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CAMPUS NEWS



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IT'S NEW TO YOU! 14

Put away your smart phone

We didn't expect so many responses to our expert query on smart phone use at the college level.

In just the past couple of years, especially, it seems, at commuter colleges, the majority of students in campus corridors seem to be staring down at these interactive devices.

"In the classroom, cell phones are a major distraction," said Stoney Brooks, a professor of Computer Infor-

mation Systems at Middle Tennessee State University. "Many students do not think that multitasking – checking Facebook, texting, watching a harmless YouTube video, etc. – is harmful to their learning. This is not true. Humans cannot multitask – we rapidly task-switch. And whenever we switch tasks, our brains have to refocus our processing to the new task, and we forget some of the information that we had for the first task. There are studies that show that, for example, social media use in the classroom is associated with increased stress and lower classroom performance."

Obviously, this can be a safety concern, too, with no one actually looking up and taking in the action



happening around them. But also it can be a quality-of-life concern, as students may not feel they can escape their day-to-day worries while on campus, instead managing their private lives via the device. What suffers could be the so-called "college experience," the experts warn us. You may be missing out on enjoying your

time on a real, physical campus while you tend to a virtual world.

"Cell phones have a great potential for help and for harm. Sadly, the harmful effects are more prevalent than the helpful ones for today's students, and they are cheating

continued on page 18



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Start marketing yourself

You are a freshman, sophomore, reverse transfer, campus visitor or maybe even a faculty or staff member, now reading this article.

But who are you, really?

You may have talents and skills, but find yourself overlooked when it comes to finding a better job, or moving up the ladder at your current job. What you may be lacking is an ability to "tell your story."

We discussed this very topic with Bill Corbett, Jr., President of Corbett Public Relations on Long Island, who

created "Grow Your Personal Brand," a program for people who want to grow their brands and market themselves more effectively to achieve career and business success.

"To compete for jobs after graduation, to quickly advance careers and to find their dream job, personal marketing and personal branding are critical," he said. "The earlier that a student starts the better."

Here are his tips:

continued on page 13



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More on the dangers of too much cell use

Darren Johnson
Campus News

Below is my longer interview with Dr. Ofir Turel, professor of information systems and decision sciences at California State University, Fullerton. The scholar has conducted extensive research into social media addiction, including cell phone use, and its effect on social function and academic performance as well as health.

DJ: One thing I've noticed on campuses is that more students are just looking down at devices when I see them in the halls. This is a marked difference than just a few years ago. What is going on? Is this a dangerous trend?

OT: Younger users (and some older ones) have markedly shifted their life to online environments. If in the past the vast majority (say 90%) of interactions were face-to-face and few (say 10%) over one-to-one electronic media (phone in the 70s-80s, and later email and maybe text messaging in the 90s), this situation seems to have flipped. The majority of interactions for some individuals, and especially young-adults, is now done via electronic media, which allows one-too-many communications. ... The choice of online interactions over face-to-face ones is possibly more rewarding for some users – they seem to have better control over their circle of friends this way and can present themselves in a very selective and positive way (for example, by posting only happy and exciting pictures). These tasks are also time-demanding.

DJ: I've heard reports that some professors are distracted by distracted

students, who get antsy if they haven't looked at their devices in several minutes. These professors even schedule breaks so that students can check their devices – this seems to be the equivalent of a “cigarette break” circa 1970.

OT: I am not surprised by such reports. There are many neural and behavioral similarities between using substances (including cigarettes) use and social media use (and more broadly the use of cell phone applications for hedonic and social purposes). All of these behaviors are psychologically rewarding, and our brains learn to expect and even in some cases strongly “want” these rewards. All of these release neurotransmitters in our brains that make us happy. When the brain does not get these rewards people become antsy (akin to withdrawal symptoms in the cases of substance addiction, though in most cases these withdrawal symptoms are very mild). In contrast to the group you described, many professors let their students use cell phones for surfing in class. First, it is difficult to block the use of such technologies. Second, taking mental breaks can help students “re-charge” and grasp more complicated materials. While no one can justify that checking what a 5th-degree-friend-of-a-friend has done today is more important than the class content, it seems unrealistic to expect students to delay their desire to do so, especially since they do not know what they may find on their social media (there is a big element of “surprise” every time they check it).

DJ: Is intense cell phone use affecting quality of life – in this case, “the college experience?”

OT: There are some arguments that at lower levels, cell phone use has positive effects; for example, by allowing better connectivity with classmates, instructors or even strangers who can help with assignments, allowing watching instructional videos from anywhere, taking pictures of the whiteboard, copying assignments, sharing information and consulting with colleagues. At the same, though, at higher levels of use, it obvi-

ously can have negative impacts on various aspects of quality of life. Too much information (information overload) is bad; people can become stressed when they do not have access to their phone (for example, FOMO, or “fear of missing out”). They can also easily develop jealousy with their friends who portray rosy pictures of their lives. Not to mention possible adverse influences on sleep quality (checking cell phones before going to bed suppresses the release of melatonin, a hormone that signals to the brain that it should go to sleep mode), which indirectly can deteriorate one's mental and physical health.

DJ: Have your studies focused on college-age adults as a subset? Any unique findings vs. older adults?

OT: I have mostly studied college-age adults. This group seems to differ from older adults in at least three aspects. First, their social needs are different; they still need to develop their identities, confidence, social circles, professional aspirations, etc. Older adults have similar needs, but to a lesser extent. Students are often in a unique situation; they leave their homes for the first time (most of them), and for a change, no one is there to supervise them and they may feel lonely. This makes it easier for them to get carried away with rewarding behaviors (for example, playing video games in the dorms), which may be harming and addictive. Older adults are often not in this situation. Second, younger adults tend to be (not always, though) more technologically savvy. ... This, obviously makes it much easier, natural, and more incentivizing for younger adults to connect via technology. Third, from a brain science standpoint, the brains (at least some regions) of younger adults still develop until the age of 25, whereas the brains of healthy older adults are more stable. This can create differences in their decision-making abilities, and younger adults are consequently more prone for risky behaviors.

DJ: One of your studies had to do with social media and authenticity, and how some people falsely present them-

selves online; this ends up also being tied to self-esteem, you also state. Do you find that the use of social media while at college may be a way for a person put up walls, and not let people see their authentic selves?

OT: Yes. Social media is a great tool for hiding one's fragile true identity and presenting oneself in a much more positive light. All people try to manage their identities, and this is natural and reasonable. Humans have done it for centuries. However, social media tools give them the opportunity to strategically do so in a very efficient way. It is very easy to strategically self-select what to post and what not. For instance, in a recent report it was found out that women who recently gave birth present a very rosy picture of life (only smiling, happiness) where in fact many of them do not always feel this way. ... In some extreme cases (7.5% in our study) the difference between the way people truly are and the way they present themselves on Facebook is huge. This gap can, in the long-term, harm the psychological wellbeing of users.

DJ: How common is social media addiction in younger adults?

OT: This is a charged question. The definition of what this addiction is is not yet agreed upon, and the question whether it really exists is not yet settled. What is clear is that some people who use Facebook present symptoms that are similar to those presented in cases of substance addiction: withdrawal, relapse and reinstatement, hiding the activity and lying about it, the constant need to increase the activity, irrationally giving preference for using Facebook over other important tasks. ... Such individuals also seem to have similar underlying brain activation and structural changes that we have observed in the cases of substance and gambling addictions ... different studies point to anything between less than 1% to over 10%. Nevertheless, be careful about the interpretation of such results, because this addiction is not formally defined and, consequently, its measurement is still elusive.



Ofir Turel

‘Pack Your Own Chute’ women’s conference

Learn how to “Pack Your Own Chute” at SUNY Sullivan’s 20th Annual Women’s Conference, Saturday, April 9. The theme of this year’s event focuses on taking responsibility for your own well-being, so you can live your best life.

The day kicks off with keynote speaker, Carole Montgomery, a respected veteran of standup comedy, with lots of “life experiences” that are sure to keep her audience in stitches.

In between TV appearances and headlining at clubs and on the Last Vegas stage, Carole is also a wife, a mother and a writer. She shares her tips for finding the happy balance between work and family responsibilities.

