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IT'S NEW TO YOU! 14

## Technology for '16, and beyond

Ilya Arbit  
*Campus News*

In today's world, technology has become an indispensable tool in how we interact with the world around us. While flying in an airplane over winter break – thousands of feet above the ground – I was able to connect to in-flight Wi-Fi and instead of only playing games on a disconnected phone, I was able to call and send text

messages, keeping my family and friends up to date as to my whereabouts. I was even able to post a Facebook update, without leaving my plane seat, all the while looking on the passing clouds in the sky below us.

This kind of connectivity would have been unimaginable even 10 years ago. Everyone always knew that when flying, you were effectively unreachable. Well, that's not the case anymore. The technology that exists today is the same technology that was the stuff of science fiction novels in the early to mid-20th century. As to what awaits us in our future – it's anybody's guess at this point. Or is it?

As we conclude our celebrations of the new year with our family and friends and return back to school, what new technologies should we expect and be excited about? For starters – we will be seeing a lot of new rollouts of Virtual Reality and Augmented Reality according to Jordan Edelson, Founder and CEO of Appetizer mobile – a company that specializes in creative mobile application development and marketing.

"VR is by no means a type of brand new technol-



Implanted technology – it is coming

ogy. It's been around for many, many years and it's just now coming around to being developed in a more commercial fashion," said Edelson. "There's a lot of money being put behind it. It's the

ality, in turn, blends real life with virtual elements that can be interacted with. The key difference is that with AR, users continue to be rooted to the real world while interacting with virtual elements

whereas VR users are entirely immersed in a made-up world.

Creating content to support the VR and AR devices is key to

their success. Edelson believes that the technology to create content for the devices is also going to become very popular in the market. This would include 360-degree cameras and drones that like-

### Innovations of the future with the gadgets of today.

right place and right time for it."

The difference between VR and AR is significant, though often misunderstood by consumers. Virtual reality creates an entire virtual world inside the headsets that users interact with. Augmented re-

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# Expert tips for entrepreneurial success

Ilya Arbit  
Campus News

There has been a strong push in recent years to increase the amount of students wishing to pursue careers in the fields of Science, Technology, Engineering and Math. While many students have considered or are in the process of studying STEM, many wonder what steps need to be taken to stand out from the pack and get hired to work for the giants of the tech industry – Apple, Google, Facebook, etc. ... or to build their own start-up company that will become the next to join that list.

To get the answers, Campus News turned to Jordan Edelson – CEO and founder of Appetizer Mobile, who himself once chose to pursue a career in the field of technology, to discuss what it takes to succeed. He has been named as one of the Forbes’ “30 under 30” entrepreneurs and his work has appeared in Apple commercials, as well as having amassed a client list including the NBA, Joe Girardi, Lady Gaga, 50 Cent and many others. Edelson suggested that the basic building blocks of necessary skills have not changed and are becoming essential to finding a job after graduation.

“There are a lot of coding classes that are starting to become mandatory. That is the language that a lot of the tech companies speak,” said Edelson, who attended UAlbany. “Almost every company nowadays needs to have an IT Department, an app or a website. It’s

something that’s needed so it’s very important that it gets emphasized in the educational process.”

However, it is not just coding that is important for a successful career in the tech industry.

Edelson explained that many companies nowadays are looking for candidates who stand out from the pack since there is so much competition for existing jobs in this field.

“Honestly, what we look for is someone that has an entrepreneurial mind and can think outside of just the lines of code, someone that can also work sometimes without 100% direction and who can come to us with a portfolio, even if it’s not for a client and is just personal projects,” said Edelson. “We want them to show us they can do more than just code – that they are well-rounded in that respect. Showing that kind of insight is powerful. Ultimately, they are going to create better products – products that actually matter.”

Furthermore, it’s not just the initial hire that students should think about but also their career trajectory as a whole.

“Technology is always changing and while companies do hire for now, they also hire for the future as well,” said Edelson. “Having someone that can be dynamic, be agile and show their ability to work on multiple platforms and multiple dis-

ciplines – that’s the most attractive candidate, it’s also the type of candidate that’s going to get a better salary and is likely going to survive a lot longer at a business.”

For those independent innovators with big ideas who are interested in making their own waves in the tech field without joining a large corporation, Edelson cautions them to

be done. You have to start small, otherwise you’re going to try to tackle too big of an issue.”

Some bumps and setbacks along the way are normal, reassured Edelson. He believes that the path to success is like a non-stop roller coaster with constant ups and downs. It is the entrepreneurs who keep moving forward to overcome those chal-

lenges that end succeeding. Being prepared and persistent is the key to accomplishing the goal of triumph as a start-up.

“You have to start

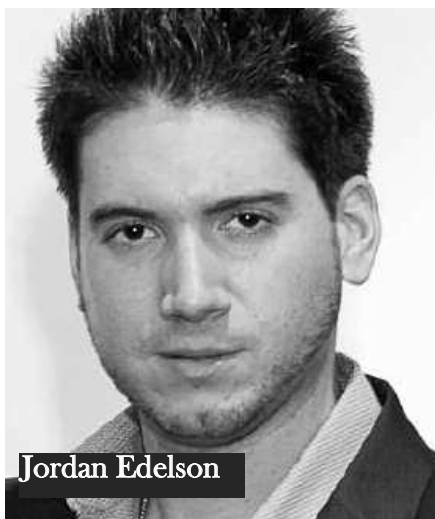
small to prove that your concept works and then scale it from there. You should go into the market as smart as you can with as much due diligence behind you,” said Edelson. “Just because an idea might not work right now, it does not mean that it won’t work a couple of years down the road – it’s a right time, right place kind of situation. It’s just a matter of time with a lot of these concepts.”



## From UAlbany to becoming a Forbes ‘30-under-30’ notable with his tech startup.

avoid some common first-timer mistakes.

“Typically, the idea is very big, very wide – they have to narrow it to something that we call MVP (Minimum Viable Product). There is a lot of misconception as to how large companies, like Facebook for example, had started,” said Edelson. “They didn’t do it in one night and suddenly grow to where they are now. There are a lot of steps in between and a lot of work that has to





# Food initiatives for needy students at TC3

The fall semester at Tompkins Cortland Community College saw an increased attention to issues related to hunger and food insecurities. The College has hosted several educational student activities, kicked off its annual food drive to support the Dryden Kitchen Cupboard, and hosted the first-ever visit to a college campus by the Food Bank of the Southern Tier's Mobile Food Pantry.

"The theme of our student activities

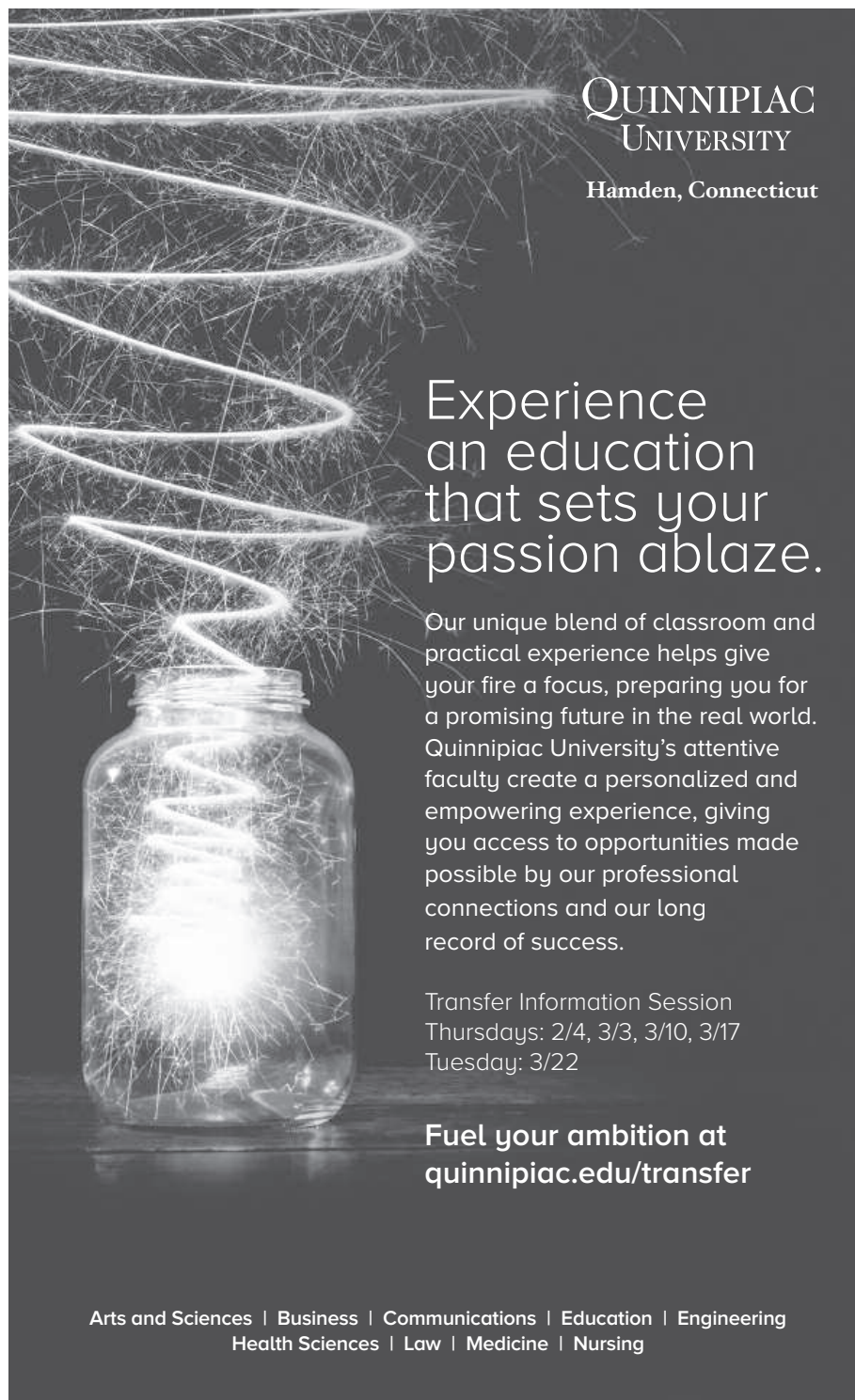
[one] month [was] 'Nom-Nom-November'," said Deborah Mohlenhoff, director of student activities/student center. "[It was] a 'food-for-all' with an emphasis on education around food security issues. We've also provided plenty of opportunities for action, both to help others and for our own students to help themselves."

A prime example was Grocery Bingo, where students played for the chance to win bags of groceries, but were

also rewarded for bringing and donating a canned good to the food drive. Other events during the month encouraged donations to the food drive which led to the annual CANstruction event December 3-4 where sculptures were made using canned goods that are then donated to the Dryden Kitchen Cupboard to restock shelves after the Thanksgiving rush. Additionally, the College hosted a "Grocery Shopping on a Budget" workshop put on by the Cornell Cooperative Extension. "The goal is make the campus community more aware that there are people struggling to find food and what we can do to help, and for those struggling, to provide real help," said Mohlenhoff. "Food security issues are everywhere, including on college campuses."

"According to Feeding America's Hunger in America 2014 study, ten percent of adults seeking emergency

food assistance are currently students, including two million who are full-time and one million who are part-time students. Juggling competing responsibilities, including school, household budget management, and food security, can be challenging," said Jen Edger, associate director of community programs for the Food Bank of the Southern Tier. "Thirty-one percent of households report having to choose between paying for food and paying for education for a child or an adult each year. The Food Bank of the Southern Tier got involved with helping TC3 students..." The result was a visit by the Mobile Food Pantry to campus on November 10. On a rainy afternoon, 137 people received food, including fresh produce, dairy, and meats. The response was so positive the College and the Food Bank have agreed to hold another distribution in February and then discuss future collaborations.



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## Best in STEM



**Kinney Mathew, Deep Mohan, Merida Rodriguez, Kimane Patterson and instructor Gilbert Ayuk.**

Five Fulton-Montgomery Community College STEM (Science, Technology, Engineering, Math) majors are among 26 community college students from all over New York State that have been selected for the 2016 cohort of the New York Space Grant Community College Partnership Program (NYSG-CCPP) summer internship fellowship. The NYSG-CCPP fellowship is very competitive. FM students had an 83.3 percent selection rate; this places FM first among all New York community colleges.

According to FM Physics Instructor Gilbert Ayuk who is a contributor to the NYSG and who served as a mentor to the FM student applicants, the NYSG aims to increase the number of New York community college

(CC) students completing degrees and/or transferring to four-year colleges in STEM fields by collaborating with CC faculty to institute a one-semester Methods of Science Research course, at various locations within New York State, to prepare students for summer research internships and by facilitating summer research experiences for CC students at NASA Centers and other NYSG affiliates.

"This NASA-supported program offers tremendous opportunities for two-year college students to engage in high-level STEM research during the summer, get personalized academic and research mentoring, as well as receive financial support," added Ayuk.

