

## 100 Colleges Sign Up With Google to Speed Access to Library Resources

By JEFFREY R. YOUNG

More than 100 colleges and universities have arranged to give people using the Google Scholar search engine on their campuses more-direct access to library materials.

Google Scholar is a free tool that searches scholarly materials on the Web and in academic databases (<http://scholar.google.com>).

The new arrangements essentially let Google know which online databases the colleges subscribe to, as well as what is in their library catalogs, so that Google Scholar can point users to those campus resources.

For instance, when a user searches for a journal article and the library has an online subscription to that journal, a link leads to the online article. If the institution does not have an online subscription but holds a copy on the shelf, the results point users to the item's location.

Users who are not on participating campuses usually see a link to a journal publisher's Web site rather than to an article's full text.

"This is one of the things that libraries have wanted all along," Anurag Acharya, an engineer at Google, said in an interview. "The advantage is fairly substantial."

He emphasized that the company was offering the service free, and that it hoped to work with more colleges. "Our goal is to make it really easy for all libraries to participate," he said.

### Too Secretive?

The company unveiled its Google Scholar search engine in December, although the tool remains in "beta" mode, meaning that it is still being refined. Librarians have praised the new service, but many have faulted some aspects of it.

The biggest complaint is that Google officials refuse to say what materials Google Scholar is indexing, what it considers scholarly, and how extensive the data collection is. Most academic databases provide such information so that librarians know what they are getting and can help users make their searches as comprehensive as possible.

The service remains free of advertising -- at least for now. "We're focusing on trying to get the functionality to be what we want it to be before focusing on monetization," he said.

Google Scholar is separate from Google's pilot project to scan millions of books in five academic libraries, known as Google Print, although the two services might one day be integrated, Mr. Acharya said.

To use the new service, people at participating colleges must select an option on Google Scholar that lets the system know they are on such a campus.

Source: [Chronicles of Higher Education](#) (Subscription required)

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## 50 Percent of MBA Grads Found Jobs in 2005

By JUSTIN POPE, AP Education Writer  
Fri May 27, 5:42 AM ET

For newly minted business school graduates, this was the most successful job-hunting year since 2001, a new survey says. Half of students finishing master's of business administration degrees this year had job offers by mid-March, according to the survey of 5,829 students at 129 business schools conducted by the Graduate Management Admission Council, an organization of business schools.

That compares to 42 percent who had job offers at the same point in 2004, and is the highest figure since 64 percent of students had offers in the 2001 survey.

Salary expectations also rose, with the average respondent expecting to earn \$84,318 after graduation, compared to \$76,147 a year ago.

GMAC President Dave Wilson said employers have been reluctant to hire aggressively in recent years, even as the economy recovered — relying instead on consultants and other contractors.

But this year, he said, "The market is back, the earnings are strong, there's solid growth. It's time to get back to building your own intellectual capital in-house as opposed to outsourcing it."

The survey, to be released Friday, also found 32 percent of respondents said they considered the value of their MBA degree "outstanding," up from 23 percent in last year's survey.

A number of recent scholarly articles have criticized

MBA programs for failing to teach useful skills, and GMAC trumpeted the results as showing that customers are satisfied.

Students "think about an MBA as an investment, and it's a substantial one — \$100,000," Wilson said. "They're going to look at it in terms of what kind of return are they getting."

"Now that we're starting to see salaries move back up, and the number of offers students get increase, you're seeing the economics of the degree change substantially," he said.

According to the survey, 45 percent of MBA grads plan to enter a different field from the one in which they worked before business school. The fields with the greatest net loss of business school students were nonprofit / government, followed by high technology and manufacturing.

The biggest gainers were consulting and finance/accounting and health care / pharmaceuticals.

Source: [Yahoo! News](#)



## Private Scholarships Increasingly Important

Written by: David Root  
Published: 05/04/2005

A new report from the Institute for Higher Education Policy, "Private Scholarships Count: Access to Higher Education and the Critical Role of the Private Sector," shows that private scholarships are disproportionately important to helping students attend college. While only 7 percent of all scholarships come from private sources, these scholarships are often awarded locally to a variety of groups that can be overlooked by some aid programs.

The report goes on to recommend increasing the number of scholarship programs, enhancing communication between providers of private scholarships, increasing the capacity of existing programs, and fostering more research on private aid.

Source: [AACRAO](#)

## Making Mistakes

by Stephen A. Burgess, MBA

Everyone makes mistakes. We have all heard this many times in our lives.

