

Community College CAMPUS NEWS

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Cool! Free on Campus!

March 2011

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Bar cards gone wild!

Community colleges look for ways to stop the ads

Laura LaVacca
Campus News

Underage drinking is a huge problem on college campuses. No surprises there. But what's an even bigger problem? Local bars and clubs setting foot on campuses to distribute fliers and cards to students, including those under 21 years of age.

Cards are usually found strewn in classrooms or left in highly populated areas like cafeterias. Some persistent promoters leave ads on the windshields of cars. A look at any of the cards would make anyone's eyebrows raise, as they often feature an array of ridiculous images including scantily clad women, students drinking on bars or dancing wildly. A local

bar located just down the block from both Nassau Community College and Hofstra University campuses on Long Island distributes cards that feature half-dressed young women dancing and touching each other on top of a bar. These images are used to entice students to come to the bar and engage in the same activities (or at least hope to).

Nassau Community College sophomore, Stacy S., acknowledges their annoyance, "I think they should find a different place to promote them so kids can focus on their studies instead of worrying about the bar to go to on the weekends. They're always on my car, but I don't pay mind. I

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Bar cards found at Suffolk CCC.

Student loans: Study now, pay later

Jen Marx
Campus News

Unless you win the scholarship lottery, going to college for free simply is not going to happen. As Nicole Leone, a recent graduate of a New York institution says, "Student loans are necessary these days. The cost of education is higher than parents/students can afford, and most people don't have a choice other than taking out loans in order to educate themselves."

Even before these times of economic warfare, students struggled to pay for their college tuition. All of us have heard of someone well into their 30's with a spouse, house and children, who is still paying back loans from their past days as an undergraduate or graduate student.

Where is the line though? At some point or another - if you want to attend college - you need to figure out how to pay for your education. Although state sponsored schools are significantly cheaper to state residents, it's not as though the tuition is just chump change. These factors considered, do we start to draw that arbitrary line when we distinguish an average or below average school from a prestigious institution?

Nicole Dinger, a recent graduate from the University of Scranton in Scranton, Pennsylvania, states, "I definitely think it is worth to take out a loan for any school. I think having the college degree will help

open the door to a higher paying job. This will help you have the money to pay back the loan once you start working. If you get into an above average school it is definitely worth it to take out the loan to go to that school. I feel that having a degree from an above average school will give you an edge on other applicants while applying for a job."

We see the effect of stream of consciousness in Dinger's words. Initially, yes, she believes that loans are worth it for any

Is it only worth it to take out a loan for a Harvard or a Yale? Or are 'average' schools OK?

school. However, after considering how the proverbial door will be open, she appears to realize that greater benefits will be reaped from putting the money into an education at an above average institution. This consideration leads us to our next question: Do employers care which school you attended?

Perhaps Leone helps us to solve that dilemma. When asked how she feels about taking out large loans, she said, "If you've lived your entire life dying to go to Yale or Princeton and you're admitted, but will have to take out loans, then I'd say it's worth it to follow your dreams." Here we have a fairly typical view of the previous question posed. Though we cannot be 100 percent sure, it seems to be the case that employers do not

really care where you went to school, unless you went to one of prestigious Ivy League institutions.

In this perspective, taking out huge loans is really only necessary or positive if you are planning to attend a school of extremely high regard. Therefore, doing so for an average or a below average school falls by the wayside. However, both of our interviewees, did take a favorable tone when talking about student loans. Leone

stated that it's almost impossible to attend college without one, and Dinger said that she "[thinks] student loans are a great thing." Although their opinions are couched in uneasiness about loans for lesser institutions, they still have a fairly

positive view of student loans.

Therefore, we are presented with another dilemma. What do we do with the student who cannot get into Yale, Princeton, Harvard and so forth, but still has a dream school that is well beyond budgetary means? Practicality must come into play, as we learn from Andrew Cody. Although he wishes to keep his school of attendance anonymous, he has a strong opinion about the cost of attending private institutions.

His opinion is that, "...if [you are] attending a private university, then a loan is not the wisest decision. In my mind, if you can't pay back the loan in 5 to 10 years, then

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Letter from the Publisher: On ‘bar cards’

Darren Johnson
Publisher

Teaching at Suffolk County Community College over the past several years — different than at the four-year colleges I’ve also worked for — obvious were not only the proliferation of what are termed “bar cards” (see cover story) all over the campus but also students’ blasé acceptance of them.

Campus committees I’d serve on would decry them, and try to ban them — rightfully saying they were encouraging underage students to drink at their (sometimes seedy and raucous) establishments, and that they were also litter — but I’d mention them in my classes and only get blank stares from students.

I would mention bar cards and their controversial nature in editorial meetings of the student newspaper I advised and to my journalism students, but no student writer ever picked up the story.

But, when I’d teach an early morning class, I’d find a bar card neatly laid on each seat some mornings. I’d quickly swoop them up before the students entered. Whoever would deliver the cards apparently would also write the bar’s message on the blackboard in chalk. I’d erase that. But how many professors don’t bother to clean up these messes?

And how do these bar cards appear, almost magically, all over campus? Classrooms are typically cleaned after the 6 to 9 p.m. classes. I taught a class that started at 7:30 a.m. and had already been hit by a bar-card carrier. Does he sneak in in the mornings? Who lets him in? Do the janitors know?

How many students just unquestioningly accept whatever marketing is thrown at them, whether or not it is raunchy and exploitive? Because the bar cards usually dropped off at Suffolk were not subtle in the least, and, though much less of an issue, could usually use a proof read.

Students drink. That’s not the most offending issue for me; many top college administrators believe that the drinking age should be lowered to 18 or 19 for completely different reasons. What’s offensive is that young, impressionable students, many of whom are already at-risk academically, are being targeted at their home campuses — a place for study, a haven of sorts — by some bar owner with a pinkie ring who can’t even spell and puts T and A on glossy cards, hoping to grab whatever disposable income undiscerning students may have. The cards promote idiocy and scoff at their educations. Considering so many students at community colleges freak out and disappear mid-semester, they don’t need such distractions while on campus.

You don’t see the local orchestra or poetry group leaving cards everywhere on

campus. They don’t need to be so in-your-face. If one has a genuine product, people will find it.

