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The New York Times

The Washington Post

AP Associated Press

U. of Mo. has new plan to boost national image

By ALAN SCHER ZAGIER (AP) – 2 hours ago

COLUMBIA, Mo. — University of Missouri leaders say they don't place much stock in annual college rankings such as those touted by U.S. News & World Report, which recently dropped the flagship campus out of its Top 100.

They also realize that rankings influence reputation. And reputation influences everything from research grants to faculty and student recruitment.

"Stature means a lot in higher education," Columbia campus provost Brian Foster told The Associated Press on Tuesday.

A recently unveiled program called the "Mizzou Advantage" is designed to increase the school's national reputation by targeting five areas of existing strength: food-related research; new media; human and animal health; sustainable energy and "transformational" technologies.

"The whole idea is to find competitive assets here," Foster said. "To increase our status in higher ed, but also to increase our impact."

The provost and Chancellor Brady Deaton were scheduled to further discuss the plan Wednesday afternoon at a campus-wide faculty meeting.

Foster emphasized that new program wasn't influenced by the school's declining ranking. Missouri has seen its U.S. News ranking drop for three straight years, from No. 88 in 2007 to No. 102 in the 2010 list.

Instead, a faculty panel led by Foster and former Chancellor Richard Wallace developed the strategic initiatives over the past several years.

The Columbia campus plans to spend between \$4 million and \$6 million annually on the program. That includes an extra \$50,000 for each of 25 new faculty hires to match money provided by academic departments.

Another \$60,000 a year would pay for an event coordinator who would help lure 30,000 visitors to campus each year for academic conferences.

The extra money would be culled from savings realized from a hiring freeze implemented last year on the four University of Missouri system campuses. The freeze remains in place, as does a mandate to trim administrative costs by 5 percent, Foster said.

The new program will emphasize collaboration among experts in different departments. The "Food for the Future" initiative, for instance, will align plant science researchers with agriculture economists and nutrition scientists.

The new media emphasis will link the 101-year-old School of Journalism with its counterparts in engineering, computer science and communication studies. And the "One Health, One Medicine" sequence will tap the school's position as one of the few research universities with its medical, veterinary medicine and animal science programs under one roof.

Up to \$1 million annually will be set aside to hire four National Academy of Sciences scholars or Pulitzer Prize winners each year.

Star scholars who don't join the faculty will be brought to campus as guest lecturers of conference participants — the better to spread the word of Missouri's renewed efforts once they're back home.

"If we bring in even 20,000 people a year for five years, we have a relationship with 100,000 people," Foster said.

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COLUMBIA MISSOURIAN

MU faculty discusses Mizzou Advantage to solve potential budget woes

Thursday, October 22, 2009

BY Ben Wieder

COLUMBIA — MU administrators presented a mix of sobering facts and optimistic plans at a faculty meeting Wednesday.

MU was one of the few public universities in the American Association of Universities not to face state budget cuts this past year, Chancellor Brady Deaton said.

But MU's budget for fiscal year 2011 is uncertain, he said.

MU's \$189 million in state funding includes \$21 million in federal stabilization funding that will expire next year, MU Budget Director Tim Rooney said. Although Missouri's state budget won't be set until next year, Rooney doesn't think it's likely that the lost federal funding will be replaced by the state.

A tuition increase would be likely, Rooney said, but by state law, MU can only increase tuition at the same rate as increases in the Consumer Price Index. Between December and September, the CPI was 2.7 percent, Rooney said, and he anticipates that the final CPI will be approximately 3 percent.

If indications about state appropriations are bleak, Rooney said that the University of Missouri System could petition the Department of Higher Education to waive the requirement. But MU is reluctant to recommend dramatic tuition increases, he said.

"We're concerned about access for those who have need," Rooney said.

Tuition and state appropriations are the two largest sources of funding for MU, Rooney said, but their share of the budget has changed dramatically over time. Since 1990, the percentage of the budget coming from tuition has doubled, and the percentage coming from state funding has nearly halved.

But despite challenges presented by the financial climate, Deaton said MU must continue to improve.

"Now's not the time to be sitting in a garrison position," Deaton said.

To this end, Provost Brian Foster discussed specifics of Mizzou Advantage, a \$6 million-a-year strategic plan to focus on five interdisciplinary areas of strength.