Certainly every manager, executive, etc., all of us, try to avoid making mistakes. Mistakes can be costly. In some cases, they can be disastrous to a business whether large or small. As a result, many people and many managers tend to be too cautious in order to avoid mistakes. Large organizations tend to breed this philosophy because of politics, bureaucracy and the fear of reprisals.

But there is another side to this issue. If you stand still trying to avoid mistakes you can end up impeding progress, stifling new ideas, and not adapting to changing business conditions.

One man holds the record for the most hits in professional baseball. He also holds the record, by a large margin, for the most outs. He is *remembered* for his 'hits' record.

Peter Drucker once wrote "I would never promote a person into a top-level job who was not making mistakes...otherwise he/she is sure to be mediocre."

Good managers must make decisions; it is fundamental to their position. It is *inevitable* that some of these decisions will be wrong or ineffective.

The lesson is that good managers and business people are cautious but not too cautious. They realize that some risks must be taken and *some risks are worth taking*. Equally important, they **learn** from their mistakes and rarely repeat them! Top CEO's use their knowledge and experience (much of it learned from making mistakes) to make well thought out decisions and avoid previous pitfalls. They rarely make critical errors.

Great leaders often use their 'gut instinct' to decide issues. What is this really? Years of experience making and learning from mistakes, learning to read people and situations, understanding what data to gather and how to interpret it quickly. And, the ability to bring out the best in those around them to ensure that first-rate ideas are being applied to the problem at hand. Optimal solutions are sure to follow!!

Stephen A. Burgess is founder and CEO of Corporate Toolbelt LLC, training, consulting, leadership and coaching firm. He has recently become affiliated with Wolf Management, one of the leading consulting firms in the United States. He has served as a 'C' level executive, is a noted speaker, has held corporate and non-profit board positions, been a company spokesperson, and made radio and television appearances. He currently serves on the board of Wake Up, Inc. and is a Director with VIC Capital, an investment banking and capital firm.



Stephen A. Burgess, M.B.A.  
CCU Alumni, March 2003

He is the Co-Author of the #1 Best Selling book, *Purpose, Passion, Abundance* and the soon to be released *The Enlightened Path*. He is also author of the forthcoming book, *Leadership Lessons Learned*, as well as numerous published articles. Steve received his MBA from California Coast University in March 2003. Steve can be contacted at :

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# We'd like to hear from you

**Are you a current CCU student or alumni with something to share? Have you recently been offered a position at a new company? Did you overcome a great life circumstance to complete your degree program? If so, we would like to hear from you. Send inquiries to: [alumni@calcoast.edu](mailto:alumni@calcoast.edu)**

# IN THE WORKS...

## New Programs

Due to an overwhelming interest in the health care field and the positive job outlook, the **Bachelor of Science in Health Care Administration** degree program is currently in the process of development and review. Outlook for Health Care Administration job growth is very good, with jobs available both in the private sector and the government. Health Care Administration combines health care and management. CCU faculty have taken the experiences drawn from the management and administration programs and designed an undergraduate degree program that is ideal for the individual who is looking for entry-level employment for the government or in the private sector, in a physician's office, for an insurance company, or at a hospital or home health care organization.

At the graduate level, CCU School of Administration and Management is adding a **Master of Business Administration (MBA) with a specialization in Human Resources Management (HRM)**. The curriculum combines the management and specialized training of an executive MBA program with specialized training in HR Management. The MBA-HRM program is designed to address the growing need for qualified, skilled HR professionals who have strong interpersonal skills and corporate operational expertise. The focus of the curriculum is on preparing students to integrate HR functions into an organization's strategic plan.

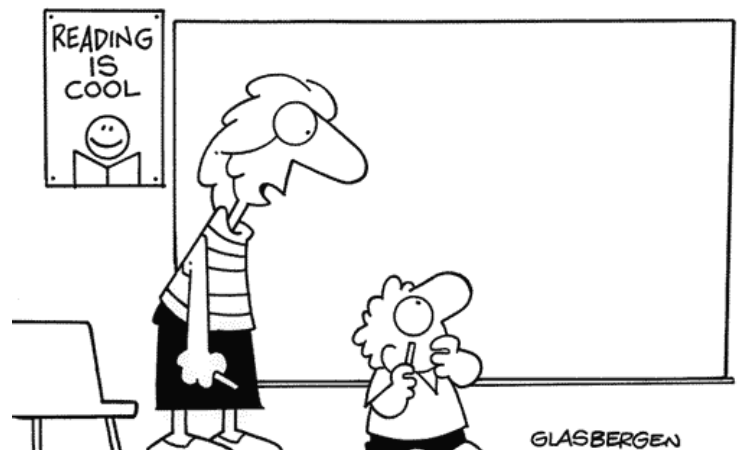
Be on the look out for these two new, exciting programs to be offered in the Fall of 2005. With CCU, you can earn a career-accelerating degree on a flexible study schedule that fits your busy lifestyle. Instead of having to be on campus at a set time, you create your own classroom - anywhere, anytime.

