

WITH STANFORD University T-shirts marked down to five dollars at local Target stores,

Chicagoan Gerhard Casper assumed the presidency of the beleaguered Farm this week.

Casper, a German-born legal scholar and close friend of nixed Supreme Court nominee Robert Bork, reportedly spent the last few weeks meeting privately with local leaders—under a fig tree, we're told—to assess Stanford's situation.

METRO was not, of course, invited to those figgy symposia. But never let it be said that we shirk our responsibility to dispense unsolicited advice. In that vein, here are METRO's ten suggestions for a successful Stanford presidency. Most seem like common sense, but don't be fooled. At Stanford, each of these ideas has been debated, contemplated and, ultimately, dismissed as absurd (or worse) over the last few years.

10 Invite the Grateful Dead back to Frost Amphitheater. Cardinal football fans cause more damage and commit more crimes than Deadheads.

9 Rehire Bob Beyers. Get down on your knees and beg him to come back if you have to. The former P.R. director's tell-it-like-it-is approach won him and the university respect among journalists and kept Stanford's P.R. sores from festering into open wounds, as they have since Beyers was squeezed out. The day he left was the day Donald Kennedy's administration went into its terminal phase.

8 Open the Business School Library to the public. The public paid for these resources. Let the public use them. Or take the \$200 million in tax subsidies you get and donate it to local public libraries that are having trouble keeping their doors open.

7 Expand the number of classes offered to the public at a nominal fee. Stanford, one of the nation's largest private universities,

offers but 25 classes per quarter to the public, at \$120 per unit. Or donate that aforementioned \$200 million to local public schools, which are in worse shape than libraries.

6 If you're looking to assess responsibility for the mess made of the university's public relations and government relations, start with people who have the words "Public Relations" or "Government Relations" in their job titles. Sack 'em all. Or better yet, put them to work in the cafeteria.

5 Beef up Stanford's speakers bureau. Make the university's top experts available to local schools and community organizations free of charge. We're talking about the celebrity profs, the ones who usually charge big bucks to open their yaps. They'll still make plenty of dough on the national circuit, but locally they should be more easily accessible. If they won't share their wisdom with the rest of us, send them packing and find other superstar academics who'll be a little more public-spirited. (There can't be any shortage of leading intellectuals coveting a spot at Stanford.) If you don't have the stomach for that kind of a move, at least charge them double for meals at the faculty club.

4 Move out of Hoover House, the presidential palace, and get a real house. Rent out Hoover House and use the proceeds for scholarships. There's no shortage of ritzy venues for VIP receptions. Stanford needs a president, not a monarch.

3 Ditch Stanford's patent office. The university owns land and buildings, not the minds of its scholars and students. Help Stanford scientists develop new knowledge instead of trying to pry every penny out of them.

2 Fortify Stanford's social studies research programs. Most of America's current problems are social, not technological. Make the study of social progress as important as the race to perfect a new CMOS bipolar chip production etching process.

1 Don't listen to Donald Kennedy. If he knew what he was talking about, you'd still be in Chicago.