Following the keynote speaker, attendees will choose two workshops from among 16 topics designed to help them pack a better parachute: Yoga for Better Being (AM and PM Sessions), Cake Decorating, Healthy Breakfasts

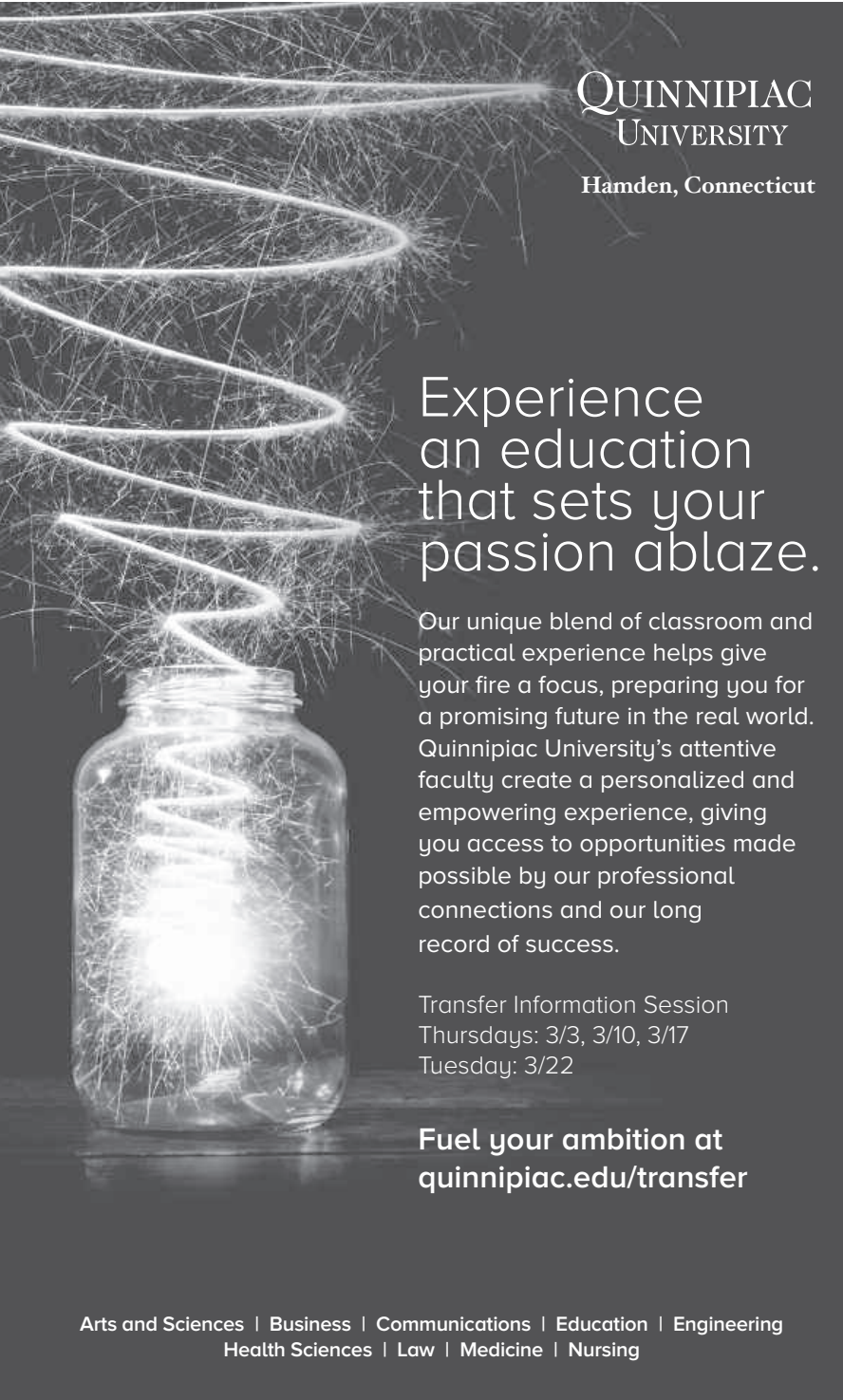
and More, Trading Cardio for Cosmos: One Girl’s Adventure in Moderation, 50 Shades of Red, Silken Treasures, Your Parachute “Pack Sack”, Creating Your Own Miniature Succulent Garden, Crafting with Botanicals, Watercolor and Wine, A Sweet Tooth: Chocolate Confections, Whiskey, Bourbon and Rye, Oh My!, Plant Centered Cuisine, Preparing for a Safe Landing, Gluten Free Baking.

Registration and continental breakfast will begin at 8:15 a.m. in the Seelig Theatre Lobby. Attendees are invited to visit the Vendor Marketplace between sessions throughout the day. The event runs until 3:30 p.m.

The conference fee is \$38 per

person and includes continental breakfast, lunch, two workshops and a complimentary gift. For more information or to register, contact Hillary at 845-434-5750, ext. 4377 or mail your registration form with payment to Women’s Conference, SUNY Sullivan, 112 College Road, Loch Sheldrake, NY 12759. Some workshops have a limited capacity and will be available on a first come, first served basis.

This year’s event is sponsored by SUNY Sullivan, the SUNY Sullivan Foundation, Catskill Regional Medical Center, Jeff Bank, The Sullivan Hotel, Professional Women of Sullivan County, Barriger & Company and Dr. Jorge R. Delgado, D.C.P.C.



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Tuesday night biz degree at MVCC

Starting in July, Mohawk Valley Community College will offer an accelerated option for busy individuals to earn a Business Management associate degree in approximately two years, while only attending class one night a week.

The program puts students on a continuous two-year cycle of classes held every Tuesday night on MVCC’s Utica Campus. The program offers an alternative to the common college experience of classes scheduled multiple days per week during normal work hours. All credits are transferable, and financial aid and scholarships are available to those who qualify.

Upon completing the program, students will have earned all the requirements needed for an associate in applied science degree in Business Management, which equips students with the appropriate busi-



ness and computer skills to assume entry-level managerial responsibilities, and to progress through the managerial ranks of business organizations.

To learn more about the two-year Tuesday Night Business Management Degree program, attend one of the following sessions: Tuesday, March 22: 6 p.m., Alumni College Center 116, Utica Campus; or Thursday, April 14: 6 p.m., Festine Auditorium, Plumley Complex, Rome Campus.

Those interested also may contact Patti Antanavige at 315-725-5583 or pantanavige@mvcc.edu.

As enrollments decline, community colleges look for better ways to receive needed state aid

Tyler McNeil
Campus News

“Base aid is the bread and butter for community colleges,” said Rockland County Community College president Cliff L. Wood in a statement.

Community college leaders across New York State are pressing legislators for the largest base aid increase in a decade. The \$285 per-full-time-equivalent student raise proposed by community colleges intends to repress budget cuts and tuition hikes as enrollment continues to drop statewide.

Gov. Andrew Cuomo proposed to keep base aid flat at a support per student level of \$2,597 in his Executive Budget this year. “Students enrolling today need more services than ever to help them succeed and meet the growing expectation that they graduate in a timely manner,” said Wood.

This academic year, enrollment statewide at community colleges has been down four percent. The decrease has been linked to economic upturn and fewer births for traditional students. Community colleges were last peaked during the Great Recession.

“While this decline in enrollment reflects a continued improvement in the State’s economy, it is a direct operational challenge for nearly every single community college within the SUNY system,” said SUNY Chancellor Nancy Zimpher at a New York State joint legislative public hearing earlier last month.

Only two colleges (FIT and Broome Community College) would experience an increase in state support according to SUNY. Overall, SUNY community colleges would experience a \$20 million loss in state tax support.

By state law, base aid is supposed to support at least one-third of community college funding. Contrary to the law, since the 1991 fiscal crisis, state funding has been less than 30

percent while tuition covers over 40 percent of community college funding.

“Our community colleges increasingly lack the resources they need to stand with our students. Connecting unprepared, financially and emotionally challenged students is hard ... and costly,” said Monroe Community College President Anne M. Press, at a New York State higher education committee earlier public hearing last month. Press mentioned, without higher base aid, MCC would struggle to expand their workforce programs.

Over the last year, Columbia-Greene Community had to lay off a faculty member due to budget constraints. “We’re hoping to get something, and if we don’t there’s going to be more budget belt-tightening so to speak,” said Columbia-Greene Community College President James Campion.

“Generally speaking I can say that base aid has not kept pace with costs

Community College Faculty Association President Kevin Peterman noted. “Yet, New York’s network of community colleges is currently receiving less state funding than in 2008-09.”

“We’re trying to provide more services to make sure that students are successful and we retain them

and resources are just not being invested the way that we want them to be,” said Fulton-Montgomery Community College President Dustin Swanger. About \$1 million were cut from FMCC’s 2015-16 budget. Due to enrollment, the college had to cut an additional \$300,000 out of their budget this year.

Over the last three years, FMCC has been making cuts in funding related to equipment and staff travel.

Swanger hopes additional base aid would help upgrade equipment from the college’s automotive lab to the college’s science labs.

“It’s easy to say ‘well, so you cut the equipment, not a big deal,’ but it is a big deal because one of the biggest things community colleges need to do is keep us with technology, so we’re preparing students for today’s workforce.

Unlike New York State, nationally, community college funding is higher than tuition at 29.8 percent (\$17.4 billion). Nationwide, tuition amounts to 29.5 percent of revenue for community colleges (over \$17.2 billion).

Last summer, at Hudson Valley Community College, tuition was raised \$120 to combat increasing costs. “We’re requesting for \$285, but we’re hoping to [at least] get \$250,”



said HVCC President Drew Matonak at the college’s Board of Trustees meeting last month.

Accompanied by students, Matonak joined forces with Schenectady County Community College President Steady Moono to lobby for increased base aid. SCCC would be hit the hardest by reductions, with a projected 10.6 percent decrease in direct state tax support.

A \$285 increase per full-time student would be a \$37.3 million raise in state support. It is currently projected to provide an over six percent increase in year-to-year direct state tax support.

The SUNY Student Assembly and New York State United Teachers have supported an increase in base aid for community colleges across the state in the final budget. NYSUT hopes for base aid to increase to \$250 per full-time student equivalent this year.

