

Colleges thrive

As the dollar shrinks, schools still prospering

Money talks. And what it's saying about the academic trail isn't all dismal — as in the double-digit hikes expected in college bills next fall, some tuitions getting to \$10,000 a year.

Consider:
1. The market value of investments at many colleges shot up to the highest level in four years in the fiscal year ending June 30. "The rate of return on the endowments substantially exceeded the increase in the index of prices paid by colleges for goods and services, according to a study of 147 institutions," the Chronicle of Higher Education reported.

Funds included in the survey by the National Association of College and Business Officers showed a total return — interest, dividends, changes in market value — of 10.8 percent. At Harvard, the fattest college endowment's market value went from \$1,392,640,000 to \$1,457,690,000 — a \$65 million boost. Not bad either: a rise of \$32 million in the market value of Yale's holdings.

2. The mild winter gets credit for the next bit of good news. It happened this way: Demand for heating during the current season is down more than 10 percent on campuses nationwide. Many schools, further, saved a bundle on snow removal — because there wasn't the usual amount of snow. One example: At the University of North Dakota, it cost \$35,000 last academic year to dig out. This winter's snow removal bill was less than \$10,000. The easy winter helped many schools offset steep rises in fuel costs, along with ongoing

energy conservation programs, in swing since 1973 and apparently getting better. An example of the payoff: At Eastern Michigan University natural gas consumption in January was down 23 percent from January a year ago. In the area near the University of Arkansas, demand for heating dipped 26.6 percent in December and 35.9 percent in January — compared with the same months the previous year.

3. Administrative salaries in higher education aren't standing still. Paymasters grappling with shrinking dollars find bucks for raises — though most aren't big enough to patch the inflation hole in workers' wallets. Preliminary results of a salary survey by the College and University Personnel Association (CUPA) in Washington, D.C., shows paychecks of people who run colleges this academic year 5 to 10 percent fatter than they were last year.

Those in administration on the college circuit go over the salary survey like inchworms when it comes out, using information gleaned in bargaining for raises.

The preliminary report, assembled by the CUPA Wage and Salary Council, is based on an analysis of replies from 162 schools of all types: two year, four year, public and private.

The full report, pounds of paycheck facts on administrators, from presidents to deans and athletic directors at more than 1,000 institutions, won't be off the press for about 40 days. But the preliminary one shows the way the fiscal wind's been blowing.

Published in CUPA's newsletter, "Personnelite," it shows the 5 to 10

percent increases and a trend of above-average salary gains for the position of director of personnel and human resources for the second year in a row.

"Collective bargaining and federal compliance have been major factors in propelling the position to greater prominence," the newsletter said.

A sampling of annual salaries for selected positions from all institutions:

— Half the chief executive officers, usually "president," for a system of colleges such as a statewide one, make more than \$53,410 and half make less than that. About 25 percent make more than \$60,000. With perks — special privileges such as housing — a top college boss at a prestigious school can command \$100,000 and up.

— For free-standing institutions not linked to a system, half the presidents make more than \$47,500 and half less. About a fourth make more than \$54,000.

— Half the athletic directors make more than \$30,000 and half less. About 25 percent make more than \$36,000.

— No surprise: Deans of medicine are highest paid. Half get more than \$62,000; half less. Approximately one-fourth make more than \$68,000.

— And, also no surprise: Law deans do well, too. Half make more than \$48,000; half less. Nearly a fourth make more than \$52,000.

Median salaries — indicating half make more and half less — for others who make their livings running colleges and universities include:

Director of campus security, \$18,428; director of employee training, \$22,400; director of library ser-

vice, \$26,750; chief planning officer, \$35,300; director of alumni affairs, \$21,130.

Also: chief student affairs officer, \$31,794; chief public relations officer, \$25,700; director of admissions, \$25,000; director of the bookstore, \$17,916; director of student health services, \$36,800.

Deans, the report showed, are paid median salaries as follows:

— Arts and letters, \$35,000; agriculture, \$47,750; business, \$37,235; dentistry, \$55,800; education, \$38,494; engineering, \$42,000; fine arts, \$35,584; home economics,

\$39,000.

— Humanities, \$26,200; music, \$33,900; nursing, \$32,546; occupation studies-vocational education-technology, \$29,790; pharmacy, \$45,580; social sciences, \$29,113; social work, \$42,000; veterinary medicine, \$50,800.

At the low part of the salary totem pole are salaries for directors of student placement, student counseling, and student financial aid.

Median salaries for those positions: \$20,917, \$25,700, \$21,775 — in that order.

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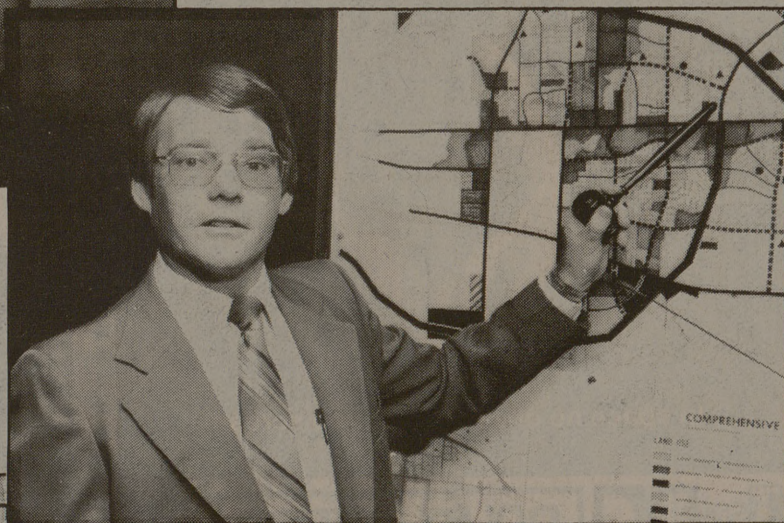
The future of College Station could depend on how you vote this Saturday.

In the next two years, College Station will probably change dramatically. These changes will be greatly effected by the quality of our City Council and we must elect the right man.

Experience in city government is essential, and J.P. Watson has that experience. Two years on the Planning and Zoning Commission, one year as the chairman of that commission, have prepared him well for the decisions that will effect us all.

J.P. Watson believes in the sanctity of single family home ownership, yet he realizes the necessity of controlled growth, both in the industrial and commercial area. Industry and business must be compatible with our University and our community, and the addition of certain industries and businesses will increase the tax base our schools, roads and entire community depend on.

Join the citizens for the controlled growth of College Station. Vote Saturday, April 5 for J.P. Watson.



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WATSON
COLLEGE STATION CITY COUNCIL PLACE TWO