And let’s face it, the bar owners are winking and nodding to the under-21 students (traditional two-year students are 17-20) that they will be let into the bar and, once in, there will be such a scene that alcohol will be easily found by all. No matter how one feels about the drinking age, it’s clear that the publishers of the bar cards are promoting an illegal activity.

(I’ve rarely seen the cards at four-year campuses, where more students are 21+, and, when I do, the cards are usually more tastefully designed. Perhaps community college students are easier pickings?)

On the litter issue, students reportedly slipped and were injured by stepping on the glossy bar cards at Nassau Community College this winter. A committee was formed to try to quash the illegal card distributors.

One problem is, unlike at the major SUNYs, most community colleges only have hourly security guards who don’t have police power. The campuses are public property, open to even non-students. Though even if the guards do nab a bar-card carrier, what possible trouble can he get in? Likely not much.

Unlike for newspapers, the First Amendment doesn’t apply very strongly to pure advertising vehicles. Student newspapers could run bar ads, in theory, but most ban such ads per their club constitutions. Campus News chooses not to run exploitive bar ads, as well. TV and radio ads are too expensive for the typical bar owner, and the coverage too broad, so they feel their only choice is to advertise via guerilla methods.

But these type clubs seem to get new owners year after year. They don’t have solid business models.

Perhaps they have made an advertiser’s worst mistake — not understanding the audience and the marketplace.

By creating raunchy cards that in no way fit into the mission of an institution of higher learning, they find themselves banned, hated, chased after, swept up, spurned. Perhaps with a bit of taste — not only with the way the bar cards are laid out and written, but also taste in the types of activities their clubs offered — the bar cards would be more accepted. Maybe also forego the slick paper so people don’t slip on them.

Perhaps if they had a better bar to begin with, they wouldn’t need to advertise.

My favorite bar in college didn’t advertise at all on campus. We just knew which nights were hot — where local bands would play and the conversation flowed — by word of mouth. The location didn’t need thumping disco music, stupid games, scantily clad soft-core starlets or weird lighting. It was popular because it was REAL. That’s something Mr. Pinky Ring will never know how to be. So the bar cards will keep on coming.



Group calls for more cyber privacy

Cassie Stone
Scripps Foundation

It sounds like something from a Hollywood conspiracy movie: Huge databases of private citizens’ personal data — from parking tickets to Facebook status updates — being searched by government analysts.

A pattern emerges. An investigation begins.

Typically, people being investigated have no idea this is going on. They have no right to find out what information is about them is in the databases.

It’s called data mining. Supporters of the practice of compiling and analyzing individuals’ public and private records, say it is necessary to maintain national safety.

But opponents say it violates Fourth Amendment protections against unlawful search and seizure and it is not effective enough to justify the cost of maintaining the databases. One Washington group, the Constitution Project, is asking the president

and Congress to establish more oversight and accountability for data mining. “We can adopt rules that both allow the government to harness the vast seas of information for our collective benefit and simultaneously protect the delicate relationship our Constitution established between the government and the governed,” the Constitution Project said in a data mining study released Dec. 7. The study suggests governing practices for the executive branch and federal agencies. The Constitution Project provides legal opinions on constitutional issues. Both government and private agencies use data mining. So-called fusion centers, which could be run by the government or private companies, bring information from multiple data banks together. Another problem critics cite is the number of false positives created by pattern-based searches. With a pattern-based search, analysts use a behavior profile to determine if someone could be a terrorist or other kind of criminal.



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Did video kill the college radio star?

Dave Paone
Campus News

Back in the day, there were no iPods, no CD players, no cell phones with Internet access, no satellite radio and no cable TV with music channels. There was even no such thing as FM radio. At home, one's choices for musical entertainment were limited to vinyl records and AM radio and, if you were in your car, just AM radio.

Hard to believe.

Today AM radio is almost all talk. New York sports fans tune into WFAN to hear commentators pontificate on their favorite teams. But in its heyday, AM radio was mostly Top 40 and the home to local DJs with bigger-than-life personalities.

Long before WFAN was "Sports Radio 66," it was WNBC, home to Bruce Morrow, affectionately known to listeners as "Cousin Brucie." NewsTalkRadio77 was WABC and called itself "W-A-Beatles-C" upon the arrival of The Beatles in February of 1964.

These stations, along with WINS (not news at the time but Top 40) gave New York listeners DJs who were almost as popular as the bands they showcased.

If you have parents or grandparents who grew up in the New York area between the 1950s and 1970s, tonight at dinner look one in the eye and say, "Cousin Brucie, Murray the K, Harry Harrison," and "Ron Lundy," and see what the reaction is. Chances are you're going to stir up some fond memories. These names are synonymous with the music they played

and have their place in collective memory of anyone who grew up in New York.

But where are the contemporary DJs who will be fondly remembered by today's youth? It appears the local DJ's position in society barely exists any longer and will perhaps one day be obsolete.

DJ Howard Stern, who's had a long, successful career in radio, recently said



KCC's Merilin Juhkam. -dp photo

during a broadcast that radio is no longer a good career choice for young people. While his vast experience in the industry may prove that statement to be true, students at Kingsborough Community College aren't buying it.

Elissa Nieves, 25, knew she wanted to

KCC and was a broadcasting major. She currently works at the school's radio station, WKRB, as the Assistant to the General Manager, Robert Herklotz. She's also the Director of Training for the station.

Altone Viera is a second-year broadcasting major and the Music Director for WKRB. When he was a child he recorded his own "radio shows" on a tape recorder, including commercials and music, with his sister acting as his co-host.

His goal is to produce audio and music and he feels his training in production at KCC will enable him to do just that. "Everything I'm learning here I will be using later on," said Mr. Viera.

The broadcast program at KCC started in 1979 under the charge of radio producer Dr. Cliff Hesse, who runs the department to this day. Dr. Hesse knows opportunities in radio alone are limited, so the program gives a wide-range of courses in broadcasting to help the stu-

dents be more desirable to employers.

"It's pretty all-involved," said Dr. Hesse. Students "take courses that are required in every area... not just radio broadcasting but other uses of sound, which is where it's really exploding: live sound, theatrical sound, Internet, all of these are radio elements that have now moved into other venues. Sound for video and television and film is extraordinarily complex, and we do that at the end of our sound course."

