduate admissions. Sixty-eight percent of 12,715 high school students applying to college said they would value having information about a college's commitment to the environment, according to the Princeton Review.

Although students and faculty, as well as the Sustainable Endowments Institute, are excited about the grade, Margherio said there is still plenty of room for improvement.

"This report card is a great indication of the new mindset that the university has taken on, to be more sustainable," Margherio said. "But there's still a long way to go, there's still a lot of things we can do. But we are doing a great job at getting ready to do them."



## Cerner helps track flu spread

MU Health takes part in program.

Wednesday, October 7, 2009

Advertisement

KANSAS CITY (AP) — The federal government is teaming up with a medical software maker to better track the spread of swine flu nationally, U.S. Health and Human Services Secretary Kathleen Sebelius announced yesterday.

Cerner Corp., which makes and sells electronic medical record systems to hospitals and doctors' offices, will collect data from its records to provide information on cases of what scientists call the H1N1 virus to the Centers for Disease Control and Prevention and state health departments.

**University of Missouri Health Care is participating in the collection effort, spokeswoman Mary Jenkins said.**

**"Cerner already manages our hardware and software, so we've given them permission to mine that data for" H1N1 cases, she said, adding that no patient identities will be collected.**

Such information, now based on interviews and paper records, currently can take days to be collected. "This will give us real-time data," Sebelius said. "We can monitor spikes in disease, we can monitor which age group is being affected, who the most seriously ill patients are and really be able to deploy resources much more strategically."

She said the program, which Cerner is paying for and will last until the end of next year, would also provide a blueprint for tracking future disease outbreaks or responding to natural disasters.

U.S. health authorities hope to give swine flu vaccinations to more than half of the 300 million-plus population in just a few months. The vaccinations began Monday in a few states, mainly to health care workers. At an afternoon appearance in St. Louis, Sebelius strongly encouraged people to get the seasonal and H1N1 flu vaccines as they become available.

Officials with Kansas City-based Cerner said 700 facilities in 46 states have agreed to participate in the project and more than 200 are already submitting information to the government. They added that the information doesn't name patients and complies with federal medical privacy laws.

Mark Hoffman, Cerner's executive vice president of life sciences, said the company developed the public reporting system in Kansas City during the national spate of anthrax scares eight years ago.

"I think it's a big step forward," Hoffman said, adding the company is open to coordinating with other record system providers.

Sebelius, speaking at a health conference sponsored by Cerner, said the project is a good example of how switching patient records from paper to computer can radically change how health care is provided.

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## MU preps for rain, parking snags

By Janese Heavin

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Advertisement

Heavy thunderstorms are expected to add to the chaos of a rare Thursday night football game.

Forecasts call for an 80 percent chance of rain and thunder tomorrow evening when the University of Missouri Tigers face Nebraska at Memorial Stadium. The game is being nationally televised on ESPN.

MU athletics department administrators are keeping their fingers crossed that the weather clears up by the 8 p.m. kickoff, but they're also prepared to deal with rain, said Whit Babcock, senior associate athletics director.

Per procedures, officials will have hand-held monitors in the stadium to detect lightning patterns. Although lightning could cause delays, rain won't disrupt play.

"It should add a little to the chaos of a Thursday night game, but we hope people are excited enough to still make the trek over here," Babcock said.

Parking lots for the game will open at 4:30 p.m., which means university faculty, staff and students are being asked to move their vehicles from game lots by 4 p.m. or risk being towed.

Although employees aren't required to leave campus, they are encouraged to do so by 3 p.m. to avoid congestion. In some departments, including the Missouri School of Journalism, faculty will be allowed to leave early without using personal or vacation hours as long as they get permission in advance. But at MU Health Care, employees have to dip into personal or vacation time to leave early.

That discrepancy is partly because salaried employees who often work more than 40 hours a week have more flexibility in their schedules than hourly staff, MU spokeswoman Mary Jo Banken said.