“The Legislature has an opportunity to champion students and the state’s public higher education systems, and we urge them to do so,” said NYSUT President Karen Magee in a press release. “We look forward to partnering with state leaders on a final state budget that assures the quality, accessible and affordable SUNY, CUNY and community college systems our students deserve.”

College leaders are hoping for a \$285 per student aid increase.

of basic operations at the College, despite substantial staff and operational reduction in recent years,” said Peter Voorhees, public information officer at Tompkins-Cortland Community College in an email. Voorhees mentioned, for TCCC, if the current base aid level is maintained, he believes there would be a greater financial burden on students.

This year, the state’s budget surplus is expected to be over \$5 billion. “Community colleges provide affordable, accessible learning and job-training opportunities for students — those who are recent high school graduates and those seeking new skills in a rapidly changing economy,” Suffolk

How you can get involved in presidential politics

Umaima Anwar
Campus News

You finally registered to vote, now what? Here are five ways you can become more involved in the Presidential Election.

Pick a Candidate.

If you've registered, you most likely have already identified with a major political party; regardless, choosing a candidate is easier said than done. With so many running, researching each individual's stances can become time-consuming. Luckily, many mass media outlets have realized this and have created matchmaking quizzes to help voters narrow down their choices. In a way, it's like political Tinder mixed with eHarmony. For a simple quick quiz, head over to USA Today's Candidate Match Game. For a more policy specific quiz, try ISideWith.com. According to the site, more than 31 million people have taken this quiz since its creation in 2010. This can become a helpful resource tool to narrow down your selection. From there, you can get a general sense of which candidates you lean towards and figure out which ones are worth researching.

Watch the Debates, Seriously.

At the least, head to CNN or another news outlet to watch the highlights. These debates can occasionally escalate and become heated or defining moments for candidates. As serious as they are, sometimes they can even be surprisingly entertaining. You may already be convinced you're #FeelingTheBern or "Want to Make America Great Again" but these debates can really help you understand what kind of people these candidates are. Even better, specific voter concerns are voiced as questions. Not only will you become better informed on the nature of the candidates themselves, but you have the chance to hear them respond to important issues directly on the spot in front of a na-

tional audience. You can even send in video questions to the station covering the debate via Facebook and hope you'll get selected. For specific dates and times, search Washington Post "Debate Schedule for the Presidential Primaries."

Tweet it, Share it, Like it!

Social Media has arguably become one of the most powerful platforms. Voicing your opinions is the ultimate and easiest way to become involved in this election. A majority of millennials spend their time browsing through their timelines or feeds, so there is no better way to publicly advocate for your candidates than by posting about them. Retweeting their messages show their campaigns that voters care about these issues and this is what they want to hear more about. When you don't have the time to stay up to date, following major media outlets is the best way to keep up with the election. Here, interaction is key. Even live tweeting the debates are a perfect way of expressing your opinions. You can use this platform as a tool to educate others on why you support a specific candidate, or why you absolutely don't support one. Most of all, this will encourage others to partake in the discussion, become more involved, and maybe also register to vote.

Volunteer!

One of the easiest ways to get involved is to just send an email or pick up the phone. Simply head over to your candidate's website and discover how you can come into contact with the representatives of their campaign. Presidential campaigns rely heavily on volunteer efforts to get the word out. These are ways that candidates encourage others to register to vote, donate, or publicly voice their support. Volunteering responsibilities can range from organizing or attending a local event, contacting other volunteers, providing tech sup-



port, or allowing them to display a sign of your support on your property! You can even volunteer or work on Election Day as a Polling Place Worker by simply visiting your state's website.

Become a Delegate or Help Out at the National Convention!

If you registered to vote you might be eligible to apply to become a Delegate or Alternate Delegate! This process is a lot more complicated but is a worthwhile experience if you get the chance. Primaries and Caucuses are where voters can directly connect with a candidate. A Primary is private voting where you stand in a line and vote in a booth. In a Caucus, you publicly declare who you are going to vote for. With the exception of Maine, every state on the east coast relies on Primaries only. The major political parties want to ensure they nominate their strongest candidate to become the nominee, so primaries are like mini elections. However, not every registered voter can vote in the primaries. If you're in a state like New Jersey or New York, you have to be registered as either a Republican or Democrat to vote. A quick Google search can specify whether your state is closed, or open to any voter. When you vote

in a primary your vote goes to a specific delegate, not the candidate. Delegates represent the state and cast a vote based on the citizens votes. They attend the National Convention for either the Democrats or Republicans and that is where the nominee is selected.

If you are not able to become a Delegate, you can take part by volunteering in the Host City where the Convention is taking place. Cleveland is hosting the Republican Convention and Philadelphia is hosting the Democratic Convention. These events require thousands of volunteers to make sure everything runs smoothly. While you won't have access to the event itself, you will be able to become a volunteer for a variety of tasks ranging from Social Media to Credential Checkers. The delegation process is complicated but determined by each individual state. If you are passionate and up to the challenge contact your state department to discover how you can take part in the National Convention as a Delegate or as a Volunteer!

Most of all, remember to cast your vote on Election Day. This has been and will continue to be a historic election. Play your part and stay involved!

When mass media is 'clueless' about race, and the damage it causes

Takara Lawrence
Campus News

I had to have been about twelve when I first saw "Clueless." The fashion, the accent and the actors who starred in the movie made it all so intriguing. Cher and Dionne had to have been the two coolest chicks of the 90s.

Dionne was played by an actress named Stacey Dash. I remember her being so beautiful with her long hair, lights eyes and petite figure. She was a sight to see. I would always reference her whenever I spoke of beautiful African-American women.

Fast forward to now, where she did an interview on "Fox & Friends" and she stated, "Either we want to have segregation or integration. And if we don't want segregation, then we need to get rid of channels like BET and the BET Awards and the Image Awards where you're only awarded if you're Black. If it were the other way around, we would be up in arms. It's a double standard."

Excuse me, Ms. Dash, we are up in arms! We are tired of being looked down on and we want to be equal amongst everyone else. These stations and

award shows are a reminder to the people of the community to not give up on themselves. We as a community want to recognize you and give you a voice in a business that shies away from giving opportunities. If they were to be taken away, why would anyone want to keep going? The long hours, the passion and dedication would have been for nothing because no one would see it.

How would you have liked if you were passed over for Dionne because of your skin color? If it were me, I would feel like there was something wrong with being African-American. This is a feeling that no one should ever feel. No one should ever feel like there is something wrong with their race.

Do you remember what it felt like to be your fifteen-year-old self? The feeling of having no real worries in the world and the only thing that mattered was wondering how the next day was going to go? The simple feelings that you would cherish and would never want to give to anyone? When you are growing up it always seems as if nothing about you is right. When you're a young person and you see what society defines as beauty you begin to develop a distorted image of yourself.

Society's standard of beauty is corrupt unless you fit into the mold. They define beauty as being tall, thin, and graceful. To some this may be true, but to most it is not. Not every single person in the world looks like that. We live in a diverse world where all looks are different. People look different and that is inevitable.

When I was young I remember looking at magazine covers and never seeing a person that looked like me. Not once can I recall seeing a young girl

cause I did not like the image that looked back at me. Countless hours watching television shows about young kids made me feel insecure about myself.

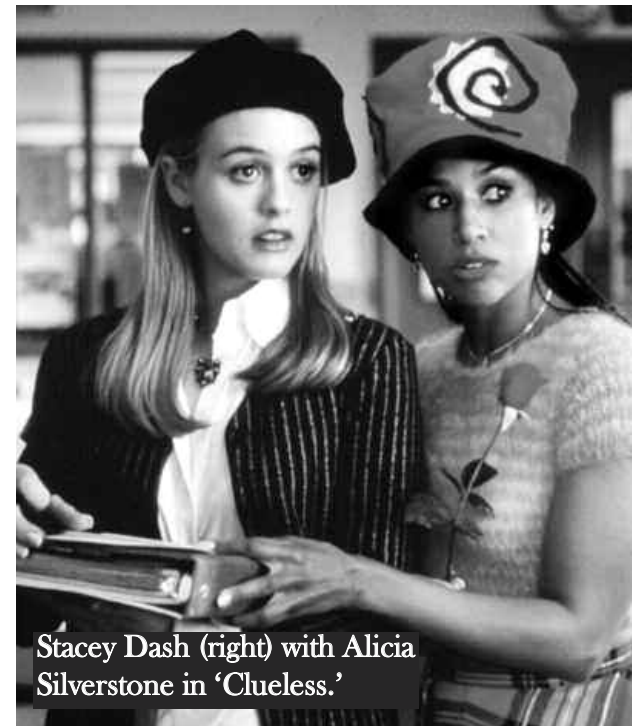
I always wondered why I never saw a face that looked like mine or could resemble a sibling. It was society's way of saying that my look was not good enough. This made me feel hopeless in my own skin. I was not proud of who I was because society did not accept me.

This carried over to years of not embracing my race. I use to think there was something wrong with being African-American. It felt as if we were always hated and we could never catch a break.

I remember the first time I saw "Poetic Justice" with Janet Jackson and Tupac Shakur, and I loved it. The movie was well written and it starred two amazingly talented performers. The scenery was a common theme in the movies targeted towards my culture: Low-income homes, poverty and gangs were always in the background in the movies I saw. It painted a unrealistic hope of getting out the "ghetto." It just always seemed the same.