Other courses in the program include video editing, television studio production, lighting for the media and a new technology course that was added in the last two years and explains how to connect all these items together so they work as one.

Currently the official title for the broadcast major at KCC is Broadcast Technology and Management but come

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A radio program lives on and gives up the word 'broadcast,' but deals with an uncertain future

be in radio at age 13. "One day I was listening to the radio, and I realized that would be such a great job. That would be so much fun. I can talk on air, I get to listen to music, I get to meet people. Ever since then I fell in love with it. I decided that was what I wanted to do."

Ms. Nieves is a 2006 graduate of

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Student loans (cont. from cover)

it is NOT worth it. Private universities for undergrad work is not a good idea to begin with. For instance...I left [my previous school] with over \$100,000 in loans. Even if I did graduate and get my nursing license, I don't think I would be able to pay that down in 10 years. In fact, that's the very reason I left. My loan didn't cover all of my tuition and had to pay out of pocket a small percentage of my tuition."

Cody hits the nail on the head with his hypothetical situations. Consider how you will be personally affected by the loan, and how long it will take you to pay it back. For those who need to take out six figures in loans and do not expect to be able to pay it back within a decade, consider attending an institution with a lower tuition cost. Perhaps that means going to a state sponsored school, which does not mean that you need to sell yourself short. You could still very well have to take out loans, but the overall amount to pay back will be less.

'I left my previous school with over \$100,000 in loans.'

Apply to a dream school, a safety school, and schools at different levels in between. When you are wondering if taking out a loan for an average or below average school is worth it, you must remember that not everyone has the option to go to an above average school. Not everyone has the grades necessary. Therefore, you need to make the best of what you have.

Once you have accepted the type of institution that your grades will get you into, weigh what you will gain -a career, happiness, success - with what you will put in - money, loans, and time to pay them back. If loans are going to take over your life for the next two decades, consider a public school on the same level as your target private school level.

In a world where healthy doses of objectivism are present in our everyday lives, sometimes it's hard to take a step back and remember that some situations truly depend upon the individual's circumstances, needs, desires and abilities.



'Le Couple' by Niki de St. Phalle

Women's history at RCC

Come to Rockland Community College to celebrate and learn about the history of women's lives and achievements. Women's History Month events continue throughout the month, ending on March 31 with award-winning novelist, Colm Tóibín, author of "The Blackwater Lightship" (1999), "The Master" (2004), "Brooklyn" (2009), and his recent collection of short stories, "The Empty Family" (2011), leading a discussion of his work. Also:

Monday, March 7, 11:00 am

Lecture: 21st Century Slavery: A Personal Story, Student Union Center, Room 3214

Author Beatrice Fernando will recount her harrowing experiences as a woman who was trafficked into slavery. This event is part of a series of programs designed to raise awareness about the continuing problem of slavery in the modern world.

Tuesday, March 8, 11:00 am

Film Showing: Iron Jawed Angels (2004), Technology Center, Room 8180 (Ellipse)

On the 90th anniversary of women gaining the right to vote, see this film showing of Iron Jawed Angels, starring Hilary Swank as suffragette Alice Paul and Anjelica Huston as Carrie Chapman Catt.

Wednesday, March 9, 7:00 pm

Lecture: Exploring the Challenges and Changing Roles of the Women of Vietnam

Technology Center, Room 8180 (Ellipse)

Learn about the historical challenges that have faced Vietnamese women over the centuries as well as social and cultural challenges that still face women in Vietnam today. Patricia Lazar, RCC Associate Professor of Psychology, will lead the discussion with her daughter, Mya Hai Lazar.

Tuesday, March 15, 11:00 am

Lecture: Pioneers of the Mind: Women in Contemporary Psychology, Technology Center, Room 8180

Kristie Morris, RCC Instructor of Psychology, and Sabrina Rieder, RCC Adjunct Instructor of Psychology, will chronicle the contributions of influential women psychologists to the field of 20th and 21st century psychology.

Wednesday, March 16, 12 noon

Panel Discussion: Saluting Women in Military Service, Student Union Center, Room 3214

Anngela Cooper, President of the Hudson Valley Women's Veterans Association, will lead a panel discussion of RCC student veterans that demonstrates the wide variety of occupations in which women are succeeding in today's armed forces.

Thursday, March 17, 12:30 pm

Lecture: Hot Mamas of Pop Art Technology Center, Room 8180

In this slide-illustrated lecture, Professor Emily Harvey of the Art Department will provide a new look at the women who gave a spirited gender twist to the flashy and seductive art movement of the 1960's. The artwork of Marisol, Niki de St. Phalle, Faith Ringgold, Judy Chicago and other exciting artists will be included.

Tuesday, March 22, 3:00 pm

Lecture: Tolerance and Intolerance: A Conversation with Diana Wilkins, Technology Center, Room 8180 (Ellipse)

Join a discussion with Diana Wilkins, LGBT (Lesbian, Gay, Bisexual, Transgender) Program Coordinator of (Volunteer Counseling Service) VCS Gay Pride Rockland, about bullying and tormenting of LGBTQ individuals and the damaging effects of such intolerant acts.

Wednesday, March 23, 10:00 am

Lecture: Women and Strategies of Power - Past and Present, Technology Center, Room 8180 (Ellipse)

Bruce Delfini, RCC Instructor of History, will analyze the ruling strategies of some of history's most formidable women, including Cleopatra, Eleanor of Aquitaine, Queen Elizabeth I, Catherine the Great, Eva Perón, and others.

Thursday, March 24, 12:30 pm

Lecture: A Woman Engineer's Story, Technology Center, Room 8180 (Ellipse)

Dr. Gloria Reinish will share the challenges she faced as a young female engineer in the 1940s and 1950s while noting contemporary developments in today's engineering field.

Tuesday, March 29, 12:15 pm

Film and Discussion: Ahead of Time (89 min.) Director Bob Richman and Producer Zeva Oelbaum, Technology Center, Room 8180 (Ellipse)

See a documentary film about the remarkable life journey of 99-year-old Jewish American write/journalist Ruth Gruber.

Thursday, March 31, 11 am

Author Discussion: Colm Tóibín Cultural Arts Theater

For more information about the events, please contact (845) 574-4434, or cstem@sunyrockland.edu.