Fellowship students are pictured, along with Rebekah Rorric.

# The problem with New Year's resolutions

**Tiffany Hervas**  
Campus News

At the end of every year comes the renewal of hope and inspiration for change. Champagne bottles pop and glasses cling as the world welcomes in the New Year. Full of second chances, rekindled love and passions; people look forward to the setting of new goals and aspirations. Within a matter of 24 hours suddenly the world is filled with a renewed spirit, declaring, "This is the year for change!"

While the month of January sparks all the craze, gym membership's increase, smoking patches fly off the shelves and Staples' supplies run low as Americans makes their first moves towards a "better, healthier living". Top New Year's resolutions include losing weight by going to the gym and/or eating healthier, quitting smoking and becoming more organized. Although, it is also just as common for the craze to diminish during the following months as most people's vigor and ambition dissolves into the routine of everyday life and responsibility. The leaving behind of the once vibrant zeal results in lame excuses, procrastination and ultimately termination.

The common problem with New Year's resolutions seems to be the method utilized to complete them. When forming lengthy lists of goals to achieve by the end of the year can actually be a hindrance to success. Once confronted with a difficulty in a task, it is easy to begin to feel hopeless and discouraged. This mentality of feeling "set back," when goals are not efficiently met can have an effect on the effort put into other ambitions. Before you know it, yet another year passes without any accomplishment.

General unawareness of the differences between the term's product and process goals has an effect on an individual's productivity. These goals differentiate because some are naturally quicker and easier to accomplish than others that require more time and effort. Why lay on the load at the start of the New Year when all it takes is a small effort each day? This year make the

commitment for the year, not for the day. Change your mindset to alter an aim that benefits your own success.

While creating this year's list, I challenge you to step out of your comfort zone and look beyond the norm. Since the top resolutions consist of better, healthier living, why not chose to improve character instead of image? Why not aim towards something worthwhile, meaningful and fulfilling, not just for yourself, but also for others around you? Purpose to make a difference in your community and/or school by getting involved — help is always needed and appreciated. Plan to improve in some way each day by setting your own specific challenge. Purpose to be wholly patient one day, kind the other, perhaps unselfish, understanding, appreciative, encouraging and whatever other values that come to mind. It will be a resolution that is definitely out of the ordinary, but pregnant with the beauty of strong, admirable character. One who is strong in character is able to succeed in any goal purposed before him. This includes the commitment to lose weight, eating healthier, quitting smoking, getting organized and visiting family.

By surrounding yourself with positive, supportive encouragement you are already setting yourself up for success! Adjusting your mindset for daily goals instead of yearly ambitions helps for a daily focus. While fulfilling aims for each day disciplines the mind it also prepares to make them habits. Those habits along with the help of accountability partners will help keep you on track and goal oriented. Motivation, enthusiasm and purpose are essential to the fulfillment of any goal.

However, it is important that you keep in mind the disappointments and setbacks that can and will come along the way. Do not become disheartened with slow progress — it is natural. Perseverance and patience are

significant in the long road to success. Remember the more difficult the journey the more rewarding the destination. Make a list of your previous accomplishments and seek to add on to it as the year progresses. By the end of the year you would have realized you accomplished more than what you would have thought.

This New Year's Eve, cheer to the past memories made and lessons learned; then, turn your gaze on the possibilities of opportunity and achievements for the coming year. Keep in mind that it is the small steps between big decisions that bring great results. But if you do happen to slip up, do not hesitate to jump back on the bandwagon. Stand firm, stay focused and strive for success. Do



not be afraid to set unusual goals because it is just that sort of thinking that will strengthen you physically, emotionally and mentally. Look toward what you can do today and not for what you are ultimately shooting for. Good luck and have a happy and safe New Year!



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# Trump goes into salesman mode for votes

**Kelvin Suddason**

*Scripps Howard Foundation Wire*

GOP front-runner Donald Trump spoke with clarity last month at the Republican Jewish Coalition forum. Just not about what really matters.

"I want your support, but I don't want your money," Trump said to the group of about 100 people.

The Republican presidential hopeful was clear when he spoke about money. This makes sense: He has been a businessman his whole life. What was less clear is his position on Israel – which does not make sense since he is now a politician running for president.

The Republican Jewish Coalition fully embraces a pro-Israel foreign policy and supports "the importance of Israel as a Jewish state to Jews and non-Jews worldwide."

It seems Trump's address was meant make him, a non-Jew, appear approachable to the Jewish community, so approachable they would want to vote for him. (Trump spoke before his call to ban Muslims from entering the country.)

In an effort to understand the Trump sales machine, I examined his speech to dissect his strategy for winning Republican Jewish votes.

## Sales pitch 1: Trump loves Israel and Jews

"I've devoted so much time over my life to Israel. And the other politicians, they can talk, but believe me, they haven't done what I've done," he said in his opening line.

"I was the grand marshal of the Israeli day parade at a very dangerous time when people said, 'Don't do it, don't do it.' But I said, 'No way,' that I'm not going to do it," he said.

"I've given a lot of money recently to Hatzalah, \$100,000 for emergency response. They do a fantastic job," Trump said, referring to the Jewish nonprofit rescue squad based in U.S.

## Sales pitch 2: We're all businesspeople

When Trump humorously gener-

alized Jews as deal-making and negotiating businesspeople, the crowd roaring with laughter.

Trump said he was in the same position as his Jewish audience five months ago, listening to politicians and making campaign donations. Because he is a businessman, and in fact, one of them, he asked, "Who is better than me? Who is better than me?"

Trump was quick to remind his audience of their commonality when talking about how badly the Iran nuclear deal was being handled by President Barack Obama.

"Look, I'm a negotiator like you folks. We're negotiators," Trump said.

## Sales pitch 3: Trump is the best

In typical fashion, Trump spoke of his achievements.

"I'm self-funding my campaign. It's been an amazing experience for me because I have very little money invested so far," Trump said. He said he would not accept campaign donations from the crowd.

"I filled my financials – almost a 100 pages. And everybody said, 'Oh my god! He's much bigger, much stronger! Holy mackerel, look at these numbers!'" Trump said.

The GOP candidate also used innumerable superlatives to describe himself: fantastic, amazing, tremendous, incredible, best, stronger, bigger.

## Sales pitch 4: Bash the Democrats

And finally, how else to galvanize a Republican audience than by criticizing Democrats?

"Obama is the worst thing that's ever happened to Israel," Trump said. "John Kerry, who is probably the worst negotiator I've ever seen."

He gave far worse treatment to Democratic front-runner Hillary Clinton.

"Her whole life is corruption. She was a horrible secretary of state. She did a horrible job, other than travel a lot," Trump said. "Nothing ever got done. The world blew up around her."

"She shouldn't be allowed to run. What she did is criminal," Trump said, referring to the Clinton email

scandal.

An August survey conducted by Jewish advocacy organization AJC, found Clinton was favored for president by 39.7 percent, with Trump, at 10.2 percent.

After an 18-minute monologue, Trump concluded his speech in the Trumpest of ways.

"I'll just tell you that I'm going to win. I believe I'm going to win. I just have a great feeling about it. My life has been about winning, and that's what I want to do for the country."

During the Q&A session, Trump remained vague about the Israel-Palestine situation and about what his peace-making efforts would look like.



"To show you how important this all is, and how important the country is to me, and how important Israel is to me. It's so important I don't mention my projects," Trump said.

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# Being an academic ‘late bloomer,’ but now staying focused

**Takara Lawrence**  
*Campus News*

Once you begin to embark on your future it can be a scary feeling at first. It was so much simpler when you were a kid and you never had to worry about any of the things being an adult came with. When you hit a certain age all the nonsense you were once use to, you begin to block out. Staying out all night and meeting boys were once the norm. Now past the teens and even past the early twenties you have to look forward to the mid-twenties.

In your mid-twenties you are still stuck in that “I still feel like I’m a young adult but I’m closer to thirty than I actually think” mentality. For some young millennials they went into college directly after high school. They worked hard, stayed on the dean’s list, and probably had an internship while also having a full-time job. These kids killed it early and now most likely are

living in their own homes and potentially are starting a family. They are living the life that most people in their mid-twenties wish they were living. Now the other millennials, like me, who most likely decided to dance to the beat of their own drummers, are still looking for guidance.

Going to college right after high school is ideal for a reason. When you are 18 you have no real cares in the world. At 18 I was thinking about what I was going to wear to a party not what major I was going to pursue in college. College was the last thing on my mind. My friends were really good at balancing school and a social life. Monday-through-Thursday it was all about school for them, but come the weekend, they were all about going out. I use to envy them.

I always use to think it must have been so easy for them to balance everything at once. Now that I think

about it I bet they use to live for the weekends. It’s hard staying focused. It’s hard prioritizing. For some people it just comes naturally and for some it’s a lot of hard work. I have to set several alarms for myself just so I can make sure I make it to work on time. I do make it to work on time but I leave no time for myself in the morning. They say the most important meal of the day is breakfast, but I usually drink several cups of coffee to stay on top of my game.

Working a full time job can be challenging while also trying to be a student. I’m in my third se-

mester at Nassau Community College, and I’m still trying to balance my time. The worst is when I keep pushing important matters back and once I stall on these matters they always seem to creep up on me at the same time. I can only imagine how much more difficult it must be for single parents.

Having to deal with a child on top of everything else has to be extremely time consuming, but it’s a job that has to be done.

I often think that if I would have stayed focused right out of high school I would have succeeded at my dreams already. On the other hand I think that because I’m older now I can appreciate that I’m still growing. At the age that I am at now I look at everything with keenness. When I see people my own age in their careers and making good money, it keeps me going. It makes me want to work harder so I can also be successful with my generation. I use to feel bad for myself because I always had to work harder than my peers to get to where I was going, but now I see it was all a lesson. You go through things in life so it can prepare you for the future. There were times where I felt like wanting to give up, but at that moment is when I would work the hardest.

Quitting is never an option. Quitting is one of worst things I could ever let myself do. It’s the worst because I would be doing it to myself. No one would be making me quit, I would be doing it solely because I’m afraid of the outcome. The outcome could be beautiful if I would just let it. If any opportunity presents itself I always consider it.

Some people are afraid of change. They become too afraid to step out of their comfort zones and decide to just stay in a familiar environment. Trust me when I say it’s a better feeling when you can pick up and leave and start over again. Just think about all the

wonderful moments you could get from a new experience.

I still have these options. I still have to worry about where I’m transferring to for my bachelor’s and how I’ll have to pay for it. There are so many colleges sending me information that it’s becoming harder to choose

**‘Don’t turn your light off  
just because you are  
used to the darkness.’**

where to go.

It’s funny to think that these are the problems I’m dealing with at my age but its fun for me. At least I can say I’m working towards my future not dwelling in my present. I still have time to consider where to go. I just want to be done with my degree before I’m thirty. I want my thirties to be the years where I can comfortably do all the things I wish I could have done in my twenties. Right in front of me, I have all the opportunity in the world to make my dreams come true. People everywhere are fighting to be the person they always knew they were supposed to be. When you believe in yourself it’s a free and liberating feeling to feel contentment. No more hiding and feeling ashamed, just a bright light radiating amongst all. Don’t turn your light off just because you are used to the darkness.

*Takara Lawrence is a Marketing Major at Nassau Community College. She hopes to one day act, write, and produce her own television show.*



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# Op-ed: Want profit? Put your staff first.

**Dick Resch**  
*Special to Campus News*

Not many companies can boast returns of more than 4,000 percent over the past decade. But Netflix can.

The company — or rather the talented people behind it — achieved these returns by revolutionizing the way we watch television and movies. That revolution would have been impossible without Netflix's unique work culture. Codified in a 124-slide manifesto that more than 11 million people have viewed, that culture gives employees huge amounts of freedom in exchange for high performance.

This manifesto is best described as a framework for "social capitalism." And it's required reading for any executive hoping to understand the benefits of a people-first mentality. This model is what the millennial generation is demanding. And research is beginning to show that employers that follow it are more profitable in both the short and long run.

This cultural revolution isn't confined to Silicon Valley. Companies from Trader Joe's to Harley-Davidson are shifting from classic capitalism's fixation on the bottom line to social capitalism's focus on

people.

They have had to in order to persuade millennials — the best-educated, most technologically savvy, and most populous pool of workers in the United States — to join their companies.

According to organizational culture expert Gustavo Grodnitzky, millennials "work harder for cause than for cash." Indeed, a survey conducted by the Case Foundation dis-

## **'Employee engagement bumps profits 147%.'**

covered that 55 percent of millennials took a job with a company in part because of its cause-oriented activities.

Keeping employees happy, motivated, and engaged in their work is a financial imperative. Replacing an employee who leaves can cost as much as 150 percent of that employee's salary. At companies where workers are consistently rewarded for achievements, employees are seven times more likely to stay put.