"The decision is up to supervisors as to what they require," she said. "So it will be different across campus."

Those needing to be on campus Friday morning also will likely have to make some parking adjustments. Although lots will be cleared of trash after the game as usual, Banken expects some game-goers will leave their vehicles on the lots overnight.

“If faculty and staff come in on Friday morning, they might have trouble finding a parking spot,” Banken said. “We’re asking everyone to be flexible and be patient.”

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# COLUMBIA MISSOURIAN

## Student seats now 15.4 inches in Memorial Stadium

By Bethany Jones

October 8, 2009 | 12:01 a.m. CDT

**COLUMBIA – Without altering the space for students, Memorial Stadium student capacity has increased from 10,000 to 12,600 students.**

Although the athletics department originally said each student would get 14 inches of seating space, that number has changed to about 15.4. The department didn't sell the maximum number of student tickets, so each person in that section will get a bit more space.

Reserved seating at Memorial Stadium is 18 inches.

“We literally took the ruler out and measured 14 inches on everyone in the room. We knew if all 12,600 students came it would be tight,” Senior Associate Athletics Director Whit Babcock said of a meeting with the student advisory group that helped prepare these policies.

Last year, student seating tickets soared to 12,100, with 10,000 in stands and the rest on the white stone M. This year, the department isn't selling tickets on the M, so more students sit in the bleachers.

Babcock said he didn't think the department would sell the maximum number of tickets in upcoming years, even if the demand were there. The department plans to review policies with a student board.

Former Missouri Students Association President Jim Kelley founded the student advisory group, composed of 15 student leaders, last year. Their goal was to choose a plan to accommodate students' growing demand for football tickets.

Current Missouri Students Association President Jordan Paul said the group as a whole decided to change seat width to 14 inches. But the athletics department decided some other policies that don't sit so well with students. For example, students can only enter through two gates and must show their student IDs.

"The stadium looks awesome on television, but there are holes in the logistics," Paul said.

Babcock said, in hindsight, the details of the policy changes should have been implemented better.

"We need our students. They make our game a lot better, and quite frankly, they are our customers of the future," Babcock said.

Other game day policies for students, such as required wristbands, have not changed since the first game of the year, and the athletics department will have a better idea about how the system is working after the Nebraska game.

Babcock said "we have gotten a lot of advice" about other ways to identify the student section.

"Painting the bleachers black is not a bad idea until people stand or sit on it," he said. "Some schools put a chain link fence, but that is not something we want to do."

Babcock said the department made changes for students.

"We do make decisions for revenue but this was solely done to try to bring all the students together," Babcock said.



Open Column

## **E-mail shows football is MU's main priority**

Wednesday, October 7, 2009

Advertisement

**Editor, the Tribune:** On Friday, Deputy Provost Kenneth Dean sent an e-mail to all University of Missouri faculty to explain that many rumors about the Nebraska game day are incorrect. After seeing university officials much happier about the *quantity* of new students that the recent performances of our football team bring rather than the *quality* of the same students, I am not surprised with their "logic" in the e-mail.

As Dean explained in his e-mail, it is absolutely not true that faculty were encouraged or told to cancel classes. Instead, the "decision to hold classes is solely within the prerogative of the faculty," and the "parking situation will not prevent students from being able to attend classes."

One could almost believe that. But then the e-mail goes on to say that if the students leave their cars after 3 p.m. at the designated parking lots where they usually park during the semester, "ticketing and towing" of their cars "at the owner's expense" might occur.

In other words, if you are a good student who comes to MU early in the morning, takes some classes, possibly works in a lab as a grad or undergrad research assistant and leaves around 5 p.m. as usual, you may not go home tomorrow. At least, not driving your car. But again, that "will not prevent students from being able to attend class."

With officials like these, what can we expect from our students? A bunch of football fanatics with brains the same size as their mentors'.