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Bargain U: My fantasy of the \$1000 college

Darren Johnson
Campus News

Wherever I go, I tend to fantasize about business models and efficiency. I'm unsure why. I'm not a perfectionist by any stretch. While I'm not usually a procrastinator, and my attention to detail is solid, I'm not uptight, ultra-organized or dictatorial. I'm no Donald Trump, and my bank account proves it.

But, for example, if I'm in the bagel store, I'll wonder why each worker has to not only take the order, but organize it and ring it up. This creates either a logjam at the register or, other times, leaves the counter totally unattended while the workers are rushing around. A line forms. Some people leave. Others won't come back next time due to the frustration. Wouldn't a better model be having one person — the one best with numbers — whose sole job is to work the register, then a cook and some runners to expedite the orders? A separation of duties? This would seem most efficient, and profitable. Think Ray Kroc.

A few months ago, I was sitting at a conference full of college assessment people and, between speakers, I started to do my fantasy number crunching. I counted the rows of chairs in the auditorium, mostly full, and multiplied by the number of chairs in each row. I figured the average person in the room earned \$70,000 plus benefits. Then I wondered, how much could colleges save right off the bat if all of these people were fired? (Though, longterm, good assessment people SAVE a college money.)

Then I went further. Say a college got rid of all administration except the top dog and a skeletal staff. Say only adjuncts were hired to teach. Could such a business model work?

Now, granted, this idea would never be accepted by accreditation bodies, unions, etc., but I bet it would be wildly popular among students and parents.

I came up with a college that would only cost \$1000 a year. Tell me you wouldn't drop your current school to attend this college. Read on...

The \$1000 college would only accept 1000 students. There would be no financial aid, which requires a whole cadre of financial aid administrators to process, raising costs. If a student can't come up with \$1000, he's probably not college material anyway. That's only a few weeks working at Starbucks. The \$1000 tuition would be non-refundable, as this whole business model relies on all 1000 students paying.

There would be no admissions process. Students with 1000 SAT (combined Math-Verbal) or better would be picked by lottery to attend, though, racial makeup must be comparable to that of the larger community. A computer randomization program can determine the right numbers.

The lottery could be an "event," like the NBA lottery or when Willie Wonka gave out the golden tickets. Rev up the excitement. Yolanda Vega could read the winning lotto balls on WPIX.

With no real admissions process and

with racial diversity assured (take that, Harvard!), no admissions or diversity staff are needed. (The 1000 SAT number is negotiable. It just seems to fit in with the No. 1000-theme.)

There would be no amenities. No bookstore. No gym. No cafe. No library. Those all require staff. Professors will have to assign books that can be easily found for under \$25 (they may be older editions, on half.com). The campus building should be near a public library, a bookstore, a YMCA and restaurants. So many small and medium sized cities in America have empty buildings that would work perfectly as a main campus. Perhaps the building could be donated by the city, taxes waived. A thousand college kids would be a boon to that local economy. The politicians would love it.

Most public colleges in this state seem to be built in the burbs on land that was, at one time, cheap, thus they need to have amenities so the students have the resources needed to thrive. But a campus in a downtown could just rely on typical city assets.

So, what's \$1000 times 1000 students? A cool million annually. Pay the president \$100,000 or so. That leaves about \$900,000.

He or she will need a capable right-hand (\$70,000). Give that person a clerical helper (\$30,000). That's another \$100,000. We're down to \$800,000.

Average class size is 20. So 50 classes are needed each semester — or 100 for the year. If the adjuncts get the typical \$3000/course, that's \$300,000. That leaves \$500,000. Way more than enough money for heat, electric, insurance and a private cleaning company. Even rent could be afforded, if the college weren't lucky enough to get the building donated.

I'd even suggest paying the adjuncts \$5000. That's more than practically any college or university. With that pay, the \$1000 college would be able to attract the best professors from area universities to moonlight. So that leaves \$300,000, roughly, for regular expenses. That should do the trick.

The college would have some quirks. For example, every student must take and pass exactly 15 credits each semester; each course would be three credits. It would take exactly 120 credits to graduate. Failed courses would have to be made up at another college, perhaps. Students who take more than four years to graduate screw up the business model, as that holds up a seat that could be going to a new freshman.

There would be no courses that offer specific job training. Those cost money for equipment. For example, a culinary course requires ovens, food, etc. Instead, courses will be more classical in nature — great books, political thought, pre-calc, statistics, history, composition. Logic, rationality, problem solving, analytical thought and writing will be the skills stressed. Those invaluable skills don't cost much to be learned. No fancy equipment needed. And the best employers want *thinkers*, not machines.

All courses will be pass/fail. A few other colleges, such as Sarah Lawrence, do this. If you're lucky enough to get in, you'll work hard to pass. No specific grading rubric needed. Professors will submit the verdicts online and computers will do all the work, generating letters for those students who are in poor standing. All majors will be only 36 credits with a core curriculum of 12 credits (a science, a math, freshman comp and freshman lit), allowing students lots of flexibility with electives. This will also allow the \$1000 college the flexibility to help students graduate in four years. What courses a student should take will be very clearly spelled out, so he doesn't really need an academic counselor. The president or his right-hand person could act as referee should a student have an issue; say he wanted to substitute an anthropology for a sociology course. The president will have hired the adjuncts, and selected the courses, so should have a grasp of the subjects to be able to decide.

(And why not have some fun subjects? At \$5000 a course, perhaps the CEO of a bank could be convinced to teach a course on wealth, the editor in



chief of a major daily paper on emerging journalism trends, an award-winning film director on Fellini.)

See, it's all quite possible that a \$1000 college could exist, and be decent.

Yeah, eventually, the students might demand a lacrosse team, or someone will get hurt and public safety may be an added department. And don't forget inflation. Slowly, tuition will rise.

And if the president and his or her skeletal staff are weak, the whole organization could fall apart. It would take special people to make this happen.

One might also ask if a \$1000/year B.A./B.S. degree would be taken seriously by employers. I can't see why not. Most employers will hire from any college at the entry-level position, and then it's up to the employee to prove him or herself and move up the ladder.

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D.C. and Albany team up for better teaching

Cassie Stone
Scripps Foundation Wire

Within five years of beginning their careers, 50 percent of teachers leave the field. Teachers in urban schools can last as little as 18 months. A new teacher-education plan aims to stop that. The National Council for Accreditation of Teacher Education released a new teacher education plan at a panel discussion held recently.