The target areas of specialization are food-related research; new media; human and animal health; sustainable energy; and "transformational" technologies.

These focus areas will be overseen by faculty facilitators, who will "stimulate discussion," Foster said, to create "dynamic, collaborative networks."

Faculty facilitators will receive an annual stipend of \$40,000 beyond their current salaries, and Foster said that they will be chosen before the end of the fall semester.

Mizzou Advantage provides departments with matching funds — \$50,000 each — for hiring 25 new faculty members in the next five years who can, Foster said, "bridge gaps" between departments.

Additionally, Mizzou Advantage aims to add up to four highly decorated faculty members — members of the National Academy of Science or Pulitzer Prize winners, for example — with ties to MU. The university budgeted \$250,000 in matching funds for each new hire.

The program hopes to increase the visibility of MU and bring a target of 30,000 more visitors to campus each year for academic conferences and events.

Deaton said it will play a major role in future fundraising efforts.

"Ideas are what feed the private giving we've been successful at," Deaton said.

Deaton said after the meeting that the goal of Mizzou Advantage is to place MU at the forefront of education.

"We started out on the frontier in 1839," Deaton said. "The challenge is to be a true frontier university."

Cattle family tree developed

Published: Oct. 21, 2009 at 3:18 PM

A U.S.-led international team of scientists says it's created a very accurate "family tree" of cows and other ruminants going back up to 29 million years.

Pairing a new approach to prepare ancient DNA with a new scientific technique, the genetic information obtained could allow scientists to understand the evolution of cattle, ruminants and other animals, the scientists said. The same technique also could be used to verify ancient relatives to humans, help farmers develop healthier and more efficient cattle, and assist scientists who are studying human diseases, they note.

University of Missouri-Columbia Professor Jerry Taylor, lead author of the study, said researchers looked at 678 different animals, representing 61 species, and used the new technique to generate some very precise genetic data.

Taylor said the technology could allow scientists to examine hundreds of thousands of points on an animal's genome simultaneously.

"When we applied this technique to 48 recognized breeds of cattle, we were able to construct a family tree and infer the history of cattle domestication and breed formation across the globe," he said.

Taylor said the new technology could help solve a number of problems and answer questions about evolution, including how humans are related to extinct hominids and how different plant species are related to each other.

The study is detailed in the Proceedings of the National Academy of Sciences.

COLUMBIA MISSOURIAN

Top AIG executive to visit MU, talk about the economy

Wednesday, October 21, 2009 | 2:23 p.m. CDT
BY [Kathleen Majorsky](#)

COLUMBIA — David Herzog, chief financial officer and executive vice president of American International Group (AIG) and MU alumnus, will give a talk about the economy from 3:45 to 4:45 p.m. Thursday in Bush Auditorium in Cornell Hall.

The MU Trulaske College of Business is bringing Herzog to campus. The Office of Advancement in the College did not provide more details about the content of Herzog's presentation.

If you go:

When: 3:45 to 4:45 p.m., Thursday

Where: Bush Auditorium, Cornell Hall, MU Campus

Admission: Free

Call: For more information, call 882-6768.

Herzog earned his bachelor's degree in accountancy from MU in 1982. In October 2008 he was appointed to his current position at AIG. MU will not compensate Herzog for the engagement, said Christian Basi, associate director of MU's news bureau.

"It is a wonderful learning opportunity for students," Basi said.

The presentation is open to the general public but seating is limited.

Basi said the format of Herzog's presentation will not give the general audience an opportunity to ask questions.

AIG received the largest government bailout in U.S. history last September. As one of the world's biggest insurance companies, financial leaders were concerned for the stability of the entire financial system after it was discovered AIG's Financial Products Division didn't have enough money to pay for credit default swaps. AIG received \$85 billion to prevent the company from going bankrupt, according to the Wall Street Journal and Reuters.



Weekly papers touted

MU pays tribute to journalists.

By Janese Heavin Wednesday, October 21, 2009

It's not as dangerous as reporting from a hostile environment and might not be as sexy as converging news with the latest technology, but reporting for a small-town weekly paper is just as important today as it's ever been.

That was a message that Missouri Press Association Executive Director Doug Crews left with University of Missouri journalism students yesterday after guest-teaching a master class at Middlebush Hall. Crews and six other media leaders from across the globe were visiting campus to receive Missouri Honor Medal for Distinguished Service awards.