The approach just requires some common sense — from compensating employees competitively to allowing them to use social media at work.

Consider the cases of Costco and Sam's Club. The former pays its employees about \$20 an hour and provides upwards of 90 percent of them with retirement plans. The latter reportedly pays around \$11 an hour and offers about two-thirds of its workers retirement plans.

At first glance, Sam's Club would seem to have the better grip on labor costs. But according to Harvard Business Review, employee turnover costs

Sam's Club more than twice as much as it does Costco. The extra tab for Sam's Club amounts to hundreds of millions of dollars.

Sometimes the key is empowering employees to see the way their work can change the world. At my company, KI Furniture, our workers are turning out products made of recyclable and renewable materials — 177 of which have been certified as sustainable.

Moreover, each and every chair we make financially empowers both our company and our employees to improve the lives of others through charitable efforts, whether they're company-sponsored or undertaken personally by our staff.

Employers' investments in their people pay off. Gallup reports that strong employee engagement can bump up a company's earnings per share by 147 percent. According to

research from two Harvard Business School professors, companies with strong corporate cultures centered on people — employees, customers, and owners — have four times the revenues and 12 times the stock prices of companies that don't.

The newest generation of American workers is not content with just a job. They want a workplace that cares about them — and about the people beyond the four walls of the office. Instead of simply clicking through Netflix's culture manifesto, it's time for companies to one-up it.

*Dick Resch is CEO of KI Furniture in Wisconsin.*

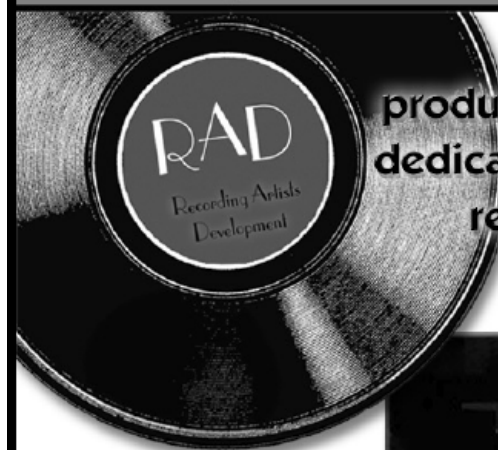


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# To be young, gifted and Muslim at college

**Darren Johnson**  
*Campus News*

With about 45 percent of its 48,000 students coming from other continents – 150 countries, in total – LaGuardia Community College in Long Island City, Queens, is truly unique in its diversity.

The campus is large, but mostly contained in a four-story building that takes up a square block, and is clean and modern looking. Inside, staff, students and visitors are respectful, and there's a bustle of activity. With so many races, cultures and languages represented, one doesn't even really notice the differences after immersion onto the campus, and instead takes on an attitude of wanting to learn from and truly understand how unique each and everyone is. Each individual has a unique story, we find out, and his or her culture is only a part of that story.

But with rhetoric that at times seems Islamophobic cycling on the national cable media channels and even in the Presidential race, I thought that it would be good to go to America's most diverse community college to talk to Muslim students about their perspectives. Here are two stories:

## **Mahmut Eren Ozsar, age 22**

Unsatisfied with the academic opportunities his homeland had to offer, the independent Turkish native who goes by his middle name, Eren, moved to the U.S. to fulfill his educational goals.

He entered the U.S. with a student visa in the Fall 2012 semester, first taking ESL courses at Queens College. He quickly picked up English – finishing what normally is a 28-month course of study in just eight months – and is currently very fluent in it. A roommate suggested he head over to try LCC for his for-credit study.

"I ended up going to LaGuardia, and didn't at first realize how lucky I

was to be here," Eren said. "The professors are easy to talk to and help with papers; they show you your mistakes and are willing to give you a second chance. You get to learn from your mistakes."

Currently, he is a writing and literature major at LaGuardia Community College. He has excelled in critical thinking and poetry courses, in particular.

"Community college is just not about the classes you take, but also the networking. I've met with people

## **Two LaGuardia Community College students defy generalizations.**

from various departments and then would get emails daily about internships and workshops in corporate fields," Eren said.

On campus, he joined the President's Society and was accepted into its Ambassador program. Meeting each Wednesday night, Ambassadors learn: Career Planning (interviewing, resume writing, networking with industry professionals); Communications and Comportment (public speaking, etiquette and dress); Cultural Appreciation (exposure to art, theater, music and dance), and Community Service and Leadership (supporting fellow students and serving as an "ambassador" of the College).

"Two-year colleges prepare you and give you the confidence and opportunity to meet people," he said.

Because of his international status, Eren's tuition is significantly higher than a state resident's. He is also not eligible for traditional financial aid. To help pay for his education, he has received significant tuition support from the LaGuardia Community College Foundation. He received the Spring into Action Scholarship both last academic year

and this year as well.

"The [Ambassador-related] events helped bring out the best in me," he said. "They would help me build the confidence to work harder and study harder."

He scored a 3.5 GPA recently, and has seen a steady improvement in his academic performance because of these programs. Now he's thinking of someday attending law school. He would like to become an attorney "to help people secure and protect their rights."

"If I had gone straight to a four-year college as an international student, just learning English, I'm not sure I would have made it."

But study in Turkey was much less inspiring, and Eren had been just a typical student there. He has been reinvigorated academically here in the US. "I didn't become interested in studying English until I came here. I hated studying it in Turkey. I didn't take it seriously," he said. "I love New York City – the culture – I feel at home and more involved now. This is a new start for me."

He believes that perhaps students here take college education more seriously because it isn't free, as it is in Turkey and other countries. "The challenge of paying tuition means that you have to take it seriously," he said.

## **On Being Muslim**

Eren has found friends in New York's Turkish community. He also trail blazed a path for his brother, Burak, 19, to come to the US and



**Mahmut Eren Ozsar**

also study at LaGuardia.

"As a Muslim in America I have multiple different feelings. I feel alone as a Muslim because there is not any powerful voice to represent Muslims nowadays," he said.

As for the Islamophobia that seems to be represented by some national American media, he doesn't see it at the local level. In his classroom discussions on such topics, Eren reports that his classmates – of Christian, Muslim and other faiths – are civil, open-minded and work to understand each other.

"It is about human beings. If I believe in Islam today but were to convert to Christianity tomorrow, that wouldn't change my character," he said. "I have seen all kinds of Muslim people. If you are a bad person, in the end, your religion isn't going to help you much."

But he does agree that the mainstream media can have an effect on how many people view his faith, focusing on extremists and using them

**continued on page 17**

# A complex market for 1st-time homebuyers

**Maren Machles**

*Scripps Howard Foundation Wire*

Buying a home for the first time can be a daunting task. There's the decision of location, the paperwork, the mounting fees and accepting how much house the buyers can afford on their income.

It can be overwhelming. But the housing market is historically an engine of wealth in the American economy. And as millennials are moving into the first stages of establishing their wealth and building families at the end of the recession, they made up 68 percent of first-time homebuyers.

Take Aaron French, 33, and Carolyn Noelke, 29, for example. The recently married couple bought a house in the city's Carver Langston neighborhood in late May. The move from a rental apartment to a house was an important decision for them. The couple previously rented in the Mount Vernon, Brentwood and Brightwood neighborhoods before buying a home.

"We had made the promise to each other that we were going to move out of [our apartment], because we needed more space because we had gotten a dog," French said. "And that move was either going to be into a house that we bought or one more apartment and then we would be done with D.C. We were just going to leave, or we would be priced out."

This is a problem a lot of Washingtonians and buyers in other large metropolitan areas face. The share of millennials who bought in urban areas increased to 21 percent from 19 percent over the past year, according to a survey by the National Association of Realtors.

D.C. is known as a hot market, where the competition for well-priced, prime real estate is as high as the prices. The median sales price of a home in Washington rose from \$499,900 in 2014 to \$510,000 this year. First-time homebuyers who haven't had much experience in bidding wars tend to have a harder time buying their dream home.

"You may be up against people who are more qualified, who are not first-time homebuyers," Jennifer Sproul, a broker for Coldwell Banker Residential Broker-

age, said. "It all depends on your price range and the property. But that does happen often, where the first-time buyers are in multiple-offer situations and are outbid several times before they actually get something."

Luckily Noelke, a speech pathologist at the Hearing and Speech Center, and French, a contractor with the Securities and Exchange Commission's internal communications department, did not run into that situation. They were able to find what they described as a "dam near perfect house" in the second one they visited.

"Walking in here - I don't know - it felt good, and it felt right," Noelke said. "I really liked the open floor plan, but my family is very big into - we are always talking to each other in different rooms, and so this kind of open concept just fits with our lifestyle a lot more."

There's a deck out back where they grill and have fires and a front porch where they watch thunderstorms roll through. It's a four-bedroom, three-bath house with space in the basement to rent out. It's a short walk to a bus stop for their daily commute to work in the city. The mortgage payment is only \$170 more each month than their rent was. They paid \$500,000 for the house.

French described some of the simple things in the house that he was excited about, including a pantry to the side of the refrigerator.

"That's never anything I ever had in any apartment I've ever lived in D.C., across eight years," he said. "And it is, like, I can actually have staples in my kitchen to make things!"

The couple said it was an investment for their life together. They felt like they were throwing away money paying someone else's mortgage with their rent.

Both admit, however, there were a few things on their list of must-haves that they had to give up to find a house they were happy with, one being location. Carver Langston, in Northeast Washington, includes two low-income housing projects, but is now mostly inhabited by middle-income residents. It is one of the many D.C. neighborhoods that are undergoing gentrification.

Sproul said first-time buyers have a

hard time dealing with giving up some wishes in addition to realizing what they can actually get for their buck.

"One of the most common [pitfalls] being they think they can get more for their money than they can," she said. "And they very often don't have a really realistic idea of what they can afford, so that is kind of the first hurdle you go over for a first-time homebuyer."

The median age of millennial homebuyers is 29, and their median income is \$76,900. The desire to own a home among first-time homebuyers is highest for millennials, at 39 percent.

This presents another problem for a lot of first-time homebuyers - the down payment. French and Noelke were able to make a 3.5 percent down payment with the help of a Federal Housing Administration loan. Because they had a high enough credit score to get the loan, they were in a better position than people with poor credit.

According to a survey by the National Realtor's Association, 51 percent of buyers who claimed the down payment was the most difficult part of the process reported that student loans made it hard to save. Forty-seven percent cited credit card debt, and 35 percent cited car loans as obstacles.

The recommended down payment is 20 percent of the house's price.

For those who can't afford that much, there is mortgage insurance through the FHA and some other lenders that permits lower down payments. In 2014, 35 percent of entry-level buyers chose to purchase with a FHA-backed mortgage.

"The loan process is a challenge for



just about everyone, but for a first-time homebuyer it's really challenging because it requires supplying a lot of documentation that they may not have easy access to or may not have kept," Sproul said.

FHA offers counseling and tips online for how to approach the housing market, especially for the first time. Jerry Mayer, director of outreach in the Office of Housing Counseling for the Department of Housing and Urban Development, said that most first-time homebuyers are unaware of the process.

"Very often a counselor will sit with a consumer, and they will go over all of the fees and costs and their own budget," Mayer said. "They may get to the point where they say, hey wait a minute. You can't afford this house at this price. You may want to seek something more modest or make a different choice."

Noelke and French agree asking for help is a good thing.

"I was a finance and English major in college. I had to take a real estate and insurance class to get my degree, and so I felt like I knew what real estate was all about - I had no clue," French said. "Find someone that you trust ask all the questions that you want and need. It is very daunting. There is a lot of anxiety and a lot of nervousness. But it is possible. It is absolutely possible in this city."



# Sullivan culinary team takes home trophies

Students from SUNY Sullivan's Pastry and Culinary Arts programs brought home several awards from cooking and pastry competitions held throughout New York last month.

Chef Michael Bel and his Culinary Arts student team placed first at the New York State Beef Council's Veal Tour Cook-off Competition in Batavia, New York. SUNY Sullivan's team of Dante Colombo, Christopher Deserto, Ashley Groom and Mary Lewis competed against five other SUNY community college culinary programs. Each student was awarded a \$500 scholarship for his/her first place finish. The panel of six judges included a renowned CIA professor, a food critic, a food blogger and a member of the New York Heart Association Council.

SUNY Sullivan Pastry Arts team members were also big winners at the

recent Salon of Culinary Arts, part of the International Hotel and Restaurant Show held at the Javits Center in New York City. Under the direction of Chef Mark Sanok, SUNY Sullivan competed against teams from SUNY Delhi, the Culinary Institute of America (CIA), Kingsborough Community College, New York Technical Institute and many other colleges and pastry professionals.

The SUNY Sullivan team, who each put in over 100 hours preparing for the event, were awarded the following awards:

Alexandria Rios - Second Place for the Best Pastillage Piece - "Painting of Auguste Escoffier"

Foteini Handrinis - Third Place for the Best Pastillage Piece - "Abstract Art"

Mary Magnetico - Third Place for the Best Pastillage Piece - "The



Alexandria Rios, Mary Lewis, Mary Magnetico, Chef Mark Sanok and Foteini Handrinis.