Education Secretary Arne Duncan endorsed the plan, saying it is time to “turn teacher-preparation programs upside down.”

He said holes in the teacher-education system have caused the U. S. education system to fall to 24th among 30 industrialized countries.

To construct the plan, NCATE assembled a panel of 10 education experts from schools, colleges, universities and teachers’ unions.

Nancy Zimpher, chancellor of the State University of New York, said previous reforms have merely tweaked the education system created in the 1950s. She said the new plan is “breaking the mold to create something new.”

Zimpher and Dwight Jones, Colorado’s education commissioner, co-chaired the panel. Instead training teachers primarily in academic settings, education colleges will use the medical school model of focusing on clinical practice. Student teaching projects may begin as early as freshman year so prospective teachers will have a wider repertoire of techniques to use when they have their own classrooms.

NCATE wants to improve the education system beginning with elementary school so prospective teachers will arrive at their teacher-training pro-

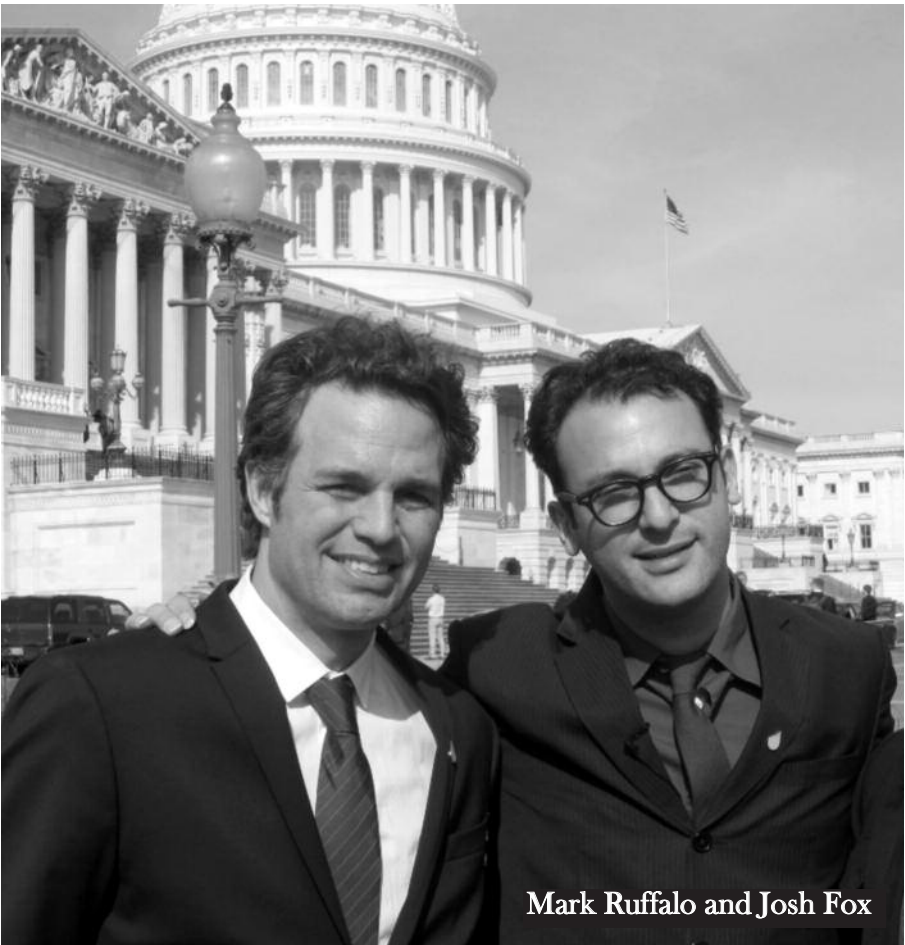
grams with better academic records. To ensure the plan’s effectiveness, the plan recommends a national accountability program to gauge each teacher’s effectiveness.

Frederick M. Hess, director of education policy studies at the American Enterprise Institute for Public Policy Research, presented some concerns.

Hess said he didn’t find anything in the plan about how much it would cost or how it would be paid for, except that it would be more expensive than the current system.

Zimpher rebutted this claim, saying the plan would save money in the long run by keeping teachers from leaving the profession. Eight states have agreed to test the plan. California, Colorado, Louisiana, Maryland, New York, Ohio, Oregon

and Tennessee are taking steps to adopt NCATE’s clinical preparation system. Zimpher said the next step is to create state-level task forces to oversee how the plan is put into effect.



Mark Ruffalo and Josh Fox

Vs. hydrofracking

Melvin Felix
Scripps Foundation Wire

Three congressmen who support legislation to end what they say is a dangerous form of natural gas drilling brought out two celebrities to help argue their case recently: Academy Award nominees Mark Ruffalo and Josh Fox.

The group is seeking oversight of companies that practice hydraulic fracturing, a form of drilling in which millions of gallons of water, sand and chemicals are injected, under high pressure, into a well. The pressure fractures underground sedimentary rock and enables natural gas to flow out of the well. The process is often called fracking.

Fox, an Oscar-nominated director, called for an immediate moratorium on hydraulic fracturing at a press conference outside the Capitol. Fox’s film “Gasland,” which is nominated for best documentary in this year’s Academy Awards, documents the natural gas drilling campaign.

“In the film, you see extreme examples of water contamination where people can light their water on fire right out of the tap,” Fox said.

Ruffalo, also nominated for an Oscar for his role in “The Kids Are All Right,” said hydraulic fracturing companies should be able to prove that they are not poisoning water sources.

“They know it’s impossible for us to prove it because we don’t know what they’re putting in the ground,” Ruffalo said. “If they refuse to tell you what chemicals they’re putting into the ground, then you don’t know what you’re looking for.”

Under the Safe Drinking Water Act, hydraulic fracturing operations are exempt from restrictions on injection of fluids near drinking water sources.

Rep. Maurice Hinchey, D-N.Y., said companies that say hydraulic fracturing is safe should let the Environmental Protection Agency double-check their assertion. “If the chemicals they are using aren’t seeping into people’s drinking water,” Hinchey said, “why is the industry so afraid of a requirement that they tell us what they are injecting into the ground?”

