

# Recruiters see no rivalry for students between UNLV & UNR

by *randy proksch*

staff writer

Officials from UNLV and UNR denied last week that any rivalry exists between the two universities in attracting students.

Instead, admissions counselors and information officers from each school emphasized joint recruiting efforts of the University of Nevada System (UNS).

Such cooperative efforts, however, have been overshadowed by self-interest recruiting at each school.

"People who want to keep this North-South rivalry going anywhere but the playing field are doing a disservice to the entire state," said Ed Schoenburg, director of UNR's outreach services.

However, the old, north-south riff surfaced last month when each school advertised for the first time

in newspapers outside its home county.

Neither school informed the other prior to the ads' appearance in the other's home newspaper. While each ad made brief mention of staying in Nevada to go to college, the ads gave the 800 information telephone line for only the school placing the ad.

Joint recruitment efforts among Nevada's two universities, four community colleges and the Desert Research Institute are coordinated through the UNS Chancellor's office.

The latest project is planned publication of a system-wide brochure. Admissions information about all seven institutions will finally be summarized in one publication. The free, glossy handout will feature the strong points of each school.

On Sept. 9, each UNS school sent one of its ad-

missions counselors and one of its information staff to Reno to plan the brochure. Publication is planned for spring of 1988, in time for fall 1988 recruiting.

Donna McAleer of UNLV's Information Services said of the brochure, "Here's a prime example of these schools working together. It goes against the stereotype that we're sitting around squabbling."

But a reliable source said, "I'd be surprised if the brochure came out by spring 1988."

Vicki Estelle, UNLV admissions counselor, said, "Yes, UNLV and UNR are competing for the same students. We believe we have a better product to sell. And the people up in Reno believe they have a better product to sell."

On July 19, UNR took out a full page ad in the *Las Vegas Review Jour-*

*nal*, indicating there was "no place like home" to go to college. While students not planning to attend UNR were encouraged in small print to go to one of Nevada's six other colleges, UNR logos dominated the message of the ad.

On Aug. 9, UNLV countered with advertisements in eight northern Nevada newspapers, including the *Reno Gazette*. The ad said that UNLV was "committed to Nevada's best and brightest."

No mention was made of attending anywhere except UNLV. "The first priority for a college's admissions recruiters has to be their own school," Pam Galloway, director of public information for the UNS, said.

"And because they are spread rather thin in Nevada, they don't have

time for much else." UNLV has three full-time admissions recruiters; UNR has but one.

"It's rare to find admissions staff so small at colleges so large," Estelle said. "I worked at a college with a 3,600 enrollment; we had seven people."

UNLV's recruiters visit the Clark County Community College each week and each Nevada high school once a semester, attend college fairs around the west, and continually give admissions information to all forms of media.

When asked why the UNR ads were placed, Schoenburg said, "There are more than enough good students to go around for all the schools in Nevada if we can stem the tide of students leaving the state. In 1986, about 47 percent of Nevada's graduating high

school seniors left the state to go to college. The national average is only 17.8 percent."

When asked why UNLV's ad appeared, Estelle said, "President Maxson asked us to attract as many Nevada students to UNLV as possible."

Added McAleer, the UNLV ad was "in the works before Reno's ad came out. They pushed the timetable ahead for us though."

Bob Gabrielli of UNR's outreach services reported "about six to a dozen" responses to their July 19 ad. No figures were available for the UNLV Aug. 9 ad.

Each school plans to make similar advertising campaigns in time for spring and fall 1988 registrations.

No tax appropriations are used for recruitment advertising.

## Alumni center underway

by *andrea gerlak*

staff writer

Groundbreaking is planned next spring for a new UNLV Alumni Association building.

A two-story structure will be built between Frazier and Grant halls, according to Fred Albrecht, director of the association.

The center will hold the alumni association and foundation offices, an alumni-faculty club, a

visitation center handling tours, a grand hall for banquets and receptions, and an alumni art gallery featuring works from both UNLV students and alumni, Albrecht said.

Approximately \$400,000 in funding came from the state of Nevada, while the other \$1.1 million needed was donated from the community.

An estimated 85 percent of UNLV graduates reside in Southern

Nevada after graduation. This makes for both a large and active Alumni Association, Albrecht said, offering a variety of ideas and knowledge to present UNLV students.

Albrecht, oversees all programs and serves as a middleman between the university and the Alumni Association.

He said he is seeking to establish tradition among

See "Alumni" pg 10

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