As years passed the movies and television shows began to evolve. The shows depicted a whole family together having fun and living in a nice home. When the dynamic of shows and movies changed it painted my culture's life differently. These changes showed that we are just like everyone else. We too can work hard and provide for our families.

But we're judged based off of our stereotypes first, and it is a sad truth.



Stacey Dash (right) with Alicia Silverstone in 'Clueless.'

'Not once can I recall seeing a young girl of color on the front page of my favorite magazines.'

of color on the front page of my favorite magazines. It was always the same faces and always the same standard look. At a young age you start to think that something must be wrong with your race because no one is calling it beautiful. I would rarely hear that women of color were considered beautiful and would only see their faces on their own cultures magazines. Being a young girl in the early 2000s was a different time than it is now.

I remember as I was growing up I thought everything was wrong with me. I thought I was so short, fat, and I compared myself to every girl I saw.

I never looked in the mirror be-

This is common in most people's cultures, and it needs to stop.

We all have the same heart beat because we are all human. If we were to stop looking at our skin color and realize we could accomplish more if we worked together, things could be better.

This can also be said about gender. To that end, I can not accept what Dash said. I feel, as she is someone in the public whose voice is heard by many, she should better think about the effect of her words.

If I were a fifteen and I saw that interview, it would have confirmed my feelings about my race. You should want us to keep celebrating and keep proving to everyone that we will no longer be silenced. We will be heard.

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



Extra! Extra! Researchers protest doctor salaries

Dr. Thomas Stossel
Special to Campus News

The average cancer specialist brings home nearly \$300,000. One in ten earns more than \$500,000. Considering cancer's stubbornly high death rate, say 118 of the nation's most prominent drug producers, such high compensation doesn't make sense.

They have jointly called on Congress to step in with salary caps for oncologists.

Sound farfetched? That's because it is.

Yet this past summer, 118 cancer doctors issued a blistering criticism of high drug costs in *The Mayo Clinic Proceedings* and called on lawmakers to impose price controls. Weeks later, some of these oncologists took to the pages of *JAMA Oncology* to suggest a "reasonable price" for treating lung cancer patients with necitumumab, a new drug under development. Based on number crunching of arbitrary and subjective "value" assessments, the doctors determined that \$1309 would be an appropriate price based on the two-month life extension the drug seems, on average, to confer.

Price controls on drugs are every bit as absurd as a nationwide salary cap for cancer physicians, who, by and large, are competent and compassionate and deserve decent pay for the difficult work they perform do. Both measures would be harmful for patients.

Yet many on Capitol Hill are prepared to adopt this approach for advanced pharmaceuticals in a misguided effort to lower costs. Lawmakers are savvy enough to dress up their push for price caps by using coded language like "importation" and "negotiations," of course. But whether price controls are imported by way of

Canada or hoisted upon the nation through Medicare, the result is the same: Fewer new therapies.

The reason that drug prices are sometimes high is that they reflect a huge, private research and development investment required to create a new medication. Since 1950, the R&D cost of each new approved medication has doubled every nine years. It now stands at \$2.6 billion, on average. That figure takes into account a grim reality: What it costs to develop and produce any particular drug and that drug's clinical value bear little relationship to what it takes to sustain drug development in general.

Since over 90 percent of drugs never reach the market -- because they fail to work or cause dangerous side effects -- the prices of the few drugs that succeed must cover the cost of the losers. The "reasonable price" proposed for necitumumab therapy wouldn't come close to achieving that goal.

Physician reimbursement and drug pricing do have some similar features.

Physicians' pay must account for the high cost of medical training, as well as the lost earnings from years spent in medical school and post-grad-

uate programs. And government or private payers -- who benefit from lower drug prices -- make every effort to constrain financial returns to both doctors and drug companies.

A big difference between doctors and drugs, however, is that physicians don't have to subsidize rare medical school dropouts -- whereas the drug companies must pay for the much greater drug failure rate.

America is a caring and wealthy society. No one wants the suffering caused by cancer compounded by financial ruin from the cost of treatment. But the solutions being peddled by the political class today would be laughed out of the arena if applied to other areas of medicine, such as doctor pay.

Dr. Stossel is American Cancer Society Professor of Medicine at Harvard and a visiting scholar of the American Enterprise Institute.



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Seeing Broadway shows as a savvy student

Gianluca Russo
Campus News

For some, summer vacation means trips to the beach, lake house parties, and good times with good friends. For all those theatre loving college students out there, summer vacation means trips to New York City to catch the newest and hottest Broadway shows. But with ticket prices rising each year, how can the broke college student afford to catch up with the new Broadway season? Thankfully, there are a number of ways the Broadway community has made theatre accessible to everyone, even those on a budget.

Rush Tickets

Rush tickets began in 1996, when “Rent” was drawing in a whole new audience to the Great White Way. To help accommodate for the widespread popularity of the show, rush policies were invented. Rush tickets are sold the day of the show when the box office opens, usually

around 10 a.m. The tickets are listed at a discount price, ranging usually between \$25 and \$45. However, the number of rush tickets available is limited, so hopefuls should arrive at the theatre prior to the box office opening to attempt to beat the potential crowds.

Most theatres allow two rush tickets to be purchased per person. However, some only allow one, so it is wise to check the shows policies online prior to going to the theatre.

There are three types of rush tickets. The first are general rush, which are available to the entire public. Student rush tickets are available with a valid student ID shown at time of purchase. The third is senior discount, which is available to seniors around the ages of 62 to 65 years old.

Lottery Tickets

Most shows that do not have rush policies partake in a lottery. This allows theatre goers to enter their name in hopes of being picked to receive discounted tickets, usually

priced the same as rush tickets. Lotteries are held the day of the performance, usually two and a half hours before the show begins. Winners are then picked two hours before the performance. In some cases, such as with shows like “Fun Home,” lotteries are held digitally. Digital lotteries, however, vary from show to show. “Fun Home” holds its digital lottery beginning at midnight each day through the TodayTix app. Others, however, hold their lotteries through the shows website.

Lotteries are much less reliable than rush tickets. Depending on the show and day of the week, a large amount of people could potentially enter the lottery. For instance, this season’s most talked about musical, “Hamilton,” holds a lottery in which twenty or so selected winners receive \$10 tickets to the show. Only \$10 to see Broadway’s hottest musical? Sounds great! But on average, between five hundred and a thousand people enter the lottery each night. This makes the chances of winning extremely slim. However, for shows that are not so new, such as “Wicked,” chances of winning the lottery are significantly higher.

Standing Room

When a performance is entirely sold out, some shows, such as “Chicago” and “The Color Purple,” sell a limited number of standing room tickets. These tickets, in which you must stand for the show, are available on the day of the performance. Usually priced between \$20 and \$30, each customer is allowed to purchase two tickets by means of cash or credit.

TodayTix App

For those tech savvy theatre goers, another way to purchase discount tickets is through the TodayTix App. Created by Merritt Baer and Brian Fenty in 2013, the app was intended to draw a larger, more broad audience to the theatre scene and allows for last minute ticket pur-

chases at a discounted rate. The app is available for both Apple and Android products.

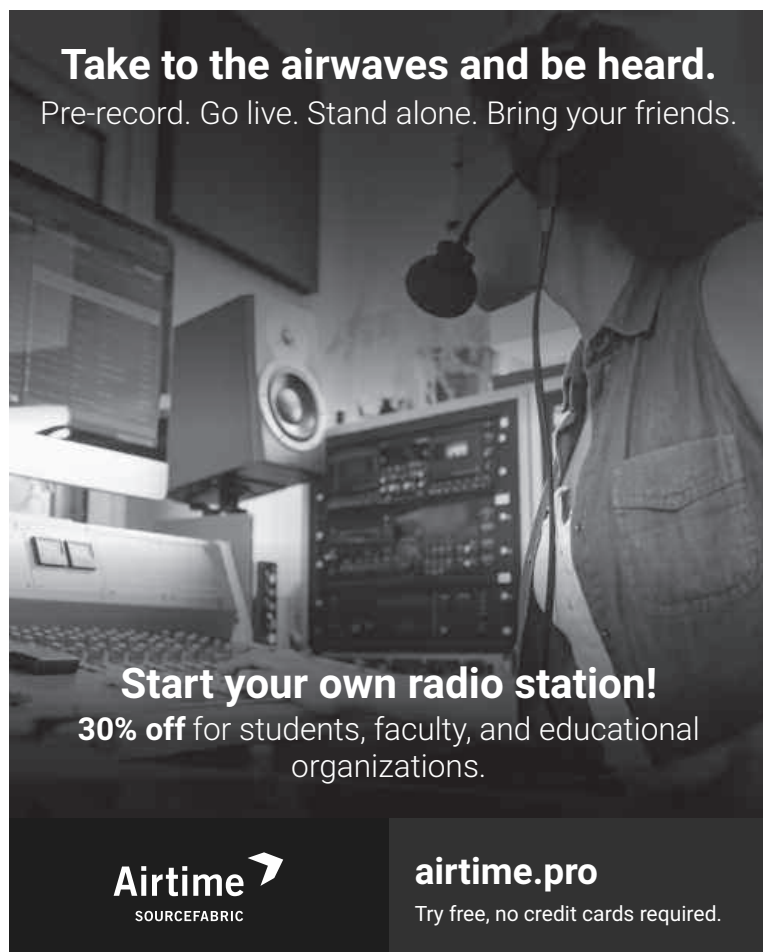
TKTS Booth

Not a very technological person and would rather purchase your tickets in person? The TKTS Booth may be the right choice for you. Located in Times Square, South Street Seaport, and Downtown Brooklyn, the TKTS Booth provides same day

Some shows hold lotteries the night before.


tickets at a rate of 20%-50% off. The Time Square location also offers full price tickets to future performances, while the South Street Seaport and Downtown Brooklyn locations also offer next day discount tickets. Hours for the various TKTS Booths vary and can be found on the “Theatre Development Fund” website.

