

**WEATHER:** Wednesday, partly sunny with a slight chance of thunderstorms. Highs around 80. Wednesday night, partly cloudy with a slight chance of thunderstorms. Lows in the upper 40s to mid-50s. Thursday, partly sunny. High around 80.

# Daily Nebraskan

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Mark Davis/Daily Nebraskan

## Cup Wars

An unidentified fan, right, in the east section of Memorial Stadium winds up to throw a plastic cup in a cup fight. Two fans hide under their chairs. The fight started in the fourth quarter of Saturday's Nebraska-Utah State game in the southeast section, then moved to the northeast section where students built a

long chain by putting the cups together. The chain was approximately 125-feet long and when it started to break, the cups were thrown in clumps, causing many people to leave the stand.

## Health Center use increases

By Lisa Twiestmeyer  
 Staff Reporter

More students are using the University Health Center, according to statistics from the third annual Campus-Wide Student Health Survey.

The survey, conducted last spring, polled a random sample of 303 students on their health status, health practices and health center use, said Dr. Gerald Fleischli, medical director of the health center.

Greg Barth, systems manager at the health center, said one of the main reasons for the survey is to receive data from students who do not use the health center. Barth said that although an in-house survey of patients is done twice a year, it only gives information on students who received treatment there.

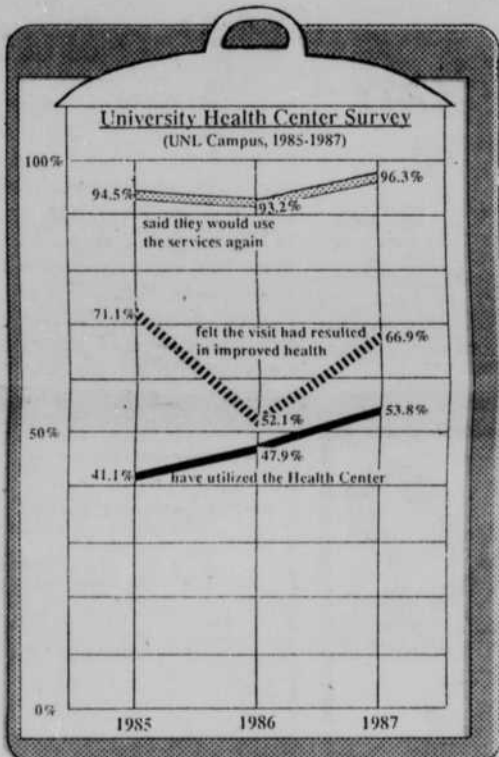
"We want to know the input of the people who don't come here, and why," Barth said.

The survey indicates that the number of students who use the health center has increased more than 10 percent in the past three years. In 1987, 53.8 percent of students polled had used the health center in the last year, compared with 47.9 in 1986 and 41.1 in 1985.

An upward trend also showed in the percentage of students who felt their visit had improved their health, from 52.1 percent in 1986 to 66.9 percent in 1987. More students — 96.3 percent — also said they would use the health center's services again, up 3.1 percent from last year.

Of the 46 percent of students who did not use the health center, 4.3 percent said a previous bad experience at the health center kept them away. Dissatisfaction also was expressed among 3.7 percent of health center users who said they also would not return. Barth said negative feelings like those are a major concern at the health center.

"If a small number of people are dissatisfied," Barth said, "they tell their friends and the



John Bruce/Daily Nebraskan

number multiplies. Small incidents can then cause a negative perception."

But, Barth said, the number of dissatisfied students is not on the increase. Overall, he said, there is a positive perception of the health center's services.

Less than one percent of students surveyed said the health center was more expensive than services in the outside community.

"It's important that students recognize that the health center costs less," Fleischli said. "Some students do not realize just how much medical services cost in the real world."

Students surveyed suggested better advertising of services and less waiting time for appointments were the main areas of improvement needed at the health center.

## UNL Vice Chancellor Yost to transfer to Washington

By Dorothy Pritchard  
 Senior Reporter

John Yost, vice chancellor for research and dean of graduate studies at the University of Nebraska-Lincoln, said professional opportunities and a desire to return to his home state persuaded him to accept a position at a Washington university.

John Yost will become the vice president for academic affairs at Western Washington University in Bellingham, Wash., effective Nov. 1. Yost said it was a difficult decision to leave UNL, where he has worked for 20 years.