"Employment of medical and health service managers is expected to grow faster than the average for all occupations through 2012, as the health services industry continues to expand and diversify," according to the Occupational Outlook Handbook. Two areas of fast growth are practitioners' offices and home health care services.

Source: [U.S. Department of Labor Bureau of Labor Statistics](http://www.bls.gov)

## Rib Ticker

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"There aren't any icons to click. It's a chalk board."

## Where There's a Will There's a Way: Technocheating for the 21st Century

Written by: Barbara Lauren  
Published: 05/18/2005

*"Crib notes? How last century."*

So began a story in the Kansas City Star, cataloging the many ways in which students can turn technology to the service of cheating. Here are the methods which the Star recently cataloged:

- Camera phones – Can take and transmit pictures of tests. Last year, 36% of cell phones had a camera, according to the Star. By the end of this year, the figure is expected to jump to 55%. Camera phones can also send silent text messages to request or provide answers.
- MP3 players – Can hold downloaded notes as well as music.
- Scanners and computer editing programs – Can turn the ingredients section of candy wrappers into customized cheat sheets.
- Keystroke decoder – This incident reported from Sugarland, Texas: A 17-year-old student placed a keystroke decoder on the back of a teacher's computer. The device logs everything that is typed, including passwords. The boy was able to steal, and sell, the teacher's tests. He was caught and charged with a misdemeanor, according to the Star.
- USB flash drives – These are computer memory units small enough to keep on a key chain. Cheaters can copy large amounts of information on them. They can be bought for as little as \$28.
- Graphing calculators – They can store words as well as numbers. Students who are so inclined can program answers into such calculators.
- And for the determinedly low-tech cheater – Notes can be printed on the inside of water bottle labels, or written on the inside of LiveStrong bracelets, the Star reports.

Source: [AACRAO](#)



## US Varsity's Youngest Graduate

KARACHI, May 12: A 19-year old Pakistani student, Owais M Idris, has been declared the youngest-ever graduate of the University of Michigan Flint, USA. Owais Idris who hails from Karachi, was prominent among 476 fellow graduates at a graduation ceremony held at Perani Arena.

Idris was born in Pakistan and later moved to Canada before his father, Mohammad Idris, a General Motors employee, moved to Michigan. He was enrolled as a full-time student at Mott Community College before passing a

semester in early 2002 from Grand Blanc High School. He also took classes at Oakland Community College.

He has graduated as the youngest ever student with a 3.7 graduate-point average. —APP

Source: [Dawn](#)

## Reality TV Show Highlights College Admissions

Written by: Heather Zimar; Published: 05/25/2005

A new ABC reality show, *The Scholar*, will present 10 low-income high school seniors who are competing against each other for a full college scholarship to any college they are accepted to, reports *Inside Higher Education*.

The six-episode series, which premieres June 6, is shot on the University of Southern California campus. The students live in a Los Angeles house, with a resident advisor, and are judged by three administrators from elite universities—one from the University of California Berkeley and two others from Ivy League schools. The students participate in quizzes, timed team problem-solving exercises and interviews. The panel of administrators discusses the competitors' character, leadership and creativity. Students must win the challenges, or be chosen by the judges to move forward, in order to compete for the scholarship.

The show's creators say they hope to entertain as well as expose the admissions process at elite colleges by showing characteristics the judges are interested in. "I want kids who don't have all the resources and connections to see that getting into good schools isn't a mysterious process, it's something they can do," said Jaye

Pace, co-creator of the show and former Columbia University admissions officer.

Admissions officers who haven't seen the show say there is potential for a positive impact. "Of course, some of the things that make good entertainment television could make it hard to represent the admissions process well," said Julie Paterson, spokeswoman for undergraduate admissions at the University of Michigan. "But students who are good role models, especially from less privileged backgrounds, showing what can be achieved is a very positive thing to say to other students, 'You can do this, you can aspire to this.'"

Ann Wright, vice president for enrollment at Rice University said: "It's not a normal admissions process, but people will recognize that. And I'm very in favor of shining some light on the process, because there's so much hysteria among parents and students...it could be great for demonstrating personality, which is an important part of admissions."