Crews has spent 42 years in media, starting as a sportswriter and then as a local government reporter for the Odessa newspaper. During his years at four small-town weeklies, he covered city council and school board meetings and the novelty features that fell in between, such as snapping a photo of the potato that resembled Abraham Lincoln's head or writing about the five-legged calf born to a local farmer.

"They're small stories but important stories," Crews said. "Important stories to your next-door neighbor. Important stories to local businesses. Important stories to local taxpayers."

And, he asked, would you really want city council members or school district administrators telling you what happened at their meeting, conveniently leaving out the less flattering details?

"The blogger wearing pajamas in his basement next door may try to cover such stories, but he doesn't have credibility," Crews said. Television stations might dedicate a couple of sound bytes to a story and "radio rips and reads from newspapers all too often."

Although it's a tough time for newspapers and other publications, Crews used statistics to debunk myths that newspapers are dying. Even as metropolitan papers that have gotten away from local coverage might be suffering, "small papers are doing just fine," he said. "We're not a dead industry. I'll put it that way."

Crews' talk inspired Christian Losciale, a 21-year-old transfer student who hopes to be accepted into the Missouri School of Journalism.

"What he said about his enthusiasm in newspapers, it made me think about my allegiance to newspapers," he said.

Losciale was armed with his own evidence, citing a study that showed people who live in towns without newspapers are less informed and less likely to vote.

"I believe newspaper reporters are the most knowledgeable on a gamut of topics," he said. "There would be problems if newspapers dissolved."

The Missouri Honor Medal for Distinguished Service in Journalism is one of the highest honors bestowed on professionals by the Missouri journalism school. Other recipients this year included Mazhar Abbas, a journalist and defender of press freedom in Pakistan; Rance Crain, president of Crain Communications Inc.; photojournalist Bill Eppridge; Rod Gelatt, professor emeritus of the journalism school; Deborah Howell, editor and ombudsman at The Washington Post; and Slate Magazine, a daily online publication.

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Medical school at MU seeks normalcy

By Blythe Bernhard

Investigators will visit the University of Missouri-Columbia's medical school Tuesday to determine whether the school deserves to be released from probation.

The Accreditation Council for Graduate Medical Education placed the doctors' residency program at the school on a two-year probation in April based on an on-site review and interviews from last year.

Medical residents had to schedule appointments for patients and retrieve medical records because of a lack of support staff, according to the council's report on the program's shortcomings.

"We have made and are making significant improvements to our graduate medical education program," reads a statement from MU. "The improvements include reassigning tasks to nurses, social workers, pharmacists and other staff members so resident physicians can focus on other duties with higher educational value."

MU MENTION PG.2

DNR to ask for more time on Hinkson plan

By Jodie Jackson Jr.

Wednesday, October 21, 2009

The state Department of Natural Resources yesterday agreed to seek more time from the Environmental Protection Agency to draft pollution controls for Hinkson Creek.

During a meeting of more than two dozen people in the Boone County Commission chambers, Columbia and Boone County public works officials and storm-water managers urged DNR water-quality officials to do more testing to determine whether current efforts to reduce pollution have been effective.

"Sure, we need to go out and we need to resample," said Rob Morrison, DNR water pollution control branch chief. But he said DNR is "under the gun" from the EPA, which will develop pollution controls if his agency does not meet a Dec. 31 deadline to do so.

The DNR last month presented for public review a draft document that established the total maximum daily load, or TMDL, for Hinkson Creek. The EPA, which in 1998 put Hinkson Creek on a federal list of "impaired waters," ordered DNR to establish the TMDL, which is the amount of a specific pollutant a body of water can take in and still meet water-quality standards.

Rather than addressing a single pollutant, the draft proposal identified storm-water runoff as the source of pollution. The document called for reducing the amount of runoff reaching the creek by two-thirds. Engineers and storm-water managers blasted the proposal, estimating it would take hundreds of millions of dollars to implement.

The flood of criticism prompted DNR to withdraw the draft even before the public comment period ended. DNR officials agreed to engage the public in redrafting the TMDL, and yesterday's meeting was the next step in that process.