Heart"

Mary Lewis - Second Place for the Best All Occasion Cake - "The Wedding Cake"

"I couldn't be prouder of both teams," said Mary Sudol, chairperson of the division of Business & Culinary Arts. "The students as well as the chefs put in countless hours of prepa-

ration for these competitions, and that hard work paid off."

Both the Culinary Arts and Pastry Arts programs are offered as Associate's Degree programs at SUNY Sullivan. For more information about the programs, visit [www.sunysullivan.edu/academics](http://www.sunysullivan.edu/academics).

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# America's opiate problem is a pain problem

**Dick Resch**

*Special to Campus News*

The last thing the world needs right now is more suffering.

More than 100 million Americans suffer from chronic pain, at an annual cost of \$635 billion. That's more than we spend treating cancer, diabetes, and heart disease combined.

Worse, our efforts to treat this pain have led to a significant increase in the use of prescription pain relievers, with tragic and often ineffective outcomes.

Taken together, these trends constitute a pain crisis — one that demands a new treatment model that better bal-

ances safety and effectiveness through the responsible use of prescription drugs and alternative therapies.

How did the pain crisis come about? Advocacy for pain sufferers grew in the 1990s, as many medical professionals began to recognize that pain was being undertreated. To help their patients, they turned to powerful opioids like oxycodone and hydrocodone.

Prescriptions soared. In 2013 alone, 207 million prescriptions were written for opioids. Today, hydrocodone still tops the list of most prescribed drugs.

But opioids turned out to be more addictive and dangerous than previously thought. With long-term use, some pa-

tients develop tolerance, meaning they require higher doses to get the same amount of pain relief.

The unintended, yet devastating, consequence of our current pain management practices is a prescription drug abuse epidemic — one punctuated by a four-fold increase in opioid-addiction related hospitalizations and triple the number of fatal overdoses involving prescription drugs, and a resurgence of heroin use.

To reverse this crisis, healthcare providers need to treat both acute and chronic pain in ways that don't exacerbate prescription drug abuse.

Decades of research have shown the effectiveness of "multimodal" approaches to treating pain. A multimodal model maintains that treatment for pain requires much more than just using opioids.

This approach focuses on treating the whole person through traditional methods along with self-care, pain education, and complementary or alternative treatments.

Effective pain care regimens might include medications other than opioids, like acetaminophen — the same compound sold as Tylenol — or nonsteroidal anti-inflammatory drugs like aspirin and ibuprofen. When combined with other therapies, this approach is known as "multimodal analgesia." And it can expedite recovery and reduce morbidity, while carrying fewer adverse effects than opioids.

Multimodal care also recognizes that pain is a multifactorial problem. It arises from a number of sources: surger-

ies, broken bones, diseases, or elusive causes — an inexplicable headache or back pain — that can be difficult to pin down, but no less real.

Because pain is so unique and complex, every patient needs an individualized approach for treatment. Opioid pain medications are just one, oftentimes over-used, tool to treat pain.

A multimodal approach might involve stress management and relaxation, physical therapy, improved sleep and nutrition habits, and exercise.

And in some cases, a multimodal approach will mean getting patients on the right dose of an appropriate medicine.

Moving toward a more integrated model of pain management will require a real investment in educating doctors and patients.

Few physicians have adequate training in pain relief, and there's a lack of standard practice to guide them. Non-drug alternatives have traditionally not been covered by insurance. They also require the patient to engage in the healing process and not expect a magic bullet.

Safe and effective pain management is a balancing act. Careful and judicious use of prescription drugs will remain an important tool for physicians in treating pain. But they and their patients should not overlook other tools to relieve pain and improve quality of life.

*Bob Twillman, Ph.D., FAPM is Executive Director of the American Academy of Pain Management and Member of the Alliance for Balanced Pain Management.*



**Filbert** by LA Bonté



By: L. A. Bonté



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# Technology for '16, and beyond (cont. from cover)

wise shoot with a 360-degree capacity. For students, the price points of these gadgets are coming down – the Samsung Gear VR, for example, is only \$99 – which is not an insurmountable expense even for college students.

Though typically VR is associated closely with video games, Edelson underlines that the type of immersion experiences that are created can be used in a wide variety of applications for students such as taking virtual field trips, exploring civilizations or travelling through a human body and exploring cell structures.

AR is making great strides in providing the necessary tools for collaborative work experiences while also utilizing immersion methods.

“You can work on something collectively with someone else where they could see and you could see [what you are working on] while wearing visors or headsets,” said Edelson. “That’s going to be a big game-changer for students.”

Google is currently working on the Monocle, which would allow the user

to wear an eye piece that would let them see and manipulate the content while working with others.

Although the initial prices may still be high for this kind of technology, they will gradually get lower as more of this tech is acquired and developed over the next few years.

“Textbooks are honestly still very boring; They don’t immerse you; They don’t keep your attention,” said Edelson. “Students nowadays need to be overly excited and stimulated just to get their attention with all the distractions out there. Putting them into a VR experience and cutting off all the other

things around them – having them inside this type of VR experience – that’s probably going to be the most effective teaching tool moving forward.”

Besides virtual applications, a lot of tech buzz lately has been on advances in Artificial Intelligence or AI. This includes popular applications like Siri in iPhones, which allow the computer to learn from the user and provide useful feedback when requested. Edelson suggests that although we are still a few years away from real breakthroughs in this area, the main focus will be on improving messengers like the ones currently being used on Facebook and Google. As far as school applications are concerned, the direction will probably be moving towards AI classroom assistants who can guide students toward solutions to their problems or connecting them with the right resources.

The newest innovations in personal technologies has been the rise of wearables. Edelson explained that the success of the Apple Watch has brought great awareness to this type of product in the market. This resulted in further development of this area of the market. He predicts that the devices are going to get smaller, faster, smarter – with more sensors, better screens and a direct connection to the Internet via Wi-Fi without being tethered to a device like a phone.

As for the future of these wearables – they will have microprocessors, the “brains” that will be able to communicate via the web as well as share information. Beyond that the evolution will take them to what Edelson calls “Embeddables”. This means devices that will no longer be limited to just the traditional places where we are used to seeing technological progress, (like phones, watches, etc. ...) but will move into being included in clothing by being stitched right into the threads the way you would stitch a logo patch on a jacket or shirt. There will also be advances in battery life that will allow charging of devices while moving

around using kinetic energy from everyday motion.

Thinking even further into the future, Edelson speculates that the next step would be something straight out of a sci-fi movie – implanting microchips right into our own bodies. The so called “Implantables” will provide valuable data to both the medical and business communities; and even today, some experiments are already being done with animals to learn how to make these adaptable to human bodies.

One of the most popular gadgets of this holiday season has been the self-balancing hover board. These nifty devices have been described as the 21st century versions of the Segway, just without the handle to hold on to. However, in recent weeks there have been a number of reports of fires being started due to battery overheating of these curious machines. Edelson credits that to poor workmanship and low quality control due to the race for rock bottom prices. It is these attractive prices, Edelson says that brought such popularity to hover boards. They can range from a hundred dollars to about a thousand for some higher end models.

“From a college student’s perspective, if they are allowed on campus, I think it’s a great means of transportation,” Edelson said. “I remember when I went to college, we had a lot of walking to do just to get anywhere, so to ride one of those would be very useful.”

With all of this consolidation going on in the technical sphere, some unlikely partnerships have popped up. Almost all of the companies involved in production of software and hardware have taken steps to streamline and ease the compatibility between various systems and devices. While



there is still a long way to go, Edelson believes that in the future there will be a more unified and connected ecosystem of devices that work together to create a better user experience.

At the same time, these companies can’t show all of their cards to one another since many of them still compete within the same market. There has been some conversation in the tech world about the government stepping in and helping regulate the industry in order to provide consumers with



Hover board

certain standards that these products will be required to abide by. Edelson disagrees with government intervention, saying that it would be counterproductive and not beneficial to the consumers.

“We’re really dealing with two different types of segments; two different kinds of philosophies. Government historically moves very slow with different layers; Tech likes to move quickly – it’s got to be agile, it’s got to be nimble,” said Edelson. “At the end of the day – tech, especially private tech, needs to be in a position where they can move without being hindered. Innovation is all that these companies have to stay competitive and relevant.”



Apple Watch

# Redbox: The new ‘Vacation’ is too crass and not worthy of the original series

**Darren Johnson**  
*Campus News*

While a lot crasser than the 1983 original, with (too) many pedophilia and penis jokes (and full-frontal male nudity), the new “Vacation” is probably appropriate for its audience — people who were just kids when the original came out, and now they are middle aged and full of regrets as time is ticking away. This older age group won’t mind the potty (literally) humor.

The new “Vacation” is now in Redbox kiosks, while the original “Vacation” series has been playing regularly on standard cable TV of late.

While this, unlike the original, won’t be a movie the whole family can comfortably watch together, the parents in this one — Ed Helms (“The Hangover”) and Christina Applegate — do fit the roles well, and the kids are

tion” may have missed its mark. Such a road trip is supposed to be a bonding experience for a family, but this is not a movie that does that. Instead of bringing the family together, if viewed all together, it would make everyone feel awkward.

There also are plot holes in this. Not that we expect “Vacation” to be accurate, but, for example, at one point all of their money is stolen, but then throughout the rest of the movie they are still buying things. Also, their visit to Rusty’s sister Audrey in Texas also abruptly ends without much closure. It didn’t match the original movie gang’s visit to Cousin Eddie.

Still, for those older — perhaps midlife and a bit jaded, like this reviewer, or a young adult who likes his or her comedy raw — there is a lot to relate to in this bigger budget re-visit. Just don’t watch it with the kids.

It’s a movie about a family that is not a family movie.

**Ranking the  
“Vacations”**

If one were to count this new movie in with the original four, this would rank second



The new cast

to last. I’m not a big fan of “European Vacation” (1985), which has the weakest Rusty/Audrey sibling tandem and has humor that doesn’t translate that well to today. It’s mostly a play on “the Ugly American” motif of the past century, and has a subplot where mom Ellen (Beverly D’Angelo) accidentally makes a porno and Audrey is lovesick, calling home via expensive long distance and acting nauseous the whole trip.

## So What Is No. 1?

I think few would deny that the original 1983 movie is the best of the bunch, and not only paved the highway for more adventures, but also spawned a whole genre of cross-country comedic films.

Everything is perfect in this movie. Sure, there is some racial humor that no longer would

be acceptable, but Clark Griswold (Chase) himself is a buffoon as he drives through a ghetto, saying, “We can’t close our eyes to the plight of the cities,” as the family’s wood-paneled station wagon is covertly relieved of its hubcaps. Clark’s goofiness makes the humor acceptable.

In this one, we also get the most bona fide Rusty, played by Anthony Michael Hall, who had a great career in teen films in the 1980s, most notably “The Breakfast Club.”

Queue this up on your DVR. Just do a “search”

## And ranking the five ‘Vacation’ movies, in order.



[www.nu2u.info](http://www.nu2u.info)

relatable, too. Helms is playing an older Rusty Griswold, and, in a moment of midlife ennui, he decides to try something different. But it’s also something the same — make a road trip to Wally World in a wacky car.

Of course, much mayhem ensues across the country.

The jokes are mostly well set up, tight, and often shocking. Now, if some of the crassness of this film were replaced with some of the charm of the original movie (Helms is no Chevy Chase), this could be a title that transcends just a box office grab and becomes a TV classic, too, but, for what it is, it’s worth the price of a rental if everyone is an adult or at least almost an adult.

But that’s where the new “Vaca-



The original cast.





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# No more 'no child left behind'

**Amanda Guillen**

*Scripps Howard Foundation Wire*

An early Christmas miracle took place in early December, according to President Barack Obama.

The miracle, the signing of a bipartisan education bill, Every Student Succeeds, which rewrites the controversial No Child Left Behind law enacted in 2002 under President George W. Bush.

After 10 years, this is the first time that both parties came together to revise the national education law, which gives more power to the states instead of the federal government.

"Today, I'm proud to sign a law that's going to make sure that every student is prepared to succeed in the 21st century," Obama said.

No Child Left Behind was meant to set higher standards and establish goals to be measured through standardized testing in public schools. It also required tests for all students in select grade levels

and required students to take a statewide standardized test annually for the school to receive federal funding.

Obama said that, although the goals of the law were written with good intentions, it didn't meet its ultimate goal, success for children in the classroom.

"It didn't always consider the specific needs of each community. It led to too much testing during classroom time. It often forced schools and school districts into cookie-cutter reforms that didn't always produce the kinds of results that we wanted to see," Obama said.

The president broke the new bill into four categories. First, he said, the law will focus on making sure all students graduate and are prepared for college and careers and will require states to invest in helping schools and students improve, in addition to focusing on lower-performing schools.

