

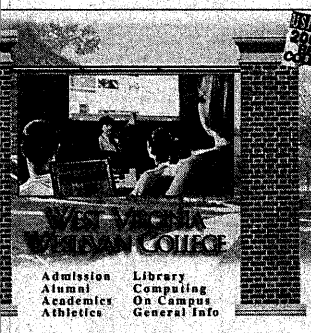
private sector has come to the fore. It's time for the public sector to live up to the promise," says Norman, director of the White House Office of National AIDS Policy. Coast and Swaziland have formally expressed their readiness to take part in the U.N. brokering effort and upgrade their health systems. Botswana, Burkina Faso, Ghana and Rwanda may join, too, he says.

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ington, D.C., the business school has \$10,000 to \$200,000 in one year.

Recruiters chase faster, cheaper



Online only: West Virginia Wesleyan officials don't want prospective students to be intimidated by the application process.

dropping glossy brochures from its budget. Some colleges are talking about ending high school visits.

Still, there are concerns about e-recruiting, including the potential for spamming, an irritant that could turn off some students.

Also, colleges that don't tailor their messages to the medium of e-mail may defeat the purpose. "Students are not going to sit through four screens of information," says Bradley Quin, who heads The College Board's student information services.

An ongoing worry is that students who don't have regular Internet access, particularly low-income and minority students, could fall through the cracks.

Most college officials say they will continue to recruit through traditional means and will even walk a student through the online application when necessary.

"We don't want any population at all to be inhibited by this," says Joanne Soliday at West Virginia Wesleyan.

Some schools even have adopted an anti-Web approach, at least for recruiting. Borough of Manhattan Community College this summer is interesting in ads on 350 buses, billboards and just about every movie theater in New York. On Saturday, similar ads, which include a toll-free phone number, will show up on subway cars and platforms.

Once enrolled, students can learn computer skills galore, but about 75% of incoming freshmen at Borough of Manhattan lack Internet access, resident Antonio Perez says.

"Talk about the digital divide," he says. "Those are the students we serve."

Professors seek online standards

Courses need 'academic rigor'

By Tamara Henry
USA TODAY

Click-on courses. Dot-com diplomas. Cyber-educators. Distance-education mega-universities. The possibilities of Web-based courses are endless as educators and students alike enthusiastically tout the convenience and advantages.

But college professors worry about the accelerated pace and are trying to place some brakes on the race.

Last week, the 1-million-member American Federation of Teachers, which includes about 110,000 college and university professors, approved at its Philadelphia convention a resolution calling for a set of quality standards for college-based distance-education programs. The AFT proposal parallels ideas by the National Education Association, which has 2.5 million members.

"Distance-education programs hold great promise for enriching educational opportunity, especially for the homebound, for geographically isolated students" and for others unable to get to a campus, says AFT president Sandra Feldman. "However, it is critical that we hold these programs to a high standard of academic rigor."

Officials say the AFT guidelines will be used as a standard in faculty contract negotiations with colleges and universities. Among the principles:

- Academic faculty must maintain control of shaping, approving and evaluating distance-education courses. Faculty should be compensated and given time, training and technical support to develop and conduct classes, and they should retain intellectual property rights over online materials.

- Students must be given advance information about course requirements, equipment needs, technical training and support throughout the course. Also, students should have opportunities to meet professors face-to-face whenever feasible.

- Full undergraduate degree programs should include classroom-based coursework.

William Scheuerman, an AFT vice president and head of the faculty at the State University of New York, says the standards offer assurance that decisions are based first on what is educationally rather than financially sound. And institutions would be forced to involve faculty in the planning of virtual programs, says AFT's Arthur Hochner, president of the Temple Association of University Professionals.

"There are fears on both ends of this discussion," acknowledges Douglas Johnstone, a provost at Western Governors University, an online consortium of state schools in the West. Faculty fear losing control of programs and "not being consulted in the development of good, sound educational" curriculum, while traditional colleges face complaints of disregarding society's needs. "So there's a tug of war in this whole area," Johnstone says.