Rep. Jared Polis, D-Colo., said the group intends to reintroduce the Fracturing Responsibility and Awareness of Chemicals Act. This legislation would repeal the exemption hydraulic fracturing operations receive under the Safe Drinking Water Act and would require oil and gas companies to disclose the chemicals used in hydraulic fracturing operations.

Rep. Rush Holt, D-N.J., was also present and supports the legislation.

A block away, a separate group protested proposed cuts to water protection programs in President Barack Obama’s 2012 budget.

The only House member to take the challenge was Rep. Rob Andrews, D-N.J. Andrews said the debate over the cuts is less about public employees and paychecks, but more about inspecting water systems to make sure they’re not providing polluted water.

“When middle class people begin to think about whether they can trust the tap when they turn it on, I think they see these cuts in a whole different way,” he said.



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Bar cards (cont. from cover)

just take them off.”

Transfer student, Lauren Kateri, noted their abundance at both her former school, Molloy College, and presently at Nassau, “There are way too many club promoters. It’s ridiculous.”

Local colleges are banning the distribution of cards on campus. Nassau Community College has signs up prohibiting the promotion of drinking.

“I heard about Nassau Community College’s ban on cards. If schools have a rule against students distributing these types of cards, then I think it is a legal problem. I wouldn’t support someone illegally distributing cards on a college campus. So many other places exist for advertisements. Go to another bar or a coffee shop. I’ve seen them floating around or on my car, but I never pick them up because I don’t enjoy being solicited in that manner,” college student Jennifer Amelia notes.

Not only do these bars promote underage drinking, but they also promote excessive drinking. A popular bar located in Wantagh, New York, runs ads that promise “3 buckets of beer for 5 dollars.” Similar bars in the tri-state area boast equally cheap deals. Days of the week are often designated with different deals. A

bar located in Hempstead, New York has a deal every day of the week from “Drink My F***ing Ass Off Tuesdays” or “Supersize Me Thursdays,” which feature “Big A** Beers” for five

dollars. The card features a topless woman covering her chest with her hands.

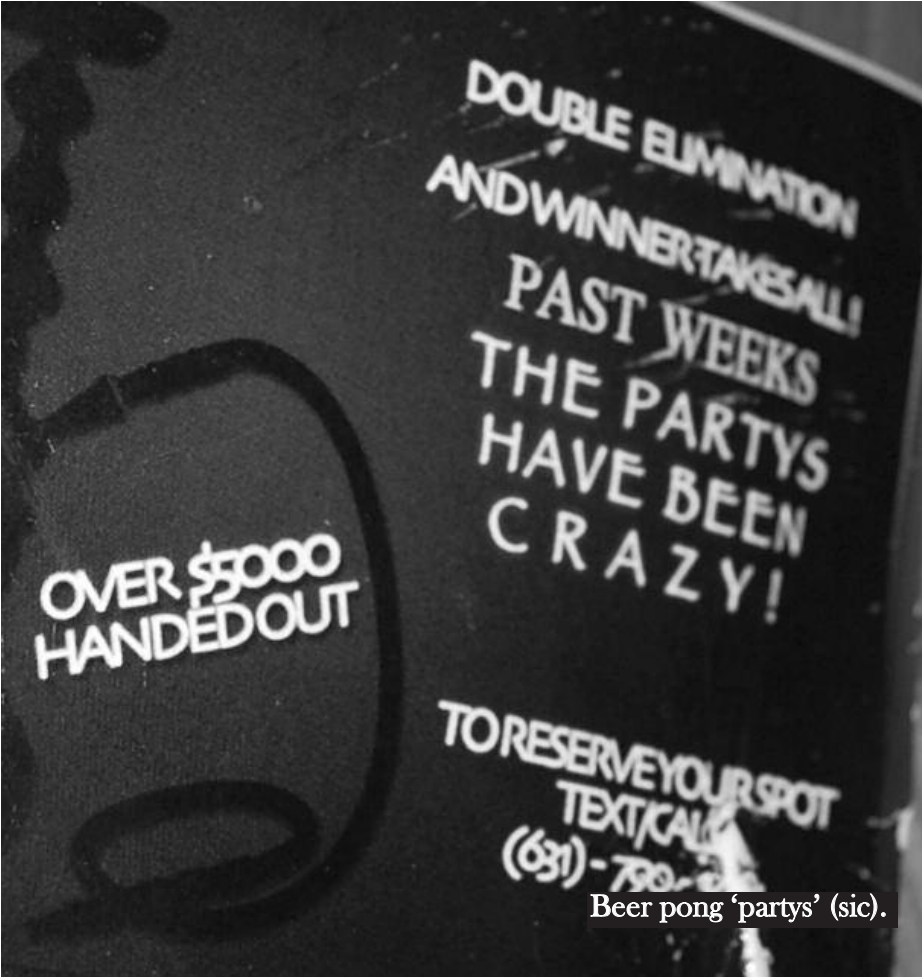
An article published last September in the ScienceDaily notes the ill effects of cheap drinks. The article details that “a new study has examined the impact of drink discounts at college bars, finding that low alcohol prices at drinking establishments pose genuine threats to public health and safety.”

The study examined the relationship between price and consumption of alcohol at the consumer level. The study chose college students because previous research has shown that young adults are most sensitive to alcohol prices because of the lack of income. Researches founds that for each \$1.40 increase in alcohol prices, the customer was 30% less likely to leave the bar intoxicated.

“Essentially, higher alcohol prices were associated with less risk of being inebriated when driving away from a bar,” the article concludes.

A recent graduate of Nassau Community College and current NYPD officer, Matthew William, acknowledged the inherent problems with bar cards and underage drinking, “Aside from

becoming glorified litter wherever you walk, advertising establishments that serve alcoholic beverages to minors are asking for trouble. One of those bars in particular, just off campus, had an in-



toxicated minor struck by a vehicle leaving him dead in a hit and run incident.”

According to the National Highway Traffic Safety Administration, an estimated 10,839 people died in alcohol-impaired driving crashes in 2010. On average, someone is killed in an alcohol-impaired driving crash about every 50 minutes.