Second, he said, the bill will allow states to work together to fix leftover ele-

ments of the past education law, especially the "one-size-fits-all approach."

Third, the president said that the new law "lays the foundation to expand access to high-quality preschools" and "creates incentives for innovative approaches to learning and for supporting great teachers."

Last, he said, the bill upholds the intent of the original Elementary and Secondary Education Act signed by President Lyndon B. Johnson in 1965.

"With this bill, we reaffirm that fundamental American ideal that every child, regardless of race, income, background, the ZIP code where they live, deserves the chance to make out of their lives what they will," Obama said.

"People did not agree on everything at the outset, but they were willing to listen to each other in a civil, constructive way and to work through these issues, compromise where necessary, while still keeping their eye on the ball," Obama



said. He added that the new law comes at a time where students are making strides in their education.

In the 2012-2013 school year, the nation's high school graduation rate hit 81 percent, the highest since states adopted a new common metric to calculate graduation rates in 2010. The 2010-2011 rate was 79 percent.

According to a report released in November, the number of students dropping out of high school went down from a million in 2008 to 750,000 in 2012.

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**Eleana Rodriguez '15**  
Communications / Digital Media

**sfc.edu**



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# Young, gifted and Muslim (cont.)

to generalize a whole religion. “People have to do their own research.”

Becoming radicalized and a terrorist is “impossible,” if one is to truly follow Islam, he said. He had not encountered the word “jihad” until his studies here, in doing research for a term paper.

“I feel very sorry for Muslims and other people because of what some terrorist groups like ISIS have been doing,” he said. “Their misrepresentations of Islam and their barbarian way of killing innocent people gives a fear to the world and also attacks the Muslim community in the world by

misrepresenting them.”

Eren believes that each person can lead by example: “I’m the kind of person who wants to give back; who wants to make this a better

world, by being educated.”

**‘I want to make this world better by being educated.’**

**Hafsa Tahir, age 21**

Hafsa was born in Pakistan and has lived in countries all over the world, including Indonesia, Malaysia and Thailand. She moved to the US

with her father, mother and three siblings two and a half years ago, as her father now works for the Pakistani embassy.

She is in LaGuardia’s international studies program with a concentration in public administration. She hopes to someday work in the United Nations.

“My experience here has been very great, and eye-opening,” Hafsa said. “Before I came here, I was very skeptical and afraid of coming to America. ... I thought

**continued on page 25**



**Hafsa Tahir**

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# Tips and tricks to best present yourself

**Marie Frankson**  
*Campus News*

A new semester is upon us and for those of you who are just in the middle of your first year of college, you have a great opportunity ahead of you. At college, especially as a first-year student, you can reinvent yourself to someone you want to be instead of remaining the person you were in high school and a way to do that is with a make-over — hair, make-up, and clothing. From one young woman to others, here are some tips and tricks I've learned over my years at college.

## **Confidence is key**

This is the most import tip I can give you. Having confidence in yourself is the most important aspect of creating a personal style, or keeping the style you already have if you want to. If you feel good about yourself, no matter what you're wearing, your confidence will shine through. I was once told that a smile is the sexiest thing a girl can wear, so let others see you smile.

## **It's all about the basics**

Bras and panties that fit well, jeans that aren't too loose or too tight, basic tops in solid colors, cardigans, black slacks, black pencil skirts, a basic button-down blouse, black pumps, ballet flats, and a nice bag never go out of style. You can use these basics to create a plethora of outfits to take you from class to work to a night out.

## **Add a splash of personality**

Although the basics can take you far, don't be afraid to experiment with your style or to buy things that are trendy. Trends come and go and come back again. As long as you love the pieces you buy and everything fits properly, then go for it.

## **Try something vintage, or vintage inspired**

There is a philosophy of history called the cyclical philosophy. People to subscribe to this philosophy believe

that history repeats itself. Well, it is a fact of life that fashion trends repeat themselves. Since fashions repeat themselves, there is always some style from the past that has been made new again — retro-1940s through 1960s clothing is very popular, and fashions from the 1980s and 1990s are coming back again as well. So, why not take advantage of these facts and buy something vintage? Let's be real here, vintage clothing are generally used clothing, so you will be buying hand-me-downs. However, you're not paying full-price for a newly manufactured item. Also, when you purchase a vintage piece, you're getting something that can't be found at every chain store by the hundreds — chances are, it's a one-of-a-kind item just for you. However, if you don't feel comfortable with buying something someone else has worn but still want a vintage look, you can go shopping online and find a ton of cute vintage-inspired clothing items from sites like [www.modcloth.com](http://www.modcloth.com) and [www.pinupgirlclothing.com](http://www.pinupgirlclothing.com). I've gotten a nice lace peplum top, a magenta-pink mock wrap dress, two tee-shirts, a pair of Rosie the Riveter socks, a globe necklace, and an apple core necklace all from Modcloth, and they all blend well with the clothing I already owned. Whatever you choose, just have fun

## **'No matter your style, accessories can turn you from bland to glam.'**

with it.

## **Accessories are a girl's BFF**

No matter your style, accessories can turn you from bland to glam. I like quirky pieces that show my personality, hence the globe and apple core necklaces I mentioned above (I'm studying to become a social studies teacher), and I made a couple pieces I wear all the time as well — I have an

Eifel Tower necklace I made from a pendent that came with a bottle of perfume, and I have a key necklace I made out of an old key I found in my writing desk after it was given to me. Accessories can be as simple as a hair tie on your wrist to a bold statement necklace. The key is to show who you are, or who you want to be.

## **Change your hair, change your outlook**

Hair is the most versatile thing you have. Sometimes, if you change your hairstyle, you can change your outlook on life. Go to a salon where you can get a style that's unique for you (cut, color, extensions, whatever) and feel good about yourself to boot. Make sure to properly maintain your style for as long as you want that style. If you're not sure how to do that, ask the stylist; he/she gave you the style and knows what your hair needs.

## **Make-up to conceal or reveal**

Until I got to college, until earlier this year, I wasn't a fan of make-up. It was messy, it would smear, and it made me break out ... until I was told I was using the wrong make-up for my skin type. Now that I know what to use, I don't have any problems.

Firstly, you have to know what your skin type is because that determines what kind of foundation to use. If you have dry skin you should use cream or liquid foundation, and if you

have oily skin then you should use powder foundation. Opposites attract — for example, if you have oily skin and use cream or liquid foundation, then it will smear and smudge and you risk breaking out. The powder foundation on oily skin will help to dry up the oil. If you have dry skin and use powder foundation, the powder will dry out your skin even more but the cream and liquid foundations will moisturize your skin.

The hardest thing about make-up, especially with foundations and cover-ups, is finding the right shade. Foundation and cover-up shades tend to be a shade darker than they appear, so buy a shade lighter than your actual skin tone.

Once you find what type of foundation to use and what your shade is, the fun begins. Playing with make-up can be fun — especially when you experiment with lip stick, stain, gloss, eyeliner, and eye shadow.

I don't know about you, but one



**continued on page 21**



# Affirmative action case heard as campuses scramble

Jessica Pereda

*Scripps Howard Foundation Wire*

The Supreme Court heard a case in December that may change the way universities tackle race as a criteria for admitting students.

In the hearing, the court questioned the validity of using race in admissions and whether it is still necessary. This comes at a time when black students at campuses across the U.S. are fighting for equal rights.

In *Fisher v. University of Texas*, Abigail Fisher argues that race should not be used in the admissions process. Fisher, who was rejected by the university's Austin campus in 2008, filed a lawsuit against the school, saying she was rejected because she is white. She said she would have been admitted if she were not white.

This is the second time the Supreme Court has heard her case. The first time was in 2013, when it decided in favor of the university.

The justices asked a lower court to review the university's admissions process a second time.

Now, Fisher argued the university did not show "compelling interest" in its process to consider race in admissions.

This case comes in the midst of a national turmoil on university campuses about racial discrimination. At the University of Missouri, the president and chancellor resigned after student protests.

Sherrilyn Ifill, president and director-counsel of the NAACP Legal Defense and Educational Fund, spoke at a press conference after the arguments. She said these race-based measures are more important now than they were before.

"In light of recent events, we should be bringing students to interact with each other to learn how to

disagree, even if they cannot agree," she said.

To get around race-based admissions problems, Texas in the late 1990s created a system automatically admitting to UT-Austin and other public universities students who graduated in the top 10 percent of their class. But the school set aside 25 percent of freshman slots for students who were admitted using other "holistic" factors, including race.

The justices asked if the students who weren't part of the Top Ten program were admitted solely because of race. They said this was important to note because it tells why the university believed race was important to consider.

"In other words, these students would not have been admitted taking into account leadership and family, education and socioeconomic background and hardship and everything else," Justice Sonia Sotomayor said.

The university conducted a review in 2002 to study the program's

effects on diversity. It found that 52 percent of classes of five or more people had no African-American students and 12

percent had no Hispanic students.

Justice Anthony M. Kennedy asked why admitting minority students through the Top Ten program didn't provide enough diversity.

"It's kind of the assumption that if a student, if a black student or a Hispanic student is admitted as part of the top 10 percent plan, it has to be because that student didn't have to compete against very many whites and Asians in the high school class. It's a really pernicious stereotype," he said.

The current case reviews the "holistic application review" that UT uses when it is considering race. It claims race is one of a "factor of a factor" and is part of numerous other considerations.

Justice Antonin Scalia posed a



Abigail Fisher and Edward Blum. Photo by author.

question to the university's lawyer that resulted in backlash.

"There are those who contend that it does not benefit African Americans to get them into the University of Texas, where they do not do well, as opposed to having them go to a less-advanced school, a less, a slower-track school, where they do well," he said.

After the hearing, Al Sharpton, a Baptist minister and civil rights activist, spoke at a press conference outside the court.

"To suggest that blacks do better at schools that are not as fast as UT - I didn't know if I was at the United States Supreme Court or a Donald Trump rally," he said.

Fisher continues to challenge the system, although she graduated from Louisiana State University and works in finance. In the previous case, UT argued she would not have been admitted even if race had not been a factor.

The case is part of a long string of cases about race and education. Starting with *Brown v. Board of Education* in 1954, cases have tried to establish that integration of minority groups in schools is essential to diversity and the education of future generations.

In 2003, in *Grutter v. Bollinger*,

the Supreme Court established that universities are able to use race as a consideration when they have a "compelling interest" in diversity. They must also have "strict scrutiny" and regular review of their process.

An article published by the *Indiana Law Journal* analyzed the absence of affirmative action plans in schools. It found that using grades and test scores alone is not enough to ensure a diverse student body. The article found that 43 percent of students in schools without affirmative actions felt racism on campus.

The university had overwhelming support for its argument, with 68 friend-of-the-court briefs submitted, including one by Solicitor General Donald Verrilli, who spoke briefly in the hearing that was extended from the normal hour allotted to cases to 90 minutes. Fisher was supported by 14 friend-of-the-court briefs. Edward Blum, director of the Project on Fair Representation, helped to organize the case.

Justice Elena Kagan recused herself from the case because she worked on it when she was solicitor general. The court is expected to rule on the case by summer.



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By David L. Hoyt and Jeff Knurek



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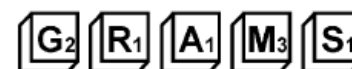
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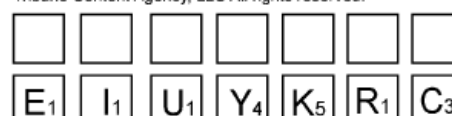
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## MVCC students give

On Friday, Dec. 11, MVCC's Student Congress hosted the Hawks Against Hardship charity event, which provided a festive holiday dinner for approximately 200 people from the community. The students used some of the proceeds from October's Nick Jonas concert to put on the dinner, then accepted donations from the MVCC community to provide gift bags to all of the attendees. The bags were filled with blankets, first aid kits, and hygiene products that were then given to the guests.

Student Congress also will donate \$1,000 each to the seven different organizations that helped bring attendees to the dinner, including the Rescue Mission of Utica, Thea Bowman House, Veterans Outreach Center, the Salvation Army, St.

Joseph's, Hope House, and Care Net. Aside from several Sodexo professionals, the dinner was staffed entirely by student volunteers, who set the tables, served the food, and provided entertainment with the MVCC Drama Club and Pulse dance group. Santa Claus even made an appearance, which made the night even more special for the children who came to the dinner.

"We wanted to do something for the city that has done so much for us," said Erich Luther, MVCC Student Congress president. "So we reached out to local organizations to invite those who could use a nice meal and a reminder this holiday season that their community cares about them, and that the students of MVCC care about them."

## Pajama drive at JCC

On Monday, December 7, 2015 Jefferson Campus Care, located on the Jefferson Community College campus, donated 86 pairs of pajamas to the Children's Home of Jefferson County.

Pajamas, collected during Campus Care's 3rd Annual Great Bedtime Pajama Drive, were distributed to foster children in Jefferson and St. Lawrence counties during their holiday parties.