These methods are only a few as to how to receive discounted tickets to Broadway shows. If using a third party source, however, be aware, as the tickets may be fake. Some theatergoers who were ecstatic to be attending Broadway’s hottest show, “Hamilton,” recently were devastated while trying to enter the theatre upon learning their tickets were fake. Other sites, such as “Theatermania,” do offer minimal ticket discounts. However, after online processing and printing fees are applied, the price ends up being about the same as a non-discounted ticket. If you’re planning a trip to New York City to see a Broadway show, make sure to check the show’s website to see what type of discount policy they offer. Thankfully, because of these methods, Broadway is now accessible to such a wide audience, including those on a budget.



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Oregon officials discuss campus shootings

Luis Gonzalez

Scripps Howard Foundation Wire

She was away on personal business that October morning when she learned about the gunman who terrorized Umpqua Community College in Roseburg, Ore. Vanessa Becker, chair of the board of trustees at Umpqua, immediately got in her car and drove the 3½ back to campus.

On Oct. 1, an Umpqua student opened fire on campus, killing nine people and wounding seven. The gunman committed suicide.

It was one of 31 incidents in which a gun was fired on a college or university campus last year, according to the Everytown for Gun Safety Support Fund. Becker was part of a panel discussion in February that addressed how colleges can prepare for these types of situations.

The panel was part of the 2016 Community College National Legislative Summit at the Marriott Wardman Park Hotel in Washington, D.C.

"It affects everyone. It doesn't just affect the students," Becker said.

"It is really important to remember this is not just a crime – it is not just an incident. It really hits deep and it hits everybody."

Becker outlined three major points to help campuses deal with a shooting more effectively, starting with establishing steady relationships with institutions that provide aid. Knowing community leaders and individuals such as law enforcement officials, including sheriffs and district attorneys is important.

Knowing how to deal with trauma was the second point on Becker's list. Although every person reacts differently, Becker said everybody experiences trauma after going through an event like the one at Umpqua. Working with institutions outside of academics, such as victims' assistance offices, is important.

"There's many institutions and sectors that go into their work expecting that they will see some trauma," Becker said. "Academics don't go into academia expecting to see this kind of ugliness."

Incident management

teams are trained to deal with emergencies like that of an active shooter. Andre Le Duc, associate vice president at the University of Oregon, and his team played a key role in helping the Roseburg community.

The team's purpose is to evaluate and guide the community through the process of recovering from a traumatic experience.

"We are not there to take over," Le Duc said. "What we do is we come in and support the leadership team that exists. ... All it is, is strategic planning on steroids."

These teams, made up of 10 to 20 trained personnel, also serve as the intermediary between victims and law-enforcement officials.

The processes and timelines of law enforcement may be unfamiliar to civilians, and incident management teams help bridge that informa-

tion gap.

"Not every campus needs to have an incident management team," Le Duc said. "But every state does need to have incident management teams that can respond to everything from flood, earthquake to active shooter scenarios."

Finally, Becker emphasized the importance of having a plan to deal with media attention. She said campuses may be used to dealing with local news media, but a different response is necessary when something attracts national attention and media helicopters arrive.

She still wonders how CNN's Wolf Blitzer got her phone number. Just 20 minutes after she learned of the shooting, Blitzer called her.



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Jam-packed schedule in Central New York

A host of spring events are slated at both the Utica and Rome campuses of Mohawk Valley Community College, including:

Award-Winning Singer-Songwriter Danan Tsan and Pianist Sar-Shalom Strong: Performances of musical theatre, at 11 a.m. Tuesday, March 8, Schafer Theater, Informa-

tion Technology Building in Utica. Free.

“Mandala of Compassion” with the Venerable Tenzin Yignyen: Ordained monk and visiting professor at Hobart William Smith Colleges Yignyen will create a ceremonial sand mandala in the Library in Payne Hall on the Utica campus from 9-11:30 a.m. and 1-4 p.m. Monday-Thursday, April 4-7. A dismantling ceremony will take place at 11 a.m. Friday, April 9. Free.

MVCC Theatre Program and Drama Club Production: **Henrik Ibsen’s “Hedda Gabler,”** directed by Jim Gifford. 7:30 p.m. Thursday-Saturday, April 21-23, Schafer Theater, Information

Technology Building in Utica. \$5 general, \$2 MVCC employees, and free for MVCC students.

“DABKE”

by ZviDance:

Presented in part by Utica Dance, 7 p.m. Friday-Saturday, April 29-30, Schafer

Theater, Information Technology Building, Utica campus. \$15 general, \$10 for MVCC employees, and free for MVCC students. DABKE is a contemporary dance inspired by ancient Middle-Eastern folk dance.

May the Fourth be with You: Showing of **“Star Wars: The Force Awakens”** on Wednesday, May 4, at



“The Force Awakens”

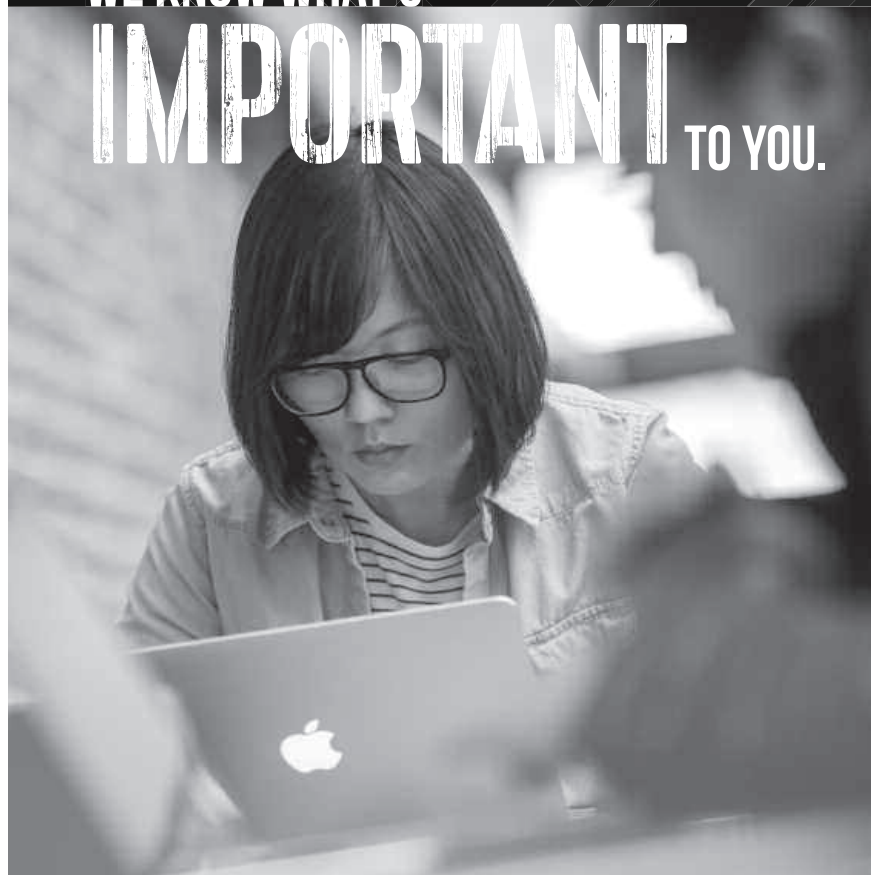
6 p.m. in Festine Auditorium, Plumley Complex in Rome, and 7 p.m. in Schafer Theater, Information Technology Building in Utica. \$5 general, \$2 MVCC employees, and free for MVCC students.

For the complete series lineup, visit www.mvcc.edu/culture.



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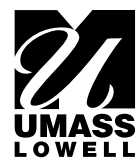
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Learning with Purpose

College will be better if you do these things

Jonathan Lopes
Campus News

College, especially during your first year, will be difficult because it is a new landscape, academic material, people and policies that you have never seen before. You are facing much higher expectations and are the one responsible for your own motivation and success. Parents, friends and school employees may try to steer you in the right direction, but you are the one ultimately driving.

To begin, do take a personal and private moment to reflect on what you enjoy doing and studying, and what you're genuinely interested in. Ask yourself the following cliché, but very real questions: What are your goals? What are your plans? College is another step on the ladder to the rest of your life. What do you want to do after college? Finally, how will college prepare you for that next step? Understand why you are in college will be critical in long term success.

After considering the introspection, you should **choose your priorities** next. It will be really hard, but doable to wear all the same social, academic and work hats in college that you did in high school. Be realistic about how much time is required to handle your course load first, since that's what is more important and urgent and then how much you can devote to social engagement.