Officer William continued noting just how easy it is to obtain alcohol as a minor, “Prior to becoming a police officer, I worked with another police department to see which bars in the area would sell me, at that time

minor, alcoholic beverages. It was surprising to see how easy it was.”

What can colleges do? For starters completely ban advertisements from any establishment serving alcohol and promoting excessive drinking, especially on community campuses where students are not 21.

“I feel that colleges need to recognize [the detriment of distributing bar cards] and look out for the best interest of its student body. These businesses need to be monitored, or better well staffed to ensure laws are being abided by, rather than ignoring them for extra profit,” William offered.

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Is the college radio star dead? (cont. from 3)

this fall the word “Broadcast“ will be replaced by “Media“ to widen its range of applications.

But is Howard Stern right? To answer that question we must look at the current trends in the radio industry.

The first trend is the de-individualism of the DJ. “In the old days the individual carried the radio station and now that has flipped,” said Dr. Hesse.

According to Dr. Hesse, students who completed the broadcasting program at KCC in the 1980’s and 90’s went on to become DJs at stations throughout the country but eventually became programmers because the need for DJs was no longer great.

Some radio stations did away with DJs altogether. For a two-year period, WCBS-FM, New York’s oldies station, changed format to JACK FM, which had no DJs at all. Hence there were no local weather, news or traffic reports. Just music, commercials and a few prerecorded station IDs.

The department heads at KCC’s broadcasting program attempt to recreate the parameters students will experience at a commercial radio station.

“We try to structure ourselves in a commercial manner,” said Mr. Herklotz, who attended KCC in the 1990s.

“When students start out here, they’re taught how to operate the equipment and follow play lists and play station IDs and PSAs... and we do give them liner notes that they have to read. They are told to read the weather at a certain time,” he said.

“We teach them to try to develop a personality within those confines the way a DJ at Z-100 would likely have to do it.”

The second trend is satellite radio. “There are unfortunately a lot more turn-key operations,” said Dr. Hesse. “When you drive around the country, stations are plugged into a satellite somewhere and you hear the same jock

from state to state to state.” Naturally, this limits employment opportunities greatly.

The third trend is the homogenizing of radio stations. Mr. Herklotz observed that in the past there were several New York radio stations that played rock but each had its own slice of the pie.

WNEW-FM played classic rock but it was different from WLIR’s rock that had a New Wave bent to it which in turn was different from the others.

“Everybody did something different. And everybody’s ratings seemed to be consistent, because they had their core listeners and their target audience and it didn’t cross over,” said Mr. Herklotz.

“Little by little everybody started to try to steal listeners from each other by doing the same thing,” said Mr. Herk-

With satellites, nowadays you hear the same DJ driving from state to state

lotz. He notes this led to local stations being bought up by media conglomerates such as Clear Channel Communications.

“It wasn’t even so much competition between radio stations; it was competition between corporations.”

Perhaps Mr. Stern was considering these trends when he made that statement; that the radio industry is a conglomerate-owned, homogenized, DJ-eradicating assemblage of stations transmitted from a satellite somewhere in the ether.

Perhaps his statement is correct. No one venturing into radio now is going to have the career he had. But on the other hand, for the just over 200 students enrolled in KCC’s broadcasting department, radio is something they love, want to do, and have to try, even if the chances of success are limited.



Chris Carr

NFL strike looms

Gabriel Weinstein
Scripps Foundation Wire

The NFL Players Association has gone into a hurry-up offense to salvage the 2011 NFL season after negotiations between NFL players and owners stalled. Planned negotiating sessions were cancelled.

The NFLPA held a press conference with a labor rights group to highlight the economic impact of a work stoppage and express their desire to play next season. NFLPA representatives declined to talk about the negotiations.

“Today is about us standing together and really raising the concerns and the issues of people... who have been working and giving their lives to their stadiums and to support this game for a very, very long time,” George Atallah, NFLPA, assistant executive director of external affairs, said.

NFLPA Executive Director DeMaurice Smith made a brief appearance but did not make any formal comments about the labor situation or the possibility of a lockout when the current collective bargaining agreement expires at midnight March 4.

NFLPA and labor rights group American Rights At Work said a work stoppage would jolt the league’s urban markets and leave thousands of stadium workers unemployed. Kimberly Freeman Brown, executive director of American

Rights At Work, said her organization estimates businesses would lose \$150 million, and more than 150,000 stadium workers would lose their jobs if a lockout occurs. She said more people would be affected by the lockout after accounting for hotels, restaurants and other small businesses that depend on NFL games for revenue.

Baltimore Ravens cornerback Chris Carr, former NFL running back Brian Mitchell and The Nation sports editor Dave Zirin rounded out the panel. Carr and Mitchell said players are happy with the current labor agreement. That agreement gives players approximately 60 percent of league revenues and team owners 40 percent.

However, owners take approximately \$1 billion in “expense credits” from this revenue split and use the money for stadium renovations and other capital improvements. After accounting for expense credits, players receive about 50 percent of revenue according to documents provided by the NFLPA. The NFLPA documents showed players’ share of revenue after accounting for expense credits has decreased by about 6 percent since 2000.

“No one says, ‘I wish I got paid more money.’” Carr said, referring to the percentage of revenue players receive in the current bargaining agreement.