Source: [AACRAO](#)

## CCU Academic Vice Pres. Appointed to DETC Committee

CCU Academic Vice President, Dr. Murl Tucker, has been selected by DETC to serve as a member of the Research and Educational Standards Committee for the 2005-2006 Council year, which is a sub-committee of the Distance Education Training Council (DETC) Standards Committee,

The Research and Educational Standards Sub-Committee duties are to investigate educational problems unique to distance education and training fields, to survey the efficiency and effectiveness of instructional methods and procedures and to recommend to the Commission policies, standards and practices to govern the members of the Council.

With over 20 years in higher education, Dr. Tucker will be able to make great contributions during his tenure with the committee. Congratulations to Dr. Tucker for an appointment that is well deserved.



**Murl Tucker, Ph.D.**  
Academic Vice President

## Did you know?

1. Television talk show host [Oprah Winfrey](#) majored in speech and drama at [Tennessee State University](#) in Nashville, which she attended on full scholarship. Upon graduation, Winfrey became the first black woman to anchor a local television news program in Nashville.
2. Academy Award-winning actor Mira Sorvino is fluent in Mandarin [Chinese](#), a skill she honed while working toward her degree in Asian studies from [Harvard University](#).
3. Gene Simmons's flamboyant on-stage antics with his band Kiss belie his earlier academic pursuits, majoring in education at Richmond College on Staten Island, New York. After graduating, Simmons briefly taught elementary school in New York's Spanish Harlem neighborhood.
4. Celebrated film director [Steven Spielberg](#) holds several honorary doctorates from universities around the world, in addition to three Academy Awards and a slew of box office records. But he had never finished his bachelor's degree, in film and electronic arts, until 2002. Spielberg completed coursework from [California State University, Long Beach](#) by writing term papers and completing general education requirements, all through independent study. In considering Spielberg for graduation, the university's film department graciously waived the requirement that all majors complete a polished 12-minute film.
5. Martial-arts superstar Bruce Lee studied philosophy for three years at the [University of Washington](#) in Seattle, before he dropped out to teach kung fu. In addition to performing almost superhuman feats of martial arts in his films, Lee wrote several books, including [Tao of Jeet Kune Do](#), Lee's own philosophy of martial-arts technique.
6. Academy Award-winning actor [Jodie Foster](#) graduated magna cum laude with a bachelor's degree in literature from [Yale University](#).

Source: MSN Encarta

## CCU Joins Largest Education Transfer Alliance



In the June 2005 issue, CCU declared its acceptance into the ACICS Transfer Alliance along with many other institutions of higher education as a means to facilitate the transfer of credit between and among institutions. The ACICS Transfer Alliance primarily consists of vocational and degree-granting institutions that are accredited by the Accrediting Council for Independent Colleges and Schools (ACICS). There are currently over 150 institutions that are members of the [Transfer Alliance](#).

In addition, CCU has recently joined the largest education transfer alliance, the Higher Education Transfer Alliance (HETA). Designed by the [Council for Higher Education Accreditation \(CHEA\)](#), HETA is a voluntary group of accredited institutions that are concerned with the importance of student mobility, enhancing success in transfer of credit, and affirming the responsibility and prerogative of individual institutions with respect to acceptance of transfer credits. HETA is a Web-based directory of colleges and universities that is open to all institutions that are accredited by an organization recognized by CHEA or the [United States Department of Education \(USDE\)](#). HETA primarily consists of degree-granting institutions that are accredited by various national and regional accrediting bodies. There are currently over 425 institutions that are members of HETA.

Students looking to attend CCU will find that it is easier to transfer in and out units earned from other Transfer Alliance Member Institutions and HETA member Institutions due to its membership with both alliances.

Click [here](#) to search HETA Directory of Members

## College Enrollments Grow More Diverse

By JAMILAH EVELYN

The number of college students rose 15 percent in the decade ending in 2003, according to data released in May by the U.S. Census Bureau.

The data, which appear in a report titled "School Enrollment -- Social and Economic Characteristics of Students: October 2003," show that the number of graduate and undergraduate students increased over the 10-year period to 16.6 million, from 14.4 million, and that enrollments of minority students grew to make up nearly 30 percent of the total.

Hispanic students made the biggest gains in that decade, constituting 10 percent of the overall enrollment in 2003, up from 4 percent in 1993. Some 13 percent of college students were black in 2003, up from 10 percent in 1993. Asian students made up 7 percent of enrollments in 2003, up from 4 percent or less in 1993.

Another government report, "The Condition of Education 2005," also released in May, contains statistics that square with the Census data, noting that 29 percent of undergraduates in the fall of 2002 were minorities.

These statistics come, however, in the wake of reports by other organizations that the gap between the percentage of white students who graduate and the percentage of minority students who graduate is widening.

Source: [Chronicles of Higher Education](#) (Subscription required)