

UC system ponders changing admission standards

Special to Sentinel-Voice

OAKLAND, Calif. — Hoping to improve the lot for minority applicants, the University of California is considering whether to tighten the standards for automatic enrollment in its schools. A plan to automatically admit the top 4 percent of graduates from every high school was outlined last Tuesday, the same day official figures were released that showed fall minority admissions dropped 9 percent from last year.

The UC system currently guarantees slots to the top 12.5 percent of all graduates statewide. Some affluent, top-performing high schools send a lot of students, while some poor schools with less access to required preparatory courses send only a handful.

Narrowing the group would improve the chances of minority students, supporters say.

The UC Board of Regents is expected to vote on the proposal in July. The regents

eliminated race and gender as admission factors in a policy that took effect first with graduate students entering in the fall of 1997. Undergraduates are being admitted under the race-neutral policies this fall.

Officials said last week they have admitted 45,933 freshmen to the university's eight general-admissions campuses. Of that total, 7,147 were black, Hispanic or American Indian, categorized by UC as "underrepresented minorities." Last year's figure was 7,843. Asians, one of the largest ethnic groups on California campuses, did not get preferential treatment under the old system.

The numbers represent students accepted at the schools and not the number who eventually enroll. That information should be available later this month. Individual campuses released their own figures earlier, and the declines were greatest at the more competitive campuses.

Minority acceptance increases at UC Berkeley

Special to Sentinel-Voice

BERKELEY, Calif. — The number of minorities accepted to the law school at the University of California's flagship campus increased slightly this year, the second year the school has been without affirmative-action admissions.

Boalt Hall School of Law accepted 32 blacks this year.

Last year, 15 blacks got in, but none decided to enroll. One student who had deferred admission became the lone black student in the first-year class of 270.

Figures also rose for Latino students this year, with 60 accepted, 14 more than in 1997.

To encourage applications, Boalt's admission director Herma Hill Kay visited more historically black colleges than in the past. Black and Latino alumni also held receptions for prospective students in several cities.

In all, Boalt selected 857 of 4,587 applicants,

with about 270 expected to enroll. The school will not know until August how many will sign up for fall classes.

In fall 1996, the last year affirmative action policies were in effect, 20 black students and 14 Latino students enrolled.

School officials noted that attracting minority students is difficult because elite private schools, such as Stanford and those in the Ivy League, can afford to offer more enticing scholarships. As a public school, Boalt is prohibited from targeting scholarships by race.

This is the second year that Boalt and other UC graduate and professional schools have chosen their first-year classes without any preferences for race or gender.

The new rules ending affirmative action in admissions were phased in this year for undergraduates, resulting in sharp drops in the number of blacks, Latinos and American Indians at the most competitive UC campuses.

Choosing name one of most important business decisions

Special to Sentinel-Voice

Q. Dear Regina: Together with two long-time business associates, I am opening a boutique that will carry exotic imports, hand-painted figurines, greeting cards, stationary items and fine art prints. As equal-partners, we are at odds on names that run the gamut from cute to complex. I'm the cautious one. I say that the name should not limit us in products or in clientele base. We're ready to call a truce by simply using our last names; a good public relations move, in my opinion. Please settle this argument.

A: The choice of a product or company name is one of the most important decisions that a business will make.

A good name can be similar to a patent, proprietary software and other intellectual property, in that it has the power to create a monopoly position in the consumer's mind.

Today, finding the right name is more difficult than ever. There are over two million U.S. Federal trademarks and the number is increasing. The Internet is eliminating geographical boundaries. Legally available names that are clear, distinct and memorable are scarce. Two and three syllable names that are not too descriptive or generic, and that are easy to say, understand and remember work best. Tongue-twisters may leave a hint of intrigue, but unpronounceable mystique isn't memorable.



By Regina Lynch-Hudson

On the other hand, if you call yourselves Andrews, Baker, & Clark, Inc. no one will know whether you're accountants, event coordinators or morticians. A catchy name will create a synergy that aids in recognition.

Q. Dear Regina: I am coordinating a seminar series complete with a roster of guest speakers from various corporations. I want to "doll" up the meeting room that the seminar will be held in and do some things "beyond the norm" to add interest to it.

The audience will be seated for four hours with the exception of several brief intermissions. My audience will be learning tactics to re-enter the job market and make career transitions.

What promotional items can I use to fill the otherwise dull room?

A: Fill the room with "bigger than life" visual aids that stand six to seven feet up from the floor.

Exhibit designers can construct authentic large resumes that will add whimsical interest during intermission. Ask companies to sponsor part of the seminar; in return, they get an opportunity to exhibit their products and services.

Stunning visual impact can be acquired by merging an exciting variety of photo and computer graphics that are representative of the message the seminar is delivering. Also display books that are compatible to the topics that you and your speakers are teaching.

AIDS

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is not spread through casual contact. I suggest volunteering to help a family afflicted with AIDS — be a driver, a baby-sitter, a friend in need. When you do this, take your child along, and use the opportunity to educate them about the disease as well as to help them learn that service is the rent we pay for living on God's beautiful earth.

Tyson

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Foster Care Month.

"I told the children to have fun," he said. "My house is your house."

Colbert appreciated the gesture.

"It's good that he is doing this for the kids who never had anything," she said. "It's nice to see that someone famous cares about them."

Tyson grew up a foster child in the Catskill section of Brooklyn and repeatedly ran afoul of the law. He began a boxing career at the urging of foster parent Cus D'Amato, a legend among boxing trainers. He eventually became the youngest man to capture the heavyweight boxing title. A rape conviction derailed his career for nearly four years. After being released from prison, he regained the heavyweight title only to lose it to current WBA, WBC champ Evander Holyfield.

"Mike Tyson is cool to take time out of his busy schedule to have a party for foster kids," said 13-year-old Jessica Vance.

"I never knew that he (Tyson) was a foster child," said Tameka Webb, 14. "I just thought he was being nice."

Some contend Tyson's generosity is a marketing ploy to change his image. Public relations guru Sig Rogich has been helping Tyson remake himself.

"I'm not trying to change," Tyson insisted. "I'm trying to give back."

Tyson will find out July 9 if the Nevada Athletic Commission will renew his license. The commission revoked Tyson's license after he bit Holyfield on the ears during their June 28 title rematch.

Five-year-old Louis Baban thought it was "neat" to meet Tyson and see his tigers.

"It feels great (to meet Tyson)," Regina Fields said, "I love it out here and I love everybody out here."

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