"This is our third year collecting pajamas and we exceeded our goal," says Roxy J. Silsby, director of Jeffer-

son Campus Care. "The staff and I at Jefferson Campus Care are strong advocates for all families in our area and this is one more way that we can reach out to children."

Jefferson Campus Care serves children ranging in age 21 months up to 5 years. Accredited by the National Association for the Education of Young Children, Campus Care provides a safe, enriching environment where children can grow and develop.

## Present yourself (cont.)

thing I absolutely hate is when my lip sticks and stains don't last as long as I want them to (I hate having to reapply after only a few minutes). This tip from Tanesha Awasthi's blog, [girlwithcurves.com](http://girlwithcurves.com), has rescued me from having to apply and reapply and reapply and reapply, and this will help you too. The first step is to apply concealer or foundation to your lips with a finger or a brush. Step two is to line your lips with a lip liner to prevent the lip stick or lip stain from bleeding.

Step three is to apply the lip stick or stain, blot, and

reapply the lip stick or stain. Remember though, if you're going to wear a bold lip color (like fire engine red or bubble gum pink) to keep the rest of the look neutral. You want to stand out without looking like a clown.

Eye shadow is fun to play with and there are a ton of tips and tricks for this alone, but it all depends on your eye color. For those of you like me who have brown eyes, quartz purple, gold, blues, and greens makes our eyes pop. If you want a neutral look, use neutral shadows similar to your lid color but not the same — those up close to you should be able to tell that you're wearing eye shadow without it being noticeable from far away (note: neutral looks will be the same regardless of eye color). If you have blue eyes, purple, brown, gold, and green shadows make your eyes pop. If you have green eyes, brown, blue, and gold will make your eyes pop. If you have hazel eyes, brown, gold, and greens will make your eyes pop. If you have gray or black eyes, you can wear any shadow color. Basically, the key here is wear shadow colors that are not the same color as your eyes in order to make your eyes stand out. Regardless of eye color, for a night out on the town with friends, I would suggest a smoky eye in shades of gray and black with black eye liner, but remem-

ber to keep a neutral lip color.

You can also experiment with eyeliner. Eyeliner can be basic black or brown, but you can get various colors as well. I usually wear basic black or brown, but I also experiment with other colors. With my brown eyes, I sometimes wear purple or green eyeliner as well. I like to do a classic retro cat eye when I have to be dressed up and wear make-up. Otherwise, eyeliner is really personal preference.

**'Eye shadow is fun to play with and there are a ton of tips and tricks.'**

Make-up should be fun. Experiment to find out what you like, what you don't, what looks

good on you, and what doesn't look good. Most of all, have fun!

### **Wash your face twice a day**

If you're going to be wearing make-up every day, make sure to wash it off before you go to bed and after you get up in the morning. If you wear your make-up for too long and sleep in it at night, you risk breaking out; and if you go to sleep in your make-up, then oils and chemicals from the make-up are all over your pillow case(s) and maybe even your sheets and blankets. Make sure you have a good make-up remover to take off the make-up and use a cleanser to wash your face before bed. Washing your face in the morning will help whisk away some of the oils from the day before and give you a fresh canvas to work with while applying your make-up for the day.

These were some tips and tricks I have learned through my years at college so far, and I hope you find some of these, or all of these, helpful in your daily life as a college student and beyond, and I wish every one of you good luck on this crazy adventure you have all started. Just remember, as fashion stylist Stacy London said, "There is no such thing as personal style without self-acceptance."

# CAMPUS News

is published once or twice monthly during the school year and distributed to over 37 New York, New England and New Jersey two-year colleges.

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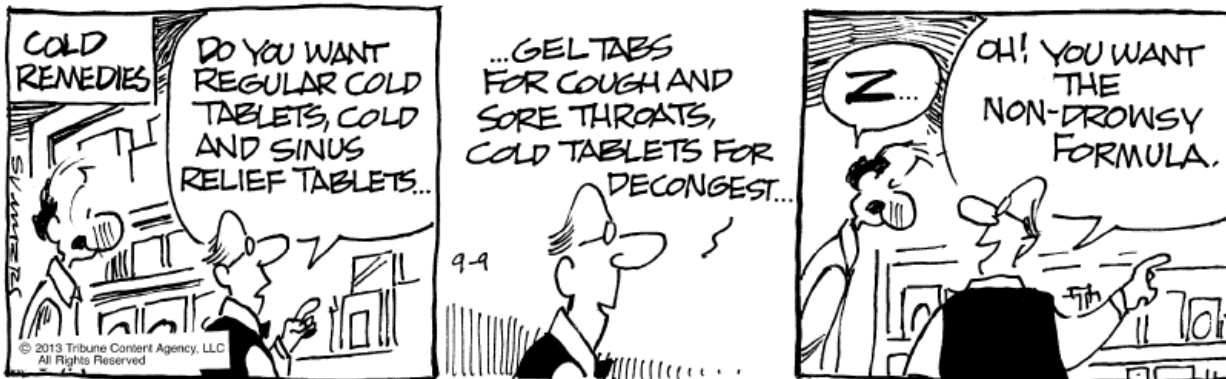
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# New to you! (cont.)

under “National Lampoon” on your cable box and it should appear.

## What’s No. 2?

Here is where the real debate lies. Like debating “Rocky” movies after the original, there is no right answer (though, clearly, “Rocky II” is the best of the rest, in my mind).

The two films yet to be mentioned in this article are “Christmas Vacation” (1989) and “Vegas Vacation” (1997).

Both of these have gained steam over the decades and have built audiences. Initially, critics were so-so about the two. Neither was a blockbuster.

Now, “Christmas Vacation” makes some top 10 Christmas movie lists, but is that because it’s so good or that most Christmas movies are overrated to begin with?

In “Christmas Vacation,” we still get a relatively young Clark, and we get the best Audrey portrayal – played by Juliet Lewis, who also has had a stellar career (“Natural Born Killers” was made not long after this film).

While there is no actual “vacation,” all the Griswold relatives visit, including Cousin Eddie (Randy Quaid, who we learned in recent years, may *really* be crazy). An annoying yuppie neighbor is played by Julia Louis-Dreyfus, even. (She is an actress who has looked about the same her whole career.)

While this is an excellent “Vacation,” though, I must say that “Vegas Vacation” gets the nod for me as the

better film.

First, it captures the middle-class Vegas experience. Every other movie set in Vegas is either about big winners or horrible losers.

They stay at a reasonable hotel, get caught up in the euphoria of the slots, go to buffets. Rusty gets into typical mayhem for an underage teen visiting there. An innocent Audrey meets up with her stripper cousin who lives there.

Cousin Eddie, who lives out in the Nevada desert, is at his best, and while Clark experiences Vegas from an average tourist’s perspective, when his money runs out, Eddie shows him how the locals navigate Sin City.

## ‘Cousin Eddie shows how the locals navigate Sin City.’

It is directed by Stephen Kessler, who made the funny and interesting documentary, now on Netflix, “Paul Williams: Still Alive,” and in it, narrates that he was really disappointed that “Vegas Vacation” was a critical bomb. He’s right. It deserves better.

For most families who have been to Vegas, “Vegas Vacation” captures well the experience. It rings true.

*Darren Johnson has been writing reviews for “It’s New to You!” since 2010. Find more on Nu2u.info.*



‘Vegas Vacation’

# QCC’s NYDesigns celebrates 10th year

NYDesigns, an incubator, co-working and fabrication space for design and hardware tech start-ups located at LaGuardia Community College, kicked-off a yearlong series of events celebrating the 10-year anniversary of the launch of NYDesigns’ incubator and fabrication space, at an event on Friday. Since its inception, NYDesigns has served over 9,000 clients, 82 of them incubator residents, and has assisted clients in acquiring over \$23.6 million in contracts and over \$17.7 million in equity capital.

NYDesigns IO+ aims to build a community of makers in hardware tech and design, while fostering meaningful exchange around the art of making. Upcoming NYDesigns IO+ events include the opening of the upgraded NYDesigns FabLab in 2016.

The Dec. 11 kick-off event, I Make:\_\_\_\_\_, celebrated the creative makers in the neighborhood –from the arts, design, tech, film, TV, food and fashion – through open studios, presentations and a digital exhibit crowdsourced from the audience.

The event featured keynote addresses from leaders in the design and hardware tech communities: Jessica Singleton, Chief Digital Officer for the City of New York, and Despina Papadopoulos, design strategist, systems thinker, and educator. Highlighting trends within the design-tech industry, NYDesigns’ residents and Fellows gave presentations about their work. The event was hosted at NYDesigns’ incubator space on the LaGuardia Community College campus.

“The tech ecosystem in New York City is thriving, and LaGuardia Community College plays an important role, from tech education and job training, to being a prime space for



designers and makers of all backgrounds,” said Gail O. Mellow, President of LaGuardia. “NYDesigns is poised to be a main player on this evolving scene, joining together makers and entrepreneurs to think, plan and create collaboratively. The potential for new and game-changing technology and work is endless.”

“NYDesigns at LaGuardia Community College has a long history of connecting enterprising hardware and technology companies to great mentors, resources, events and advisors who share in their passion to grow New York City’s thriving tech ecosystem,” said NYC Chief Digital Officer Jessica Singleton. “Making and new models of manufacturing have swept across all five boroughs, and with quality companies and jobs on the rise, this key sector is inspiring entrepreneurs, creating more opportunities for New Yorkers, and generating activity that benefits the City. We celebrate 10 years of NYDesigns building and fostering meaningful connections around the art of making.”

“I am thrilled to be part NYDesigns’ I Make:\_\_\_\_\_. As a maker, entrepreneur and educator, I know how important it is to have access not only to resources, but also to a supportive and mentoring community,” said Papadopoulos, a professor at NYU’s Interactive Telecommunications Program. “NYDesigns fills a unique space in the city’s maker community and supports one of New York’s most valuable resources: young, driven designers and makers and their vision.”

# Social sciences helped during storm Sandy

**Maren Machles**

*Scripps Howard Foundation Wire*

Take a glass of water and pour it out. This is the sound that Mary Anne Trasciatti heard for hours during and after her hometown of Long Beach, N.Y., was hit by Hurricane Sandy in 2012. She said water and raw sewage poured in through doors, the chimney and the electrical outlets.

“I had this terrifying feeling that I couldn’t save my children. So we went to the top of the stairs and clung onto each other hoping that, as high as it went, it wouldn’t come to the top of the stairs. And it didn’t,” she said.

Her family was part of the 90 percent that did not evacuate until after the storm hit. What she didn’t expect at that terrifying moment was that it would inspire research that could someday save others.

After being displaced for more than a month, Trasciatti’s family came back to rebuild their house from the ground up with the help of friends and family. She noticed that all these strong men were helping neighbors rebuild and medical professionals were nursing people back to health. Trasciatti, an associate professor in the Department of Rhetoric at Hofstra University, wondered what she do in the face of a natural disaster. She decided to create an archive of stories of those affected by the storm.

Trasciatti’s documentation became part of the Coastal Storm Awareness Program, 10 projects to find out how communication affects responses to storm warnings in an effort to minimize deaths and injuries. The projects are part of collective research funded by the National Oceanic Atmospheric Administration after the devastation Hurricane Sandy left behind.

This research was especially important to Trasciatti because she lived it. She set a camera on a tripod and put up fliers. The results were overwhelming.

“I understand that narrative provides a really important framework for making sense of experience and can be very cathartic to tell your story,” she

said. “But sometimes it was more harmful than helpful.”

As some people told their stories, they experienced their trauma over again, and it would remind her of what she had been through.

Her mother was diagnosed with Stage 4 cancer when they were rebuilding the house.

“For me it was rebuilding the house, nursing a dying woman, and that is the experience of a lot of people,” she said. “The storm happens. It destroys your house, and the rest of life goes on.”

There were plenty of stories that made her tear up, but one story about a woman who lost her bra put it in perspective for her in a lighthearted way.

“That was the thing she missed the most, because she is very well endowed, and the bra fit her really, really well. She is never going to have a bra that fits her like that ever again. I totally get that! It’s this tiny, little thing, but it is powerful,” Trasciatti said.

Trasciatti’s videos were used to track how people reacted when they heard about the storm – how they received information and used it to make decisions about whether to evacuate.

She worked with two other principal researchers at Hofstra, Elisabeth Ploran, an assistant professor in the Department of Psychology, and E. Christa Farmer, an assistant professor in the Department of Geology, Environment and Sustainability. They sifted through 152 interviews to count specific words used to indicate the decisions.

Half said family members or friends had an influence on their decision about whether to evacuate. Thirty-nine percent mentioned a media source, and 8 percent mentioned specific authority figures. Even with all the warnings about Sandy, only 33 percent of people who were advised to evacuate before the storm hit did so.

People often left when utilities failed. When the researchers asked how the residents would respond if they knew they wouldn’t have power, that was more persuasive. Researchers also found that experience was a big

factor in evaluating the severity of the storm.

