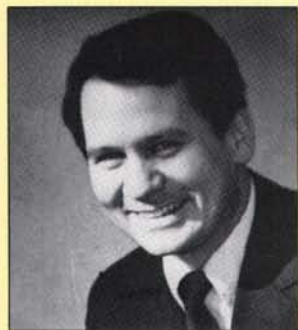


### EDUCATIONAL INSTITUTIONS COMPETE FOR STUDENTS



**O**ne very serious impact of the current recession is the pressure on our public universities and community colleges to carve out portions of their curriculum and faculty to save money. The various taxes utilized to fund education have declined with economic activity. One college dean told me that he does not recall conditions like this since the Great Depression.

A frequent comment made by school administrators is that they are no longer tax supported. Instead, they are tax assisted. Tuition,

endowments, and research grants must provide a growing proportion of financing for public education today.

In states with a number of campuses, decreasing budgets are forcing decisionmakers to look critically at redundant programs. The temptation is to consolidate specialized curricula like turf management or golf course operations and offer these programs at fewer locations.

The bottom line today is universities must compete for students to justify funding. They not only must compete with other state campuses, they must also compete with community colleges within the state.

Technically, universities should not compete with community colleges. In many states, universities can offer two-year programs similar to community colleges, but they can't give associate's degrees. Instead, they provide graduates with a certificate of completion.

Whether or not a person graduates from a community college or a certificated program, there are jobs in the golf and sports turf industry waiting for them. What, then, is the value of a four-year university degree?

To earn a four-year degree, a student must take classes which go beyond technical competence. They include subjects such as writing, economics, law, foreign language, and personnel management. In some cases, students may also take advantage of courses on design, entomology, pathology, and chemistry. These additional courses make an important difference when a person becomes a manager and must make knowledgeable decisions when a job varies from the norm.

Many turf managers complete two-year programs, work for a few years, and then return to school for a bachelor's degree. They do this to qualify for management positions in the industry.

Community colleges need to do more to encourage their students to continue their education at universities. At the same time, universities should try not to compete with community colleges for students. In times such as these we shouldn't be confusing students about their education options.

*Bruce F. Shank*

### SEPTEMBER

**17-19** Virginia Tech Turf and Landscape Field Days, Virginia Cooperative Extension Service, Virginia Tech Campus, Blacksburg, VA. Contact: J.R. Hall, III, (703) 231-5795

### OCTOBER

**2-3** Southern California Turfgrass Expo, Southern California Turfgrass Council, Orange County Fairgrounds, Costa Mesa, CA. Contact: Chuck Wilson, Expo chairman, (714) 951-8547.

**13-16** Florida Turfgrass Conference And Show, Florida Turfgrass Association, Prime F. Osborn III Convention Center, Jacksonville, FL. Contact: FTA, 302 S. Graham Avenue, Orlando, FL 32803-6399, (407) 898-6721.

**16-17** Texas Turfgrass Conference, West Texas Golf Course Superintendents Association. Contact: George Fugitt, WTGSSA, 5402 21st Street, Lubbock, Texas 79407, (806) 792-7442.

**16-17** Annual Conference, Southwest Turfgrass Association, Farmington Civic Center, Farmington, NM. Contact: Lynn Ellen Doxon, Executive Director, 9301 Indian School Road, NE Suite 201, Albuquerque, NM 87112, (505) 275-2576.

### NOVEMBER

**3-5** Annual Meeting, Georgia Golf Course Superintendents Association, Jekyll Island Club Resort, Jekyll Island, GA. Contact: Karen White, GGCSA, P.O. Box 683, Watkinsonville, GA 30677, (404) 769-4076.

**5-6** Annual Meeting, Indiana State Lawn Care Association, Indiana State Fairgrounds, Indianapolis, IN. Contact: Robert Andrews, (317) 575-9010.

**5-8** Turf And Grounds Exposition, New York State Turfgrass Association, Rochester, NY. Contact: NYSTA, P.O. Box 612, Latham, NY 12110. Telephone (518) 783-1229 or (800) 873-TURF.

**17-20** Educational Conference, National Institute on Park and Grounds Management, Hyatt Regency, Louisville, KY. Contact: NP & GM, Executive Offices, Box 1936, Appleton, WI 54913-1936, (414) 733-2301.

Send announcements on your events two months in advance to editor, *Golf & SportsTURF*, P.O. Box 8420, Van Nuys, CA 91409. Fax: (818) 781-8517.