Colleges and universities have increased their use of these courses (from 22% of institutions in 1995 to 60% in 1998).

"You can learn anywhere, anytime," says Mingming Jiang, a mentor teacher for Western Governors. "It just provides such flexibility. You can be in France or in China, anywhere in the States, and take the course," says Jiang, who lives in Brookfield, Wis., and works with students pursuing a master's in technology.

But other professors say the rush may create a two-tier system of dot-com diplomas and "real" diplomas. There have been problems with virtual universities. Cal Virtual, a California system venture, failed. And Jiang's Western Governors, spearheaded by Utah Gov. Mike Leavitt and former Colorado governor Roy Romer, was expecting tens of thousands to sign up but boasts now of only 250 students in degree programs, with 200 others just using the network. Accreditation won't be decided for months.

Nonetheless, no one doubts virtual universities are on the rise. Commonwealth Virtual University opened in the fall of 1999 with about 200 students taking classes from library science to speech pathology, mostly at the graduate level. And NYUonline, an offshoot of New York University, began offering courses in February.

And the fact that the teachers union developed guidelines is itself significant because most distance-learning standards today focus mainly on the technical aspects, says Brian Polivka, chief learning officer for the Baltimore-based Caliber Learning Network. "This is a very good sign that teaching organizations of this stature have accepted the reality of distance learning enough to say ... 'It's got to be this good.'"

C. Wayne Williams, president of Regents College, "America's First Virtual University," based in Albany, N.Y., complains that the standards have a dearth of knowledge about technology.

Williams says the teachers unions should focus on standards across the board, "and not simply condemn out of hand one whole section of higher education. With the advent of modern technology, (we are) going to be here for good."

Distance-learning boom

Colleges with a distance-learning program



Colleges offering distance accredited degrees



Source: Market Data Retrieval surveys for The College Technology Review

By Julie Snider, USA TODAY

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Environmental factors tend to be emotional problems in including substance abuse, anxiety, depression and anxiety.

The study followed 398 Adopted Project. Research biological parents who divorced parents stayed together, pluries whose parents divorced did not.

Comparisons of the two force yielded the data on g

The research is supported by government grants, including Institute of Child Health and

David Blankenhorn, president of American Values and author of "The Good Father," applauds research that bridges biology and social science as biology and social science force on children. "What we need is a multidisciplinary approach."

Bad gene, pregnancy can spark hypertension

By Rita Rubin
USA TODAY

Pregnant women who have high blood pressure, says a new study, are more likely to have hypertension later in life.

Hypertension threatens the health of many women. The causes of pregnancy-related hypertension are not known. The problem usually develops during pregnancy.

A 15-year-old boy tipped the scales at 150 pounds. The boy had headaches and was often absent from school. Genetic analysis revealed a mutation in the mineralocorticoid receptor gene, which causes severe high blood pressure.

Normally, aldosterone, a hormone produced by the adrenal glands, causes the kidneys to retain sodium and water, ultimately raising blood pressure.

"We wondered whether the boy's parents were doing it right," says Dr. Richard Lifton of Yale University School of Medicine. "The boy's father had a history of hypertension, and his mother had a history of hypertension."

The boy's two relatives were also hypertensive. The boy's parents' finding: With each parent's blood pressure soared.

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FINAL SPORTS



By Gary Hershorn, USA TODAY

Leinart, Lewis, left, Evaner Holyfield

Weekend of NHL playoffs

Flyers knock out Sabres 5-2. Full

Newsline

How Money Spent

Tokyo markets plummet nearly 4%

Japan's Nikkei average closes down 7.7% to 18,253 at 2 a.m. ET today. Yen is 105.2

Hong Kong's Hang Seng index is closed at 10,844.05. Nasdaq index drops 62.53 to 3,037.1

USA TODAY interview 100 jobs 2/18 to 1/19

Reno decides to remove Elan from

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