“Many people had indicated that they had evacuated for Hurricane Irene, and Hurricane Irene wasn’t really that bad of a storm, so they decided they didn’t need to evacuate for Sandy,” Ploran said. “So if I evacuate for a storm and it is not that bad, then I am not going to evacuate the next time. But then, if that storm is horrible, then I will evacuate the next time. So it is kind of creating a back and forth, back and forth rather than creating a consistent pattern of evacuating.”

Gina Eosco, a former graduate student at Cornell University, worked on a coastal storm project on the visual aspect of communication that produced similar findings. She said the results have to do with cognitive shortcuts called heuristics, when humans tend to recall past experiences as a frame of reference for the next experience.

“There was this frame of reference that was sort of, ‘If my house survived that storm, then it will survive this one,’” she said. “That is an inference that you have to be very careful to make, because a lot has changed geographically.”

“I don’t think we always know when to use them and when not to, but we do know that coastal residents are using them.”

Eosco’s research focused mostly on visual messages. Evacuation maps don’t help residents clearly interpret the gravity of what is going to happen, but a picture of a flooded building does. Eosco wants to find a way to replicate what the predicted damage of the storm will be.

Both Eosco and Trasciatti’s research groups found that no matter what residents’ past experiences were or how the message was delivered, some people would not leave. Eosco described their attitudes as playing with “weather for sport.” They have a spe-



cial attachment to the sea and believe they can make it through, she said.

Jennifer Marlon, an assistant research scientist in the School of Forestry and Environmental Studies at Yale University, identified this group as “diehards,” which made up 22 percent of coastal residents in Connecticut. This group percent fell on one extreme end of a spectrum of five different groups and the likelihood they would evacuate. She called the next group “reluctants” – making up 27 percent – which is the largest on the spectrum. They will evacuate only if ordered to do so by police or firefighters. At the opposite end of the spectrum are the “first out,” who tend to be younger and are always eager to leave when they hear there is a storm coming.

While their research is preliminary, these social and physical scientists plan to use it to try to save lives the next time a storm is predicted to hit land.

“People don’t just automatically understand a forecast,” Marlon said. “You can’t just assume that everyone can visualize the impacts and understand when somebody says we may have power outages. We don’t necessarily translate that into our refrigerator won’t work, toilets and showers won’t work. People bring very different levels and awareness to the table and they have very different abilities and resources for preparing.”



# To be young, gifted and Muslim (cont.)

there would be bullying, but I've found a very diverse people here; they are accepting and fun-loving."

She was accepted into LaGuardia's Luce Heritage Language Scholars Program, which is dedicated to nurturing the inherent language abilities of first- and second-generation immigrants and positioning these students for careers that leverage such skills. Students who earn a Luce Heritage Language Scholarship receive full tuition coverage for two years and/or a monthly stipend. She also teaches new LCC students in the college's ePortfolio program, helping them with study, career and life skills.

Hafsa wears a traditional head scarf and sometimes gets "weird" questions about her heritage, but they aren't mean-spirited, just inquisitive. "They ask me if I wear it at home, as well," she laughed.

But she knows that many people have pre-conceived notions before meeting her. "The media really impacts people's ways of thinking and has a powerful impact on people's reaction [to Muslims]," she said. "I hear negative media reports, and it even makes me feel scared. I feel guilty for no reason."

But she finds that LaGuardia is a safe haven. "The college is a great environment. There is no judgment there."

Hafsa is a part of LaGuardia's

**'I hear negative media reports, and it even makes me feel scared. I feel guilty for no reason.'**

Muslim Student Association. The larger MSA group also meets at other CUNY schools and hosts cultural events.

She said that non-Muslims may have misconceptions about what happens in mosques. "They are open,

friendly environments. People go there five times a day for prayer. They are not political."

She worries that the media may focus on an extreme element of people who claim to be Muslim, and characterizes the whole faith based on these extremists.

"They are a tiny minority of Islam and their actions are related to political intent and power and what is happening in Syria and Iraq," she said.

Like Eren, Hafsa believes she can lead by example and dispel cultural generalizations.

"Because I cover myself with a scarf, people think I have a very different lifestyle than them ... because of the way I look," she said. "I have a job and

deal with lots of people on a daily

basis. People at first seem afraid to speak to me. I try to make them comfortable, and invite any odd questions."

She said that people sometimes make false assumptions that her faith has harems, for example.

"My cover [scarf] is about modesty," she said. "Muslim women follow a rule of chastity."

If someone tries to talk of Muslim terrorism, "I tell them I am as unaware of those activities as you are. ...

"If people are violent by nature, their interpretation of religion will be violent. It is a psychological issue, not a religious one. The Quran is clear, 'If any one killed a person, it would be as if he killed the whole of mankind.'

"But one doesn't have to be Muslim to be able to differentiate between right and wrong."

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### JUMBLE

Unscramble these four Jumbles, one letter to each square, to form four ordinary words.

DUGAY

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PHOWO

FARITY

GUNJEL

Answer: "  "

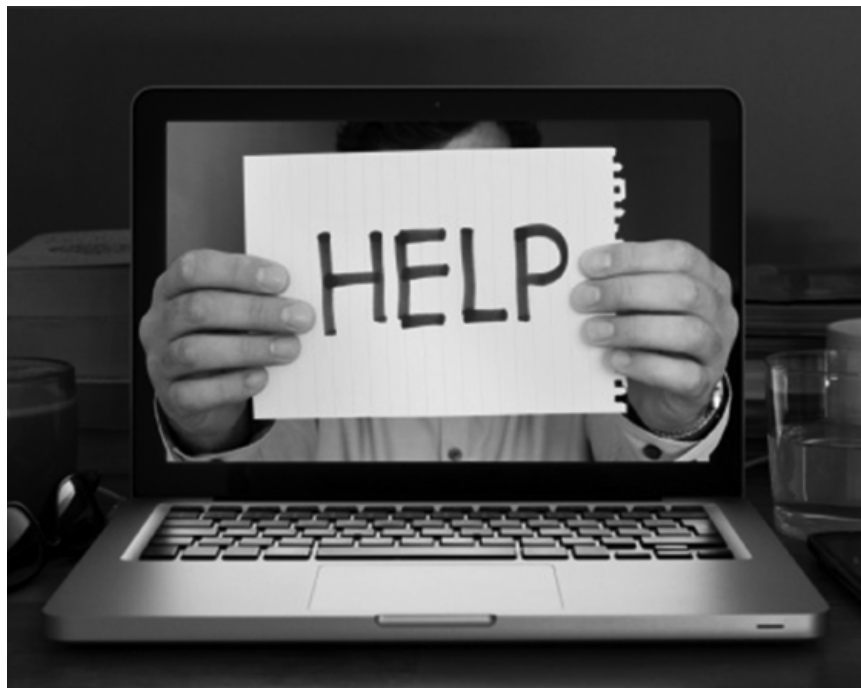
Jumbles: GAUDY WHOOP RATIFY JUNGLE  
Answers: The couple left the restaurant because the accordion music was — "DRAWN" OUT

THAT SCRAMBLED WORD GAME  
by Mike Argirion and Jeff Knurek

Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.



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# Stay away from shady for-profit colleges

**Darren Johnson**  
*Campus News*

An excellent report on the scams perpetrated by for-profit colleges was recently on CBS's Sunday morning show "Full Measure with Sharyl Attkisson." You can find the full 23-minute feature on YouTube (Type "Full Measure Episode 5" in the search field.)

Along with publishing Campus News, I was the full-time marketer and accreditation officer at a legitimate, public college up until recently, so this piece really caught my interest.

The show took the tact that this is a taxpayer issue – "About 300,000 vets get up to \$21K a year in G.I. Bill money. In all, 1800 colleges - many of them for-profits - have received more than \$20 billion G.I. Bill tax dollars," Attkisson narrates.

"It's a story told by thousands of vets who attended for-profit colleges where students are more likely to drop out, default on their loans, or graduate in dire debt without a useful degree. Of eight for-profits that get the most GI bill funds, seven have been targets of inquiries for possible violations including deceptive or misleading recruiting. Together, they received nearly a billion (\$939,086,610 million) tax dollars over two school years," she continues.

The seven worst violators are sponsored by: Career Education Corporation, Corinthian Colleges, Inc., DeVry University, EDMC, Apollo Education Group, Kaplan University and IIT Tech, according to a US Government Accountability Office Report on deceptive marketing that Attkisson cited. Of course, there are other bad eggs in the for-profit educational world. Also, occasionally, a non-profit college may come under fire from accreditors.

But the biggest red flags usually are with the for-profits.

This isn't just an issue with the GI Bill. It's also an issue with students taking out loans that they will never be able to repay – because they don't get a

proper credential and training to get a decent job at these schools. Defaulted loans also are a taxpayer issue. As well, it's also an obvious human issue when people are tricked into wasting their time, and screwing up their credit scores.

Why does this happen? Attkisson suggested: "Since 2010, for-profit colleges have poured nearly \$10 million into campaign contributions and spent \$41 million on lobbying, according to the Center for Responsive Politics."

So how can you tell if the college recruiting you may be potentially shady?

Here are the tell-tale signs of a college you probably should not attend:

## **Accreditation**

First and foremost, you should make sure that the college is *regionally* accredited. It should state this clearly on the college's web site. There are lots of bogus national accreditations. The only one that matters in New York/New Jersey down to Washington, D.C., is the Middle States Commission on Higher Education. In New England, the legitimate accreditation body is The New England Association of Schools and Colleges.

Now, regional accreditation bodies do endorse some for-profit colleges, so you may want to check the accreditor web sites to see if these schools are on "warning" or not. The shadiest for-

## **You can tell if a college is legitimate by its accreditation and marketing style.**

profit colleges won't even bother trying to fool the regional bodies, by applying for proper accreditation, for fear of being "found out."

## **Marketing**

For-profit colleges generally saturate the cable TV airwaves and also love to use web-ads with trackers. It is

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United States Government Accountability Office

Testimony  
Before the Committee on Health,  
Education, Labor, and Pensions, U.S.  
Senate

For Release on Delivery  
Expected at 10:00 a.m. EDT  
Wednesday, August 4, 2010

**FOR-PROFIT COLLEGES**

**Undercover Testing Finds  
Colleges Encouraged Fraud  
and Engaged in Deceptive  
and Questionable Marketing  
Practices**

**A federal report.**

Statement of Gregory D. Kutz, Managing Director  
Forensics Audits and Special Investigations

their style of advertising.

One for-profit college called me at one point, thinking of putting an ad in Campus News. But this college administrator was much different than the ones I usually deal with. He wanted to know all about "ROI" (Return on Investment). He only wanted to buy one ad. (Campus News does not accept advertising from for-profit colleges or trade schools that are not regionally accredited.)

Legitimate colleges think more long-term – they advertise in a style called "branding." They know they need to build trust, slowly, over time, to convey that they are stable. You will join a proud tradition of past and future alumni by attending a good college.

Ads for trustworthy four-year colleges will have well-written, personable copy, photos of real students, and be in trusted venues – often in print publications or their related web sites.

Shady for-profit colleges are about right now. They know they may not be around in the future, or the laws may change regarding how they can use the student loan system, so they are trying to make hay.

Such shady colleges generally use models in their ads, as opposed to real students. The shady college web sites

usually have heavy-handed marketing aspects – even "live chat" popups – but there is little on their sites about actual student life. They advertise during daytime TV, after midnight or on high-numbered channels. They may also buy bus/transit ads, and lots of annoying Internet ads.

A real college web site will have links to the student newspaper, athletic teams, code of conduct, the menu for the cafeteria, a photo gallery of various campus events, etc., etc. It will be a living, breathing, very large entity. The for-profit college web site will be shallow and just feel "fake."

Other oddities: Strayer University has ads in partnership with comedian Steve Harvey. University of Phoenix bought the naming rights to an NFL stadium – but they don't have a football team.

The much better route, if you want to use GI Bill money/federal loans and/or just keep working while earning your degree, is to just go to a community college and/or established university. Most have night/weekend/online courses, just like the for-profit colleges – but the credits are REAL.

Good colleges might not be as forceful at marketing themselves, but, usually, subtlety in advertising means that the college isn't desperate – you need them more than they need you. That's a good thing to note.

# Berkshire CC's new sports logo a hit

Club Teams and intramural sports are growing and thriving at Berkshire Community College (BCC) after being dormant for more than a decade. BCC today unveiled a new Falcons logo to be used for future promotions and marketing of the institution's athletics program.

The event, attended by members of the BCC community including students, faculty and staff, members of the College's Club and Intramural Teams, correlates with the start of the Falcons Club Basketball Team's third season.

"Sports at BCC has been successful in recent years for many reasons. Our students have the flexibility to attend practices when they are able and games are never during times that classes are held. We know that students who are actively engaged in College beyond the classroom tend to stay in school. They have a built-in support system and a sense of community. The comradery and pride amongst our

players, their dedication to both their studies and their teams have been remarkable," said BCC President Ellen Kennedy.