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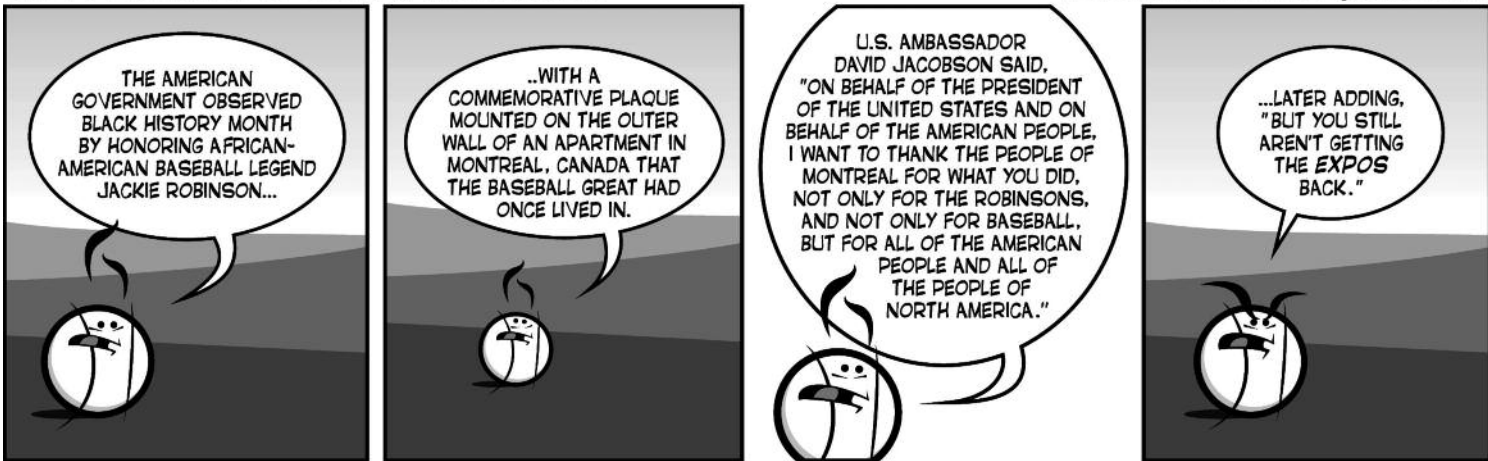
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Obama and Jill Biden tackle 2-year colleges

Cassie Stone

Scripps Foundation Wire

Community colleges are the key to getting individuals back to work and improving America's educational reputation, White House leaders believe.

President Barack Obama and Jill Biden, the vice president's wife, met recently with education leaders to discuss ways improve the community college system.

This system of two-year colleges is considered the best avenue for achieving Obama's goal of having the highest number of college graduates worldwide by 2020, Biden and other education leaders said on a conference call. Five million people need to obtain degrees or certificates to meet that goal.

Biden, who holds a doctorate in education, teaches at Northern Virginia Community College in the Washington suburbs.

The first community college summit comes on the heels of an announcement Obama made recently about a new program designed to help students at community colleges find jobs.

Skills for America's Future will link

private companies with community colleges to create job-training programs and job placement services so students can make a smooth transition from college to the workforce. It will also expand class offerings and improve remedial educational programs. Some large companies, such as McDonald's and Gap Inc. have signed on.

Two more award programs to help increase graduation rates and job placement were announced at the summit. The Gates Foundation is funding "Completion by Design," a competitive grant program that will award \$35 million to community colleges over five

years. The Aspen prize of \$1 million will go each year to a college that has exemplary student completion rates and job placement services. The Aspen Institute and four other organizations are funding the prize.

Students at community colleges are less likely to finish their degrees than students at four-year universities. Martha Canter, under secretary of education, said 25 percent of students enrolled in community colleges are earning a certificate, degree or transferring to a university in pursuit of a bachelor's degree.

Jane Oates, assistant secretary of labor, said community colleges will be instrumental in getting people back to work. She encouraged unemployed individuals to look at business trends in their communities to see what jobs will become available.

"Jobs and training can be seen as a chicken and egg question," Oates said. "People will be able to figure

out how to get training so they can get ready to get a job before it is available."



Jill Biden and Pres. Obama.

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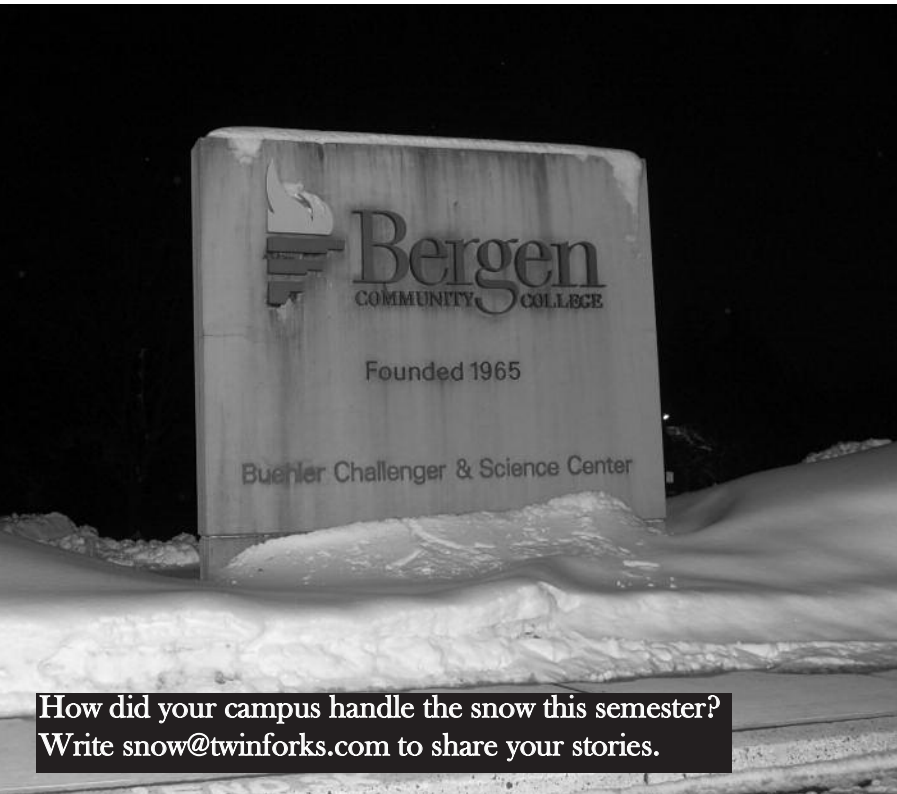
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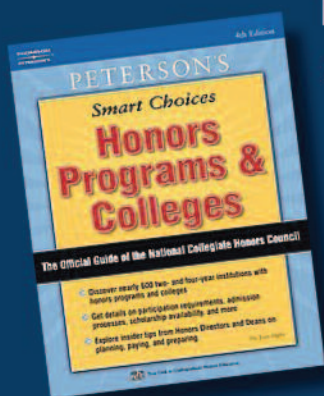
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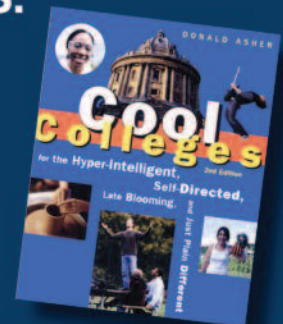
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