"Our whole goal is not to beat up DNR," Southern District Commissioner Karen Miller said. "Our whole goal is to find a solution."

Don Stamper, president of the Central Missouri Development Council, questioned whether a TMDL that uses runoff as a "surrogate" for a known pollutant is even legal because it is supposed to identify a pollutant. Stamper said the federal law that EPA has cited for placing Hinkson Creek on a list of impaired waters also requires the identification of a known pollutant.

“I think it’s a fundamental question,” Stamper said. “It’s a legal question.”

Former DNR Director David Shorr, who is a trustee for the Boone County Regional Sewer District and an attorney for the firm of Lathrop & Gage in Jefferson City, said DNR has not gone far enough to analyze the current biological condition of the creek.

He urged the agency to perform further testing to determine whether the TMDL is even necessary.

Boone County Storm-Water Coordinator Georganne Bowman, also a former DNR employee, said the draft plan did not take into account previous and ongoing storm-water mitigation efforts, such as the city and county storm-water ordinances.

The city, county and the University of Missouri jointly hold a municipal separate storm sewer permit that allows them to discharge storm-water runoff into area creeks and streams.

Todd Houts, the university’s storm-water manager, suggested that DNR seek a tiered or phased-in TMDL that meets the EPA deadline but also allows continued study of the creek before enforcing standards that might not be necessary.

Leanne Tippet-Mosby, director of DNR’s water protection program, said the agency would request an extension from EPA, “but I wouldn’t hold my breath.”



Driving imagination

Lennon bus at MU lets students create.

By Janese Heavin Wednesday, October 21, 2009

Lennon Educational Tour Bus parked on the MU campus this week to give students an opportunity to learn about music and video production.

Yesterday, the John Lennon Educational Tour Bus parked at Lowry Mall to let students peek inside. The sky-blue bus, decorated with the Lennon image that appeared on his "Imagine" album cover, is a mobile studio, complete with audio and video production equipment, drums, keyboards and guitars.

"It's pretty cool they can pack all of that on a tour bus," senior Matt Rennie said after playing around on the instruments yesterday afternoon. "It's awesome."

The Lennon bus is a not-for-profit facility — created 12 years ago with the permission of Lennon's wife, Yoko Ono — that gives high school and college students free hands-on opportunities to learn about music and video production.

"Basically, our purpose is to foster a sense of creativity in students," said Kevin Hoy, a producer and engineer on staff. "With a minimal amount of equipment, you can do recording. Basically, that's what we're trying to show here."

On Monday, seven MU students got to try out the studio, writing a song called "Peace and Harmony" and creating a video that featured the musicians as well as students around campus giving peace signs.

Arthur White, director of jazz studies at MU's School of Music, selected five of those students based on their musical talents and adaptability. Two journalism students also were chosen to help create the video.

White was impressed with the final product.

"I loved it," he said. "It thought it was killer. ... I thought it was really cool they crafted a tune based on Lennon's philosophies. I think that was a nice tribute, in effect."

The students' video and clips from other stops on the tour are featured on the LennonBus.org Web site.

Jamon Kimbrough, a sophomore from Columbia, didn't get a chance to perform with Monday's group, but he did visit the bus and talk to the staff members about recording.

"I have a rigged recording studio in my room, but nothing like this," he said. "It's pretty neat."

YouTube Video: The John Lennon Educational Tour Bus visits Mizzou

Tiger Lizzy and her Mizzou-Keepers sing "Peace and Harmony" on the tour bus during its visit to the University of Missouri campus

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Donation to boost children's safety

Wednesday, October 21, 2009

Kohl's Department Stores yesterday presented a \$32,609 check to help fund education and outreach aimed at preventing injuries to children.

During the event outside Columbia Regional Hospital, **University of Missouri Health Care** unveiled a new trauma outreach van. The custom-built van, funded through a previous donation from Kohl's, features a television with educational videos, an awning for hosting events in bad weather and shelving for equipment such as car seats and bicycle helmets.

"The van is a mobile educational resource we can take to schools, community events and child-safety fairs to create awareness and promote injury prevention," said Lezlie Dahlke, a nurse and trauma outreach coordinator for University of Missouri Health Care.

MU Health Care's injury prevention program, which includes coordination of Safe Kids Columbia, will reach more than 10,000 people this year at more than 40 community events.