Quick things that are crucial, yet ease to accomplish, if proactive include: find one individual, either a faculty and/or staff member who can help you

grow and make you feel comfortable with. Learn what resources your campus offers and where they are located. Set up a daily schedule and stick to it. Make one or two close friends among your peers. Be assertive and ask questions.

Missing class can be brutal, even if it seems you escape a boring or hard lecture. Listening to lectures and participating in discussions is much more effective and reliable than reading someone else's notes. Participation will help you retain what you are learning by making you psychically active. A big mistake college students make is never forming a relationship with their professors. Forming a relationship with professors can help make your education meaningful and your network bigger with mentorship.

'Forming relationships with professors makes your education more meaningful.'

Academics are key, but campus programs and activities are important as well. College events are lot different from you might have done in high school. No one is forced to participate. As a result, the people who are there enjoy being there. You'll meet people with similar interests, a few you don't get along with, and a few with absolutely amazing backgrounds.

Speaking of putting yourself out there and being social, sex is a taboo and inescapable topic. **Always use protection!** Whether you're a guy or a girl, always keep a condom on you, if you're sexually active. Don't agree on sex unless you or your partner uses protection and when both people consent aka saying "yes." Contracting HIV, herpes, or another STI is as easy as having unprotected sex one time. Now, please try to understand that alcohol impairs your judgment and decision-making. Even a small amount of alcohol will decrease your inhibitions, meaning that you'll find it easier to justify having sex with someone you might not have if you were sober.

Any use of drugs or alcohol instantly makes you unable to consent. Sex is safer and more fun when everyone understands and is willing.

Health is huge and phrases like "freshmen 15" are scary real. The ideal diet for a college student is the

same as it is for everyone, eat lean protein, fruits and vegetables, whole grains, and don't always rely on microwave food and candy, even if it is pretty tasty. Not only will you feel better, but you'll also be in better shape to avoid gaining weight. Part of being a grown-up is having a budget. To make a budget, take an inventory of the money you'll have during any given month. Look at your



past expenses, and budget out how much you'll allow yourself to spend during that month.

The other half of this is exercise and even though it can be brutal to make yourself do it. Exercise helps us burn fat, build muscle, lower cholesterol, ease stress, and sleep better. Fun ways to do this include joining an intramural sports team, do laps in the gym pool, or simply take the stairs instead of the elevator. If you do nothing else, try to get in 30 minutes of walking a day. Lastly, please get enough sleep. One of the best ways to do well in classes is actually getting a good night's sleep. Who would've thought that?!

All of this is a learning process. It will be trial and error, using self-control and learning from mistakes. It will be gradual. Try whichever of these tips that interest you for one month. If you are consistent, you will see results. College shouldn't be the best time of your life. But, if you do it smart, it can lead to the best years of your life.

Filbert by LA Bonté



By: L. A. Bonté



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Learn to tell your story and market (cont.)

“Create a personal marketing plan. It sounds advanced and it is. A marketing plan is really creating your personal career goals and the strategy for getting there. While some choose a major or career path early, the plan that most college students have is graduate and then look for a job. A better approach is looking for and identifying the job you want and setting goals for the short and long term. Have a plan for how you will build the skill sets, knowledge and reputation that will allow you to land the job you want. Part of this process is really finding out what you like to do and what you are good at. The marketing plan will help the student gravitate to a career that they like and is right for them. Simply, if you don’t have a plan, you have little or no direction and it will be harder to achieve goals, at least in the short term. Students must leverage their time with advisors and instructors to help them focus.

“LinkedIn. Any student that is not on LinkedIn during college is not leveraging the relationship that they are making and building an audience. I believe that students on LinkedIn are at least twice as likely to get a job during their first year out of college. This has been a major challenge since the Great Recession. A quality profile on LinkedIn and all social media is key. A profile tells people who you are, what you do and why they should work with or even care about you. Remember the saying ‘it’s not what you know, it’s who you know.’ Students should connect with all of their friends, teachers, advisors, coaches and others while in college. These relationships can be very valuable and last a lifetime. Students that have large numbers of connections and followers have a competitive advantage upon graduating. Large networks of contacts can be leveraged in many ways. This can help disseminate information, generate sales leads, cre-

ate a referral network or simply position the young person as an emerging leader or expert.

“Writing and content creation. Writing is a skill that must be honed and practiced. While in college, students should take every advantage to write and conduct research. If it is

‘Students on LinkedIn are twice as likely to land a job after graduation.’

possible to spend time working at the college paper, newsletter, radio, or TV station I highly recommend it. Participating here allows for the student to understand marketing and communications technology that will be supporting of their personal brands and careers.

“Take an acting class, join the debate team or perform. All of these activities build confidence and communication skills. Acting allows you to experience the lives of different people; debate teaches you how to use logic and rhetoric and performing in any capacity – music, comedy, improv or poetry – can all be valuable and can be used to attract attention, helping the student stand out.

“Understand technology and marketing. Students should take marketing and psychology classes during college, even if they are not marketing or psychology majors. This knowledge will help them to market themselves.

“Focus on a passion and interest. Use social media, images, video and content creation to build an audience and build your brand. Write about topics of interest that you are studying or in which you are interested. If the topic is related to the industry or career path that the student is seeking or pursuing, even

better. Be consistent and create this content regularly. It can be fun, but remember that this effort has the goal of supporting career advancement and finding the job you want after college.

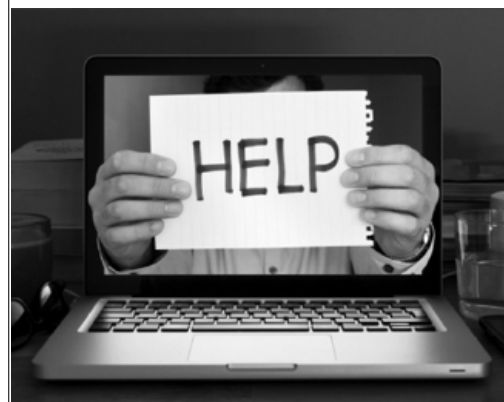
“Video and speaking. College environments allow students to be expressive. Speaking in class, presenting and participating or leading groups is valuable for the development of communication skills. When presentation skills are combined with video, then the student has a tremendous advantage vs. fellow students and graduates. Communication and the ability to communicate messages and points well is a competitive advantage and a skill that is valuable in almost any job or position. Failure



to understand and leverage video will be a limiting factor for those who want to see success more quickly and advance their careers.”

Geeks on Site

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Darren Johnson
Campus News

No one TV character captures where we are in America right now better than Saul Goodman, a.k.a. Jimmy McGill, played excitedly by improv comedian Bob Odenkirk.

Season 1 of “Better Call Saul” – the title based on the ambulance-chasing lawyer’s advertising slogan – is now on Netflix. Season 2 is running fresh on AMC. It’s a spinoff/prequel of Vince Gilligan’s “Breaking Bad,” perhaps the greatest TV series ever, and is much more of a character study, with less violence and more comedy, than the original series – but equally interesting.

Here we have Jimmy, a likeable person who is “morally flexible,” according to his crooked private investigator, Mike Ehrmantraut (Jonathan Banks), working his way up the ladder.



www.nu2u.info

Unlike his older, once successful, classically educated attorney brother, Chuck – who now is housebound with a psychosomatic disorder – played by Michael McKean (“This Is Spinal Tap”) – Jimmy takes shortcuts. He gets a mail-order degree while working in Chuck’s firm’s mail room, and then eventually passes the New Mexico bar exam.

In “Breaking Bad,” meth cook Jesse Pinkman said of Saul, recommending him: “You don’t need a criminal lawyer. You need a CRIMINAL lawyer.”

The dynamic between the pretentious Chuck and his pragmatic kid brother, as well as flashbacks to a young Jimmy pulling scams in his old hometown of Cicero, Illinois, also make us debate whether criminals

are born or made.

He starts taking on public defender cases, one worse than the next, while driving a beat up old car and making his office in the boiler room of a nail salon in a strip mall. Then he starts hitting bingo nights at nursing homes, to try to drum up more business.

While Jimmy isn’t all that book smart, he’s extremely pragmatic and has a lot of gumption. It is interesting watching his career trajectory. In this new economy, where we all have to learn how to self-promote and do our own thing – as opposed to being like Chuck, going to a top college, saying the right things and playing by the rules, and thus getting rich – there may be some life lessons here; although, perhaps this will end up being a cautionary tale.

Another such entrepreneur is Dr. Younan Nowzaradan, who also is a practitioner, taking on risky clients, and operating out of a strip-mall in an expansive state with lax malpractice laws; in this instance, Texas.

Not that Dr. Now, as he brands himself, is a bad doctor. Just, he takes on hard-luck, morbidly obese patients who only have a 5% shot at bettering themselves, according to the preamble to the TLC show “My 600-lb. Life.” Considering our litigious society – thanks, Saul – very few doctors will take on such cases.

TLC – which some people have nicknamed “Terrible Lifestyle Choices” – does show us salacious content: the patients showering behind transparent shower curtains, eating a whole package of hot dogs in one sitting, etc.

Dr. Now shows these folks tough love, and eventually finds a way to give them bypass surgery, despite the



chance that they could die from the operation. In his view, they are going to die anyway, and this is their only hope.