Name withheld upon request

# COLUMBIA MISSOURIAN

## Hotels give thumbs up, bars concerned about Thursday football game

By Michelle Hagopian, Ben Wieder

October 8, 2009 | 12:01 a.m. CDT

**COLUMBIA — Missouri's football game against Nebraska on Thursday night will attract national attention to Columbia as ESPN crews descend on MU. But while the cameras focus on the gridiron, reaction is mixed among city bars and hotels about what effect the game will have on their bottom lines.**

Some hotels have seen a spike in business, which is usual for high-profile games no matter what day they occur. Bob McDonald, general manager of the Courtyard by Marriott, said the 133-room hotel is sold out Thursday night.

Guests include the Tiger football team, which stays at the Courtyard for home games, he said. A third of the rooms have been booked by Nebraska residents, he said.

The Courtyard's busiest days are Tuesday and Wednesday, when the hotel is usually full with business travelers, McDonald said.

"Being filled up on Thursday is a bonus," he said.

But some bars are concerned that the midweek game will eat into weekend profits. Sports Zone, which is connected to the Holiday Inn Select, is offering vouchers for use this weekend to patrons who stop by tonight, said Suzie McCubbin, general manager at Sports Zone. She hopes the vouchers will bring back customers, "so our weekend doesn't bomb," she said.

Jay Rader, general manager at Bengals Bar & Grill, is worried that out-of-town visitors will spend less time in Columbia than they usually would for a Saturday game.

"You lose the whole weekend of being in town," Rader said.

The Comfort Suites is sold out tonight, said Kelsey Carlson, assistant manager at the hotel, but it also has some visitors who plan to extend their stay in Columbia.

"We're half-full for Friday because some people are staying over after the game," she said. "A lot of visitors are leaving by Saturday."

Carlson and McDonald said their hotels sell out more frequently for early Saturday games because visitors book rooms for both Friday and Saturday, in contrast to late games on Saturday when people book for Saturday night.

Rader doesn't think the MU athletics department considers the impact of different start times on the local economy when setting the football schedule.

"They always seem to pick game times for the city of Columbia that are as bad as they can be," Rader said.

MU athletic department spokesman Chad Moller said that in unusual scheduling circumstances such as this, "We communicate in advance with business leaders to make sure they understand ahead of time what the situation is, so that they can do their best to adjust as necessary."

The athletics department did consult with the Columbia Chamber of Commerce when the Thursday date was set, chamber President Don Laird said. He welcomes the game's national coverage.

"Exposure for the local community is good," Laird said.

One important variable for Thursday night's game is out of anyone's control. The forecast calls for heavy rain, and a flash flood watch is in effect for Boone County through Friday morning.

For Bengals, which normally broadcasts games outdoors on a large screen, the forecast "is a screwball on top of a curveball," Rader said.

Still, heavy rains may help some businesses. McCubbin predicted that rain will bring bigger crowds to Sports Zone as visiting fans, a number of whom will stay at the attached Holiday Inn, look to escape the weather.

Moller said he does not anticipate mid-week games becoming a regular event. This one, he said, is "a unique opportunity to showcase our program nationally and highlight the university and Columbia to a captive national audience ... We do prefer to play our home games on the traditional Saturday."

# The★Star

THE KANSAS CITY STAR

Posted on Wed, Oct. 07, 2009

## **I-70 work to halt for MU-Nebraska game**

Even highway workers are making way for the University of Missouri football game tonight in Columbia.

The Missouri Department of Transportation is suspending all construction and maintenance work on Interstate 70 for a brief time to accommodate an expected increase in traffic for the 8 p.m. game against the University of Nebraska. Highway work between St. Louis and Kansas City will stop at noon today and resume at 6 a.m. on Friday.

This is the first weekday home game at Mizzou in 17 years. Most MU football games are played on Saturdays when highway work typically stops for the weekend.

The game will be broadcast on ESPN and on KMBZ radio, 980 AM.