The falcon has been BCC's mascot since the 60's and was inspired by the Peregrine Falcon –considered by many cultures to be a symbol of power. Peregrine Falcons are the fastest animal on earth, clocking up to 200 miles per hour. They average a wing span of approximately four-feet and measure approximately two-feet from nose to tail.

The new logo was created by BCC Graphic Designer and 2003 alumnus, Erin Murphy. Speed was the main concept driving the visual direction of the logo design, which features the official brand colors of BCC.

After researching hundreds of photos of falcons in the wild, Murphy opted to create the logo focusing on the side view – stylizing the illustration and font to create sense of motion.



The logo will be used on all of the team jerseys and the BCC bookstore will also carry items such as hoodies and T-shirts with the mark.

A Campus News poll on its web site, ccn.us, asked readers if they liked the new logo. Sixty-two people responded with 57 (92 percent) saying they love it, four people were "neutral" (6 percent) and one person said that he/she did not like it.

"It was clear to me when I started

working at BCC that there were many students interested in playing sports. We've got some strong, talented players and it's been thrilling to see their dedication and growth. The creation of the Falcons logo is just another step forward for our athletics program. We want to show current and prospective students that sports teams at BCC are here to stay," said Lauren Pellegrino, BCC's Director of Recreational Services.

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# Geneseo eGarden teaches sustainability

By Megan Tomaszewski  
*Special to Campus News*

Further work on Geneseo's new eGarden is underway, with Dan DeZarn, director of the Office of Sustainability, expressing his delight in seeing its evolution thus far. The garden is a one-acre, off-grid education and research facility on the west side of campus that focuses on renewable energy, organic agriculture and sustainable organic waste management.

"It's all been a steady progression of the initial vision," said DeZarn. "I'm really excited to see students be actually able to engage in it."

DeZarn explained that one of the major developments was the installation of solar panels through the combined efforts of Stephen Padalino--Distinguished Teaching professor of physics--members of Geneseo's Facilities department and a number of students. In addition, a temporary equipment shelter has been constructed, plans for the main barn are in the final stages and a support pole for the wind turbine was put in place.

DeZarn emphasized the specific uniqueness of the wind turbine, noting that it "is going to be raised and lowered periodically so that students working on research projects can actually get their hands on the turbine and make modifications if they need to." He also noted that there are plans underway for the development of an organic garden next summer sponsored by the school and Campus Auxiliary Services.

The level of student involvement is perhaps one of the most noteworthy features of the project, with 12 individuals deeply entrenched in both the research and implementation process. The group consists of seniors Brandon Mark, Amy Walters, Jennifer Lomaki, Eleanor Trelstad, Zachary Hallenbeck, Ariana Sabzeghabae; also involved are juniors David Chin, Cara Gannett, Scott May, Jorden Griffin and Jasmine Beloy and Mary Keenan '15.

The students are spread across

five "departments" based on their area of work: eGarden club electric car, solar collector air heater, Arduino data collection and telemetry system, photo voltaic solar collector and micro-algae pond farming to produce biofuels.

Mark noted that he has been involved in the eGarden project since his freshman year, helping to "determine what the eGarden needed and helped order nearly all the components that are currently in place." Mark and Hallenbeck are working together on the electric car project.

Despite the concentration of science majors involved in the project, Mark stressed that the project welcomes any and all majors--the eGarden is meant to benefit the community as a whole.

"It [the eGarden] is essentially a tool to educate people from all backgrounds of study, not just the sciences, on the effectiveness of alternative energy sources," said Mark.

Working with Sabzeghabae, Gannett's role in the project is "creating solar heat collectors, one of which we filled with soda cans to be used as the material to absorb heat from the sun."

Gannett reiterated Mark's sentiment that in addition to providing hands-on experience to interested students, the eGarden is ultimately meant to educate and inspire the Geneseo population.

"The project is all done with materials that are affordable and accessible, so the project is one that could be easily recreated by anyone with access to the right tools and with desire to reduce their impact on nonrenewable energy sources," said Gannett.

Beloy and Griffen are working not with metal tools, but with live organisms. "Our research in the eGarden is, basically, to grow as many algae as we can and then try to see how much lipid content we can get



out of them, which will eventually turn into biofuel," said Beloy.

She emphasized her belief that the project's impact can extend far beyond the town of Geneseo.

"I think that our role in the eGarden is important not only for our undergraduate research but also for our future on Earth," said Beloy. "Proving

solar power and wind power and renewable energy, things like that, and they're all kind of abstract, ambiguous ideas ... this is an opportunity for people who are interested in that sort of thing to engage in it firsthand and learn how to do this."

In addition, DeZarn noted that the government push for sustainability initiatives has created a very rapidly growing job market. He explained that the eGarden will not only allow students to have a hands-on learning experience, but will then be able to "have some background in a field that is really potentially lucrative field."

Involvement from Geneseo community members--both on and off campus--is something DeZarn is optimistic about seeing as the project comes to fruition.

"Anybody that wants to get involved can get involved," said DeZarn. "The hope is that eventually there will be students, faculty members and possibly even community members outside of the campus that will come and engage in the project."

*Megan Tomaszewski is a student writer working in SUNY Geneseo's Communications Office.*

**'Students can actually get their hands on the turbine and make modifications.'**

whether or not algae would be a better alternative to fossil fuels and/or natural resources will impact how we can improve our planet.

Seeing students be able to apply sustainability concepts in a real-life environment is something that DeZarn stressed as a key component of the eGarden project.

"It gives students a hands-on opportunity to engage with some of these things that we hear a lot about but don't ever actually touch," said DeZarn. "We hear about things like

# Thankfully, holiday shopping is over!

**David L. Podos**  
*Campus News*

Welcome back! It's a new year and a new semester! So long holidays, so long to holiday shopping, to rude and inconsiderate jerks. So long to the constant barrage of holiday commercials trying to sell you and me everything made by the hand of man – most of which I don't want, don't need, can't afford. Sound familiar?

But just in case if you are still dealing with that post-shopping holiday hangover, and experiencing a lethal dose of buyer's remorse, there is hope. But first off, just what the heck is "buyer's remorse?" (No, it is not some stale and moldy cheese that was left over from that tacky party you had with your friends.)

A more accurate definition is – buyer's remorse is "regret of the buyer from making a purchase; usually from purchasing a high price item, but not always," says Wikipedia.

Now, I'm not sure if you had purchased any high-price or, for that matter, any low-price items for loved ones, or friends, or how much you spent. But for those of you who did partake in the madness of holiday shopping, here is an interesting statistic to chew on – but make sure you wash it down thoroughly with a good cup of coffee (providing you drink coffee) and if so, and as an economics instructor, I suggest Dunkin Donuts, not Starbucks, or shall I say "four-bucks"; save that money and stash it away, as before you know it the 2016 holiday shopping will begin and you will already be ahead of the game by saving hundreds of dollars by not purchasing overpriced coffee. Now, let's move on to that statistic. According to the

American Research Group, having called 1100 households on November 21 2015, the average amount of money per house hold that was going to be spent for holiday shopping was \$882.

That's a whole lot of green! So, let's say for argument's sake that you happen to fall within this statistic, and you are now having buyer's remorse big time (like buyer's remorse on steroids). What can you do?

Well, for all those gifts that you bought you're kind of stuck with the bill! I mean, what can you do, go back to the people who you gave those gifts to and ask for them back? Good luck with that! Even old Aunt Edna isn't about to give up the overpriced stale fruitcake you gave her. But, here are a few suggestions that might lend a hand, all the while putting just enough money back into your checkbook to help with that bloated holiday shopping bill.

Take every gift that you got and sell them on eBay. It's simple to do and somebody is always looking for something (no matter how ugly or repulsive) – I'm not saying that you were given an ugly and or repulsive gift (or two), but just in case you were, you will have even less guilt on your part getting rid of it!

You can also gather up those gifts you got – sweaters, boots, shirts, jeans, and journal books – dear God! – and find out where they were purchased (a little investigation on your part should yield enough information without raising a red flag). Dump them into a trash bag or something big enough and get your butt to those stores and return them.

Now, I know what you're going to say, "But I don't have a receipt." Well that might be so, but some

places actually have a return policy that doesn't require a receipt. I know it sounds crazy, but they are out there. And even if they do, with the right amount of smooth talking, you stand a decent chance to make the exchange for cash back to you.

Let's face it, you're desperate, and desperate times calls for desperate action. Hey, it's not like you are lying or stealing. The store received the money for the product fair and square; in fact that money has already been circulating around somewhere (in economics, we call it the velocity of money), so no problems there.

And guess what, you really don't know where the receipt is – that's true – right? So no lying, no bad karma created. They get the prod-

uct back, you get the money, and then they re-sell the product, and everybody wins!

Or you can do something really altruistic: Take everything you got for Christmas/Hanukkah, and simply give it away. There are enough organizations in your area to choke a horse that work with people who are really, really, truly desperate, so why not do something for someone else? Now that's creating some super good karma!

Chalk up your buyer's remorse as a hard lesson learned. And next holiday season, why not forget getting everybody some of that stale fruit cake? You will save some money, and, I'm sure Aunt Edna won't mind.

*David L. Podos is an adjunct instructor for the Center for Social Sciences, Business and Information Sciences at MVCC.*



## 9 to 5 by Harley Schwadron



## SCRABBLE BRAND GRAMS SOLUTION

Y <sub>4</sub>	U <sub>1</sub>	C <sub>3</sub>	K <sub>5</sub>	I <sub>1</sub>	E <sub>1</sub>	R <sub>1</sub>	RACK 1 =	82
W <sub>4</sub>	A <sub>1</sub>	R <sub>1</sub>	M <sub>3</sub>	T <sub>1</sub>	H <sub>4</sub>	S <sub>1</sub>	RACK 2 =	65
U <sub>1</sub>	N <sub>1</sub>	B <sub>3</sub>	U <sub>1</sub>	I <sub>1</sub>	L <sub>1</sub>	D <sub>2</sub>	RACK 3 =	66
O <sub>1</sub>	U <sub>1</sub>	T <sub>1</sub>	B <sub>3</sub>	R <sub>1</sub>	A <sub>1</sub>	G <sub>2</sub>	RACK 4 =	60
D <sub>2</sub>	A <sub>1</sub>	M <sub>3</sub>	A <sub>1</sub>	G <sub>2</sub>	E <sub>1</sub>	R <sub>1</sub>	RACK 5 =	61
PAR SCORE 265-275							TOTAL	334

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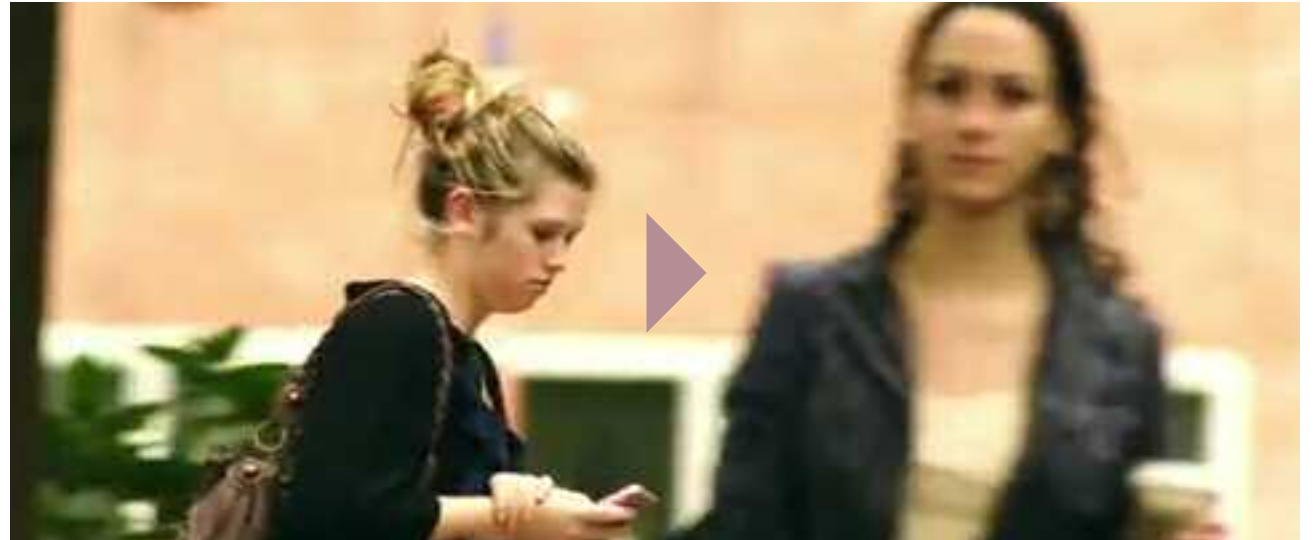




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