

# Education at UCSC is a real bargain

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SANTA CRUZ — The University of California at Santa Cruz has hit the top 10 in Money magazine's chart of universities and colleges that offer high-standard educations at reasonable prices.

Money picked five schools from the South and Southwest, four from the Midwest and only one — UCSC — from the Pacific coast.

"At last we've been discovered," said Dean of Admissions Richard Moll this morning.

"The true academic quality has been camouflaged for so long in the image of the laid-back, the flaky and the avant-garde, when beneath that image, that thin veneer, is an academic university of high quality."

Money staff writer John Stickney said all 10 of those chosen were schools where freshmen score higher on national tests, dropouts are fewer than the national average, costs are less, financial help is generous and standards are higher overall. The choices were reviewed by experts from Harvard and the University of Pennsylvania.

He also used the less-tangible criteria of Harvard sociologist David Riesman, who Stickney

notes is a "connoisseur of colleges."

"Basics should include," says Reisman, "a climate that makes demands without being too aggressive or competitive; a senior faculty that regularly teaches undergraduates, not just graduate students.

"(Also) a president with vitality and imagination; an international exposure, with U.S. students working abroad and foreign students on campus; and an atmosphere of civility that tends to prevail more in residential colleges than in a commuter school."

Stickney says of UCSC, "(It) has the most spectacular setting in the California state system ... (and) is also the system's most experimental.

"Sciences are outstanding, not least because of the chance for students to work hands-on at such facilities as the school's nationally-known Center for Marine Studies."

UCSC is strong in ethnic studies and has such luminaries as mathematician/songwriter/performer Tom Lehrer and philosopher Norman O. Brown, Stickney points out.

Moss says the national recognition means "it will just be a

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matter of time for us to be fully understood in our own backyard."

He says that over the years, relations between the university community and the town community has been one of its points of stress.

At the moment, a couple of those points are UCSC's proposed high-tech park and resistance from the town to a unilateral decision by the university over its development.

And, the continual challenge of the ethics of a university vote that has a strong influence on local politics. Presently there is a court case under way to determine if as many as 450 votes cast on campus in the last City Council election are legal.

Those events, and the attitudes that develop from them, have hidden the true worth of the university that came to Santa Cruz in 1965, says Moll.

"But, more and more local people are taking classes here. Adult students and the number of local high school students enrolling here has enormously increased the past three years.

"They are discovering significant academic depths here."

He says that freshmen applications are up 20 percent over last year and the Money article will probably boost that more.

Money listed, in no order of best to worst, UCSC, Wake Forest in North Carolina, New College of the University of South Florida, Miami University in Ohio, St. Joseph's College in Indiana, Millsaps College in Mississippi, Wheaton College in Illinois, St. Olaf College in Minnesota, Rice University and Trinity University, both in Texas.

None of the top 10 had total student costs above \$10,000 a year and UCSC was listed at \$9,524. Its enrollment is 6,300.

Only three of the 10 are public universities, such as UCSC.

Moll said, "It's ironic that a national magazine like Money will pick up on these resources, rather than the people in your own backyard."