He’s also featured on a complementary TLC show, “Skin Tight,” where he makes money on the back end, removing the excess skin from people who have lost a massive amount of weight.

While both shows do border on exploitative of their subjects, they broach an important topic and teach us how people get to the point where they need such surgeries. We find ourselves rooting for some, and condemning others who, despite the dangerous surgery, go back to their fast food and sedentary ways, literally weighing on their loved ones.

My biggest beef with police-type shows is that the good guys always catch the bad guys in the end, with a

story neatly tied up in an hour.

But maybe these shows would be better if, just once in a while, the bad guys got away with the crimes. Then we’d have suspense.

With “Better Call Saul” and

Saul and Dr. Now work in strip malls with risky clients.

even Dr. Now’s reality shows, the ending of each episode is in doubt, making them all the more watchable.

“It’s New to You!” was established in 2010 and finds screen gems on Netflix and cable. Read more on www.Nu2u.info.



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Virtual bank is changing campus habits

One aspect of student life changing most dramatically is how students handle their finances.

Traditionally, local brick-and-mortar banks would grab students during orientation or the first week of school and convince them to open accounts. Then, for the students to do any banking, they'd have to go into the town during business hours. Likewise, credit card companies would swoop in and get students to sign up for their cards, as well.

But companies like BankMobile, who aims to be the largest app-based bank, are challenging that model.

They allow free use of tens of thousands of ATMs and even offer lines of credit, all done from the convenience of a smart phone or Apple Watch. The company markets by hiring student ambassadors on each campus to act as liaisons and spur downloads via word-of-mouth. One can start an account with a small deposit. There are no

fees.

Luvleen Sidhu, co-founder and CEO of BankMobile, noted that the "underbanked" spend approximately 10 percent of their salaries on fees for alternative financial services, which is the same amount they spend on food. These statistics motivated her to find a solution. Together with her father, she launched BankMobile to offer a fee-free banking experience all through a smart phone or tablet device, utilizing cutting edge technology to make banking seamless. "It provides target customers – millennials, the underbanked and middle income households – a digital, effortless, and financially empowering experience," she said.

Knowing that their audience skews younger than the average bank's, BankMobile makes available Financial Empowerment Coaches for its customers, including Ash Exantus.

"For college students, this is often

their first experience with credit," said Exantus. "They have to understand what they are getting into."

Exantus notes that after graduation, having a healthy credit score can help students get on with their lives: getting mortgages and even jobs, as many employers now looks at credit scores. College is the perfect time to get one's credit score up; it takes 18-24 months to improve one's score. Using an app like BankMobile's, where reminders can be set so that bills can be paid on time and where alerts can keep customers from overdrawing their accounts, is handy in that regard.

Exantus said that the banking app is a better model for college students than using a traditional brick-and-mortar bank. "The model of 'out of sight, out of mind' does always work with people new to establishing credit," Exantus said. "It's important to have easy, 24-7 access to your banking, so that you don't get into



'overdraft mode.'"

Exantus suggests automating your bill payments and deposits as much as possible and to know your limits.

"Understanding where you are, from a financial perspective, at any given moment is important. It is important to know if you can afford what you are about to buy," he said. "And time is precious. The less time you have to spend dealing with a bank, the more time you can have for studying and hanging out with friends."

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Smart phones (cont.)

themselves out of the true college experience,” Brooks added.

One professor told us an anecdote of another professor who gives his students allotted breaks for their cell phone use. This would be analogous to the cigarette breaks given in the 1970s and prior. The students have trouble keeping focus if they can’t get a fix.

Although quality use of the smart phone is more important than using it for fun.

“What the students are reading on their phones isn’t all unimportant content,” said Steven Rothberg, president of College Recruiter, a job placement site. “With well over 90 percent using smart phones and most reading emails on their smart phones, students are often using their phones to search for an internship or entry-level job. That type of reading will require more focus on their phones and less on their surroundings than if they were looking at videos of cute kittens.”

We decided to focus on the work of Dr. Ofir Turel, professor of information systems and decision sciences at Cal State Fullerton, for this issue. There is a separate story on page 3 with more of his thoughts.

“Smart phones are like refrigerators full of surprising foods; it is very tempting for many users to get sucked into checking and updating content,” Dr. Turel told us. “Taken together, the strong psychological rewards people receive from using applications on their cell phones, the inconvenience they feel when they do not use them, and the time it takes to do all this are reasonable possible explanation for the need to spend break time, while walking through university corridors, on the cell phone.”

You have to ask yourself, is what you’re doing on social media really all that important?

“The concept of a ‘friend’ has changed, from having 10-30 friends when I grew up to having hundreds or

thousands of ‘friends’ on Facebook, some of whom you have never met,” Turel said. “Managing so many so-called friends, following their daily, and often mundane, routines and activities, is time consuming.

“Overall, the balance between the positive and negative effects of cell phone really depends on the self-control of users and their understanding that they need to put limits on and control their use patterns. ... Ultimately, allowing the use of such sites in class assumes a certain level of maturity – students need to refrain from abusing such systems, and use these ‘re-charging’ rights wisely.”

So what can be done about this problem, if anything?

“First, we need to increase awareness among students regarding potential problems associated with excessive and sometimes addictive use of some technologies,” Turel said.

Some universities already include a module on Internet/video gaming risks for incoming freshmen students, he noted, so adding a seminar on appropriate smart phone use would be easy.

“Many causes of dropping out have to do with spending too much time on non-productive Internet activities such as playing videogames,” he said. “Teachers can explain the risks to students and discuss their cell phone and social media use policies in class.”

Turel added: “Cell phones, Facebook and other technologies are like food – we need them and we do not want to avoid them. When consumed at healthy levels, for the right purpose and properly (for example, around the table and not while driving) they are very useful. However, over- and improper consumption can lead to adverse consequences. We need to be better aware of these risks and teach ourselves to develop the right balance of both food consumption and technology use.”

Brooks concluded: “The addiction that students have to their mobile devices has fundamentally changed the nature of interpersonal relationships and communication. ... The technology has allowed us to communicate and connect easier and more rapidly, but has caused even more distance between people.”



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'Big Soda' is going the route of Big Tobacco

Karina Meier

Scripps Howard Foundation Wire

Cigarette sales have dropped by more than half in the U.S. over the past 50 years. Labeling practices for tobacco products and statewide smoking bans in indoor public places are now commonplace. Big tobacco companies, seeing no end in the ever decreasing consumption of tobacco, started moving their businesses elsewhere.

Where to, exactly? Wherever they didn't have to put up with such stringent restrictions about where they could sell their products or how they could be consumed, namely developing countries.

Now the major soft drink companies, Coca Cola and PepsiCo, are following their footsteps.

"The interest of corporations in investing in emerging markets is based on a simple premise: potential huge profits in countries whose economies are growing fast," a report released last month by the Center for Science in the Public Interest, said.

The reasons that lowered the

amount of smokers are the same that are now pushing people in the U.S. away from soda. Bad science has been dispelled, and prevention has focused on young people, with many states banning soda in schools.

Though most initiatives to control or tax sweet drinks have failed, public awareness of their negative

impact on health is higher than ever. Bottled water is set to overcome soda as the most consumed beverage over the next few years.

"More and more places are going to limit soda consumption" Jim O'Hara from the CSPI said Wednesday. He drew parallels with how tobacco restrictions were first met with strong opposition.

Since 1998, soda consumption in the U.S. has dropped 25 percent.

Despite the downward trend in the U.S., the same does not apply elsewhere, the report says. Mexico, India, Brazil and Argentina are some of biggest markets for beverages, and consumption there is rising.

Mexico is the largest market for soft drinks and one of the countries with the highest rates of childhood obesity. Coca Cola is set to invest \$20 billion in Mexico and Brazil alone over the next five years. That's roughly two-thirds of its worldwide investments. Every Mexican consumes an average of 728 8-ounce

cans of soda from Coca Cola brands per year, or about 45.5 gallons per person.

The world

average is just under 6 gallons.

However, as with tobacco, the center hopes soda consumption will soon start to slow down abroad as well. In the U.S. about diet sodas make up about 30 percent of sales. Diet sodas are not popular in other countries.

In many places, it's already hap-

pening. Mexico imposed an 8 percent tax on soft drinks in 2014 as part of efforts to curb obesity and diabetes. In Colombia and Ar-

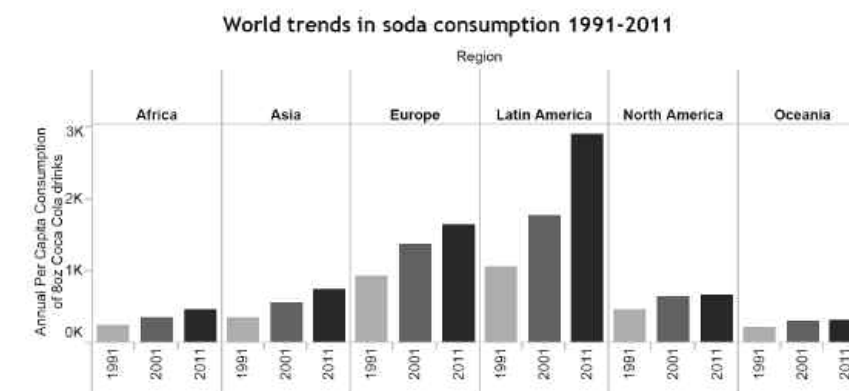


Chart by author.

gentina, healthier substitutes such as tea or coffee are replacing soda, as worries about the health impact of soda become more widespread. India and Peru are requiring warning labels on high calorie, high sodium or high sugar drinks and snacks.

