

Universities in financial trouble according to Ad Council

United Press International
—College-trained people helped concoct polio vaccine, invent television, map space voyages, design new strains of wheat to fight hunger round the world.
Since America began, the college-trained have turned ideas and dreams into reality and created better lives for all.
So reminds a new Ad Council campaign on behalf of the nation's colleges—described as "in deep financial trouble and dropping courses, firing professors, closing laboratories and limiting libraries."
Make America Smarter—Give to the College of Your Choice," says the campaign featuring a picture of an upsidedown mortar board filled with stock certificates, checks and folding money.

Are the colleges really in "serious financial trouble"—as the campaign maintains? Are problems the most threatening than any ever faced?
If the answer is yes, how can that be when tuitions are the highest on record—whether paid by the state and a public university or by parents of children attending private schools.
Dr. John C. Sawhill, president of New York University, answered the questions and focused on the issues when the "Make America Smarter" campaign was unveiled at a conference in New York the other day.
No one is hollering wolf needlessly, he said. The colleges are doing poorly—with fuel bills, salaries, food and other supplies going up faster than income, be it from appropriations or privately paid tuition.
The situation can only get worse, as Sawhill sees it.
"If we really hope to Make America Smarter in the coming decade we must force the public to

come to grips with the hard facts," he said.
"Institutions of higher learning are in financial trouble and they may not be able to fulfill their promise of developing our vital human resources without the generosity of their friends and alumni."
Sawhill traced the crisis to the following:
— Slowdown in the birth rate. World War II baby boom youths entered college in the 1960s. The demographic bulge has passed through the system. But both independent and the public sectors had built facilities to accommodate peak enrollments. They are left with heavy fixed costs. The pressures will be even more severe in the first half of 1980s. There will be a steep decline in the number of college-age students.
— Recession and inflation squeeze the schools some more. The recession cut gift income. Fuel costs continue to lead the inflation pressures. Schools—like families—must spend more than they can

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— Unemployment and under-employment among college graduates has reduced the perceived economic advantage of a college education. The result: Flight from traditional fields like liberal arts and education with a grim job market. This has led to reduced tuition income of these schools. Enrollments are booming among "non-traditional" students—older women, retired persons. But numbers aren't high enough to make up for losses in the 18-to-25 age group.
"We really must look to private donors," Sawhill said. "If we are forced to raise tuition much more to meet cost, the impact on the composition of our student body in the private and independent colleges would be disastrous."



Relaxing in the sun

The spring-like days here lately make Richard Shelton, senior entomology major from Portland, believe the old adage that "all his is good for is to hang a hat on."

O&M building doesn't lean engineers say

(Continued from Page 1.)
...ation because this building has no foundation," Moyer said.
He explained that the O&M building rides on friction piers, which are circular holes in the ground filled with concrete with steel rods in their centers.
The piers go down 60 feet, Moyer said, which is well below the zone of expansive clay soil that complicates the building of any structure on the A&M campus. Clay soils expand when wet and shrink as they dry, causing sidewalks to crack and creating problems in designing buildings.
Adams said there is no possibility of the soil being the cause of any kind of failure.
"We don't design any building that we don't have a soil engineer check that design very carefully," he said.
Moyer said the second rumor he heard was that the building leaned, and guesses as to the amount of tilt ranged from three to seven degrees, he said.
Moyer said he also heard that the building leaned toward President Jack K. Williams' office, which is in the System Administration Building northeast of the O&M building.
Canglose said the elevator shafts in the O&M building, however, are only one-quarter inch out of plumb. (A plumb is a weight suspended on a string used to determine the vertical line of a building.)
The elevator shafts in the Harrington Center are more than three inches out of plumb, which is still within acceptable limits, Olson said.
A visual inspection of the building provides further evidence that it is not leaning or sinking. R. M. Olson, professor of civil engineering at A&M, said anyone should be able to tell by sight alone if the building leaned as much as is rumored.
The hairline cracks visible in the decorative rock panels near the base of the building are caused by the building's normal settling and do not affect the main steel and concrete structure, Olson said.
Neither Moyer nor Canglose expressed any wish to move out of the upper half of the modern structure which became the home of the meteorology department in 1973.

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