"I wanted to make a contribution to a developing institution, and that's how I would characterize that university," Yost said.

"It's never easy to leave an institution for which you have a great deal of loyalty and affection," Yost said. "But change is an important part of life. Part of what I call the rhythm of life."

Yost, 52, said he is optimistic about the future of research at UNL. But despite a commitment by Gov. Kay Orr to spend \$60 million for research over the next five years and a proposal for an information-engineering computer link between UNL, Dartmouth College and Prairie View A&M University in Texas, Yost said the time was right to leave.

"It's better to leave at a time when things are positive . . . rather than leaving frustrated, discontented and unhappy," he said. "That's certainly not my situation."

Yost said salary was not a factor in his decision to resign. His "total compensation package" at WWU is comparable to his \$80,500 UNL salary, he said.

WWU is not a research university in the same sense that UNL is, Yost said, but his duties will be similar. He will have the same responsibility in administration, research and teaching plus

some aspects of student affairs.

"It will be a great challenge," he said.

Yost praised his colleagues at the university.

"It's a great privilege to serve (Chancellor) Martin Massengale," Yost said. "He has an absolutely selfless commitment to serve this institution."

Yost was named vice chancellor for research and dean of graduate studies at UNL in 1986 after serving that position on an interim basis for 10 months. With a strong belief that the offices of graduate studies and research should be "intertwined," he played an integral part in combining the two offices and was the first person to direct the newly joined departments. He also was instrumental in developing interdisciplinary centers at UNL, such as bringing the biochemistry departments on East Campus and City Campus together under one department.

Yost also served as assistant to the UNL chancellor, interim academic vice chancellor and associate to the chancellor.

His teaching and research specialties include the history of ideas, the late Middle Ages, the Renaissance and Reformation Periods, the history of Christianity and historiography. He edited a book of essays, "Facets of Theology and Ethics in Contemporary Religious Thought," and has published several other scholarly journals.

Yost received a bachelor's degree in history from Washington State University, a master's degree from Stanford University, a master's degree from the Harvard School of Divinity and a doctorate from Duke University.

Yost and his wife, Linda, also a native of Washington, have two sons, Chris, 22 and Jeff, 19.



Yost

## Franchise Club to have Burger King interns

By Linda Bendixen  
 Staff Reporter

Burger King will give some University of Nebraska-Lincoln students something more than a place to eat.

Through an agreement with the franchise student program, at least one UNL student each semester will be a franchise intern at the Burger King in the Nebraska Union, earning money, practical experience and possibly college credit.

The internships are offered to students in the franchise class through the International Center for Franchise

Studies.

ICFS opened its doors in January 1984 and began its first class in the fall of that year. ICFS programs include the Society of Franchising, the International Franchise Association Education Committee, an Executive Advisory Board, a comprehensive resource library, the Franchise Club, the internship program and the franchise class.

The class is taught by Cheryl Babcock, executive director of ICFS. The class, a 400/800 level elective, incorporates information from other business classes such as Accounting 201/202, Marketing 341 and Business Law.

"The class takes all the information from the principal classes and brings it all together in one class," Babcock said.

In a franchise, an independent businessman pays the franchise an initial fee followed by monthly royalties. In return, the franchiser provides a trademark or logo and an established product.

"People know what to expect from a franchise," Babcock said. "If you are in Dallas and want a burger you go to a Burger King or McDonald's. Betty's Burger Barn may have the best burgers in Dallas but you don't know that. You

know what to expect at McDonald's."

Babcock said 5.6 million people are employed in franchises. Franchising accounts for one third of all retail sales. This figure is expected to rise to one half by the year 2000.

"It's the wave of the future," Babcock said. And, she said, UNL is a leader in this wave.

"UNL is the only major university with franchise programs — the only one that teaches a franchise class each semester for credit," Babcock said.

The franchise class evaluates potential franchise businesses. Groups of three to four students are assigned an

actual client to evaluate on management policies, on-going advertising, finance and accounting and business opportunities.

The clients are required to talk to the student groups for at least one hour each week or two and to be available to the groups by telephone. Student groups are given access to the clients' business records. All information released by the company is kept confidential. The only cost to the company is its time.

The class, along with the Franchise

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