However, setting up public policies that aim to reduce the consumption of sugar-rich beverages has always been hard, and that is unlikely to change. Taxing soft drinks and adding warning labels to packaging are always heavily opposed by soft drinks manufacturers. To illustrate this point, the report shows pictures of schools and small shops in very remote areas of the world covered in Coca Cola advertising.

"In countries from Ghana to South Africa, advertisements for soda are even found on school entrance signs. Thus, children are repeatedly exposed to soda advertising each and every school day," the report said.

In November 2013, Ecuador tried a traffic light style warning on soft drinks, meaning products would get green, yellow or red labels according to their nutritional values. However, the World Trade Organization, intervened and the warning

was moved from the front of the label to the back. Chile's warning label has faced the same backlash, but the government is moving forward with the initiative.

Even the U.S., the only place with a successful soda tax is Berkeley, Calif. However, this might change in the near future.

O'Hara said he hopes these kinds of policies, coupled with more preventive measures, particularly those focused on children, will gain traction eventually, and that drinking less soda will become more of a global trend.

In response to the CSPI report,



the International Council of Beverage Associations said in a statement that its marketing practices are responsible, and that "CSPI ignores the economic importance of the jobs and the investments beverage companies bring to hundreds of thousands of employees and their families worldwide." Coca Cola and PepsiCo are both members of the ICBA.

Campus News | March 2016 | Page 19

Have an interesting community college story to tell?



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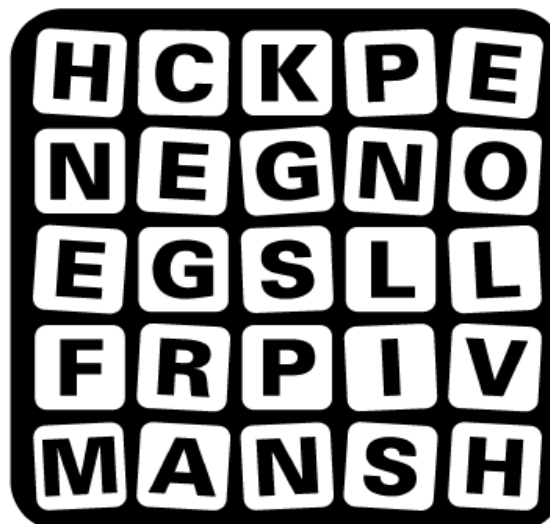
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By David L. Hoyt and Jeff Knurek



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A₁ E₁ U₁ D₂ M₃ N₁ T₁

RACK 1

I₁ A₁ U₁ N₁ T₁ P₃ H₄

1st Letter Triple

RACK 2

O₁ A₁ Y₄ A₁ P₃ T₁ H₄

Triple Word Score

RACK 3

I₁ I₁ K₅ N₁ P₃ C₃ T₁

RACK 4

A₁ E₁ O₁ L₁ N₁ C₃ C₃

RACK 5

PAR SCORE 195-205
BEST SCORE 247

FIVE RACK TOTAL
TIME LIMIT: 25 MIN

DIRECTIONS: Make a 2- to 7-letter word from the letters in each row. Add points of each word, using scoring directions at right. Finally, 7-letter words get 50-point bonus. "Blanks" used as any letter have no point value. All the words are in the Official SCRABBLE® Players Dictionary, 5th Edition. **SOLUTION page 30**
For more information on tournaments and clubs, email NASPA - North American SCRABBLE Players Association info@scrabbleplayers.org. Visit our website - www.scrabbleplayers.org. For puzzle inquiries contact scrgrams@gmail.com.

App company creates Yik Yak competitor

Crystal Brown
Campus News

Location-based services have been growing in popularity and use over the past few years and have been making a notable difference in how we connect to our world. Bivid, a new location-based app, will only push this growth further by creating new ways for users to connect to their community and the world around them. This is not without its difficulties, though. Competitors, such as Yik Yak, have claimed the marketplace early and with issues such as bullying and racism on their platforms, it may be more difficult for the well-meaning apps like Bivid to gain the positive attention they deserve.

Dean Glas, Co-Founder and CEO of Bivid, was very excited about the future of their application in his interview last month. It was easy to tell that he has great passion for this application and the value that it will bring to its users. After speaking with him, it is hard to not be excited about the way that this application will transform social media as we know it. "Our vision is that no matter where you are; if you're on a college campus, or anywhere in the world on vacation, or just in your home town, you can always be able to see what people are up to all around you," stated Glas.

Bivid began in New York City, created by Glas and his partner when they noticed a feeling of disconnection with their community. "We always felt like

there was a lack of communication or connectivity in the location we were in..." he said. "There was no kind of app in the marketplace that does exactly what Bivid does; that basically lets you see what everyone is doing around you."

Aside from the simple ability to see what's up in your local area, this application offers a lot of value to people of all ages and demographics. It can be used by individuals looking to try a new restaurant in the area, to share or find when a basketball game in the area is happening, or even by businesses or musicians to promote deals or dates.

One of the best features is that all of these posts are relevant to the last twenty-four hours. This keeps things

'The location-based app market is already worth over \$50 billion.'

fresh and up-to-date. "The unique part is that everything are daily activities. The shelf-life is twenty-four hours," Dean explained. "I think that nothing provides that excitement, or that value, that's out there."

The app works based on a location radius, telling you what people in that area are doing right then in your "Local" tab. There is also a tab for friends that you are following, and a tab for seeing what was most popular on Bivid that day.

Bivid also boasts a safer and transparent community, unlike Yik Yak. "With Bivid, with everyone you're talking to, you have full transparency," said Glas when he was asked about how Bivid differs from Yik Yak. To further maintain the safety and community of Bivid, they also have strict guidelines. Abusive users are banned completely from the app. "We've been lucky until this point. We've had zero harmful situations, or bullying, or anything of that sort and that really speaks to

what we're doing," Glas said.

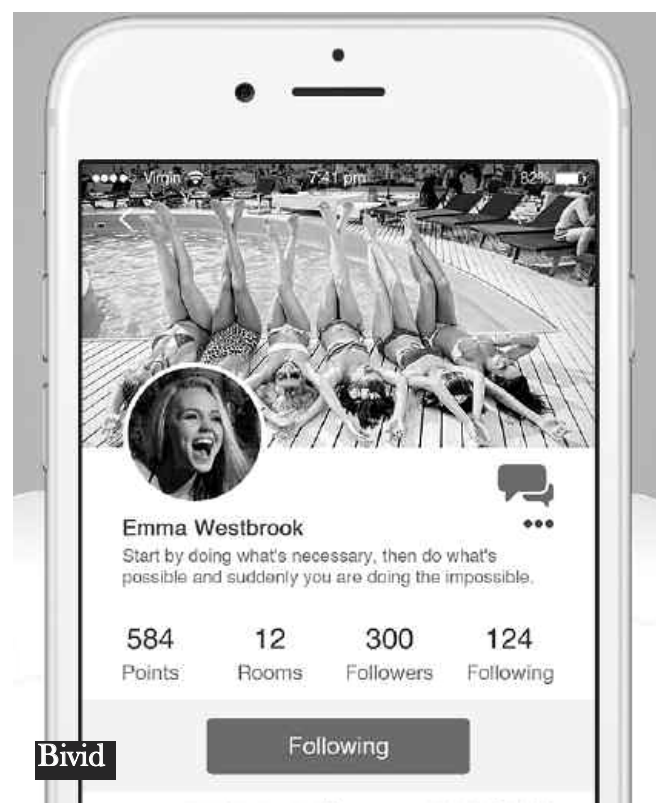
In speaking further on Yik Yak, Glas seemed disappointed with the incidents of bullying and racism that took place on the competitor platform. "On Yik Yak, as you know, there's a lot of bullying, harassment, and even suicide at times.

That's not the community that we want to build," he said. "As much as it's an ideal for Yik Yak, and in an ideal world, everyone having nice discussions and no bullying

would happen, that's not the world we live in. That can lead to real, really harmful things happening on that platform," he stated about his feelings toward an Yik Yak. "I just don't feel like Yik Yak is a sustainable company. I think they got lucky in their first year. They saw good growth because of the press, but that press came from bad incidents. Overall, the harm it's causing isn't what I like to see," said Glas.

Unsurprisingly, after the many issues of racism and harassment that have occurred on the app, Yik Yak seems to be on a downward spiral. Their user base has lost numbers and their new member registration has hit a low. This is a good time for applications like Bivid to grow and set their footholds. There is a niche to be filled, and it appears that this app might be the one to do it. "I think that from the studies that I've been looking at, it seems like Yik Yak is on a downhill trend," he explained when asked if he thought Bivid could overtake Yik Yak, "and I think a lot of college students are looking for the next big social network in the college marketplace."

This is not the only reason why Glas sees Bivid growing, however. With the rising location-based service indus-



try, many big companies are adding these services to their core businesses. "I think that Bivid and