

REGENTS: *Study suggests ways for Tech to tackle parking pinch*

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want to ensure that future tuition boosts don't price middle-class families out of higher education.

To that end, the regents approved the hiring of a consulting firm that will survey applicants to the university on how tuition increases might affect their decision to enroll at Tech.

Stamats, an Iowa-based marketing firm that often works with universities, will conduct an online survey over the next 90 days to find out from prospective students the answers to questions such as, "Why did you come?" and "Would you still have come if tuition (were higher)?" according to Marcy.

Tuition increases might have helped retain faculty who might have left for better-paying institutions, but Marcy

said he was worried about the "second-order effects" of tuition increases, such as students opting out of more expensive majors or simply deciding they can't afford to borrow the extra money to go to college.

"We don't want to impact first generation or minority students," he said.

Parking woes addressed

Tech regents also heard a report on the university's parking needs, which concluded that current available parking is not meeting student needs in the sections of the Tech campus with the highest demand.

The study also found that the university will face a parking shortage of 1,200 spots by 2009.

The report, created by Walker Park-

ing Consultants, suggested charging different parking fees depending on how far away the lot was from the campus core and collecting a parking surcharge on ticketed events at the university.

The report also recommended building a 1,200-car parking garage close to the core of campus.

The philosophy, according to Walker Parking Consultants Vice President Jim Moran, is to ensure that no one gets turned away from parking on campus, "but you pay for convenience."

The study will now be discussed in a number of forums, including town hall meetings, phone surveys and focus groups, before regents make a final decision on how to address Tech's

parking situation.

In other business:

■ Regent Windy Sitton presented a report on the proposed new building for the Jerry S. Rawls College of Business Administration, suggesting the location of the building be moved from west of the Agricultural Education and Communications Building on 15th Street to a location on University Avenue just south of 18th Street.

Sitton said the new location would give the business school greater visibility and would allow the school to take advantage of its proximity to both the Market Alumni Center and the Skyviews Restaurant in the Bank of America building at the corner of 19th Street and University Avenue.

The new location would boost the

project's price tag to \$60 million.

■ The regents honored five faculty members as Horn Professors, a distinction that recognizes scholarly achievement and outstanding service to Tech.

The newly minted Horn Professors are: Vivien Allen of the Department of Plant and Soil Science, Susan Hendrick of the Department of Psychology, Greg McKenna of the Department of Chemical Engineering, Sunanda Mitra of the Department of Electrical and Computer Engineering and Marilyn Phelan of the School of Law.

Sixty-two faculty members have been named Horn Professors since 1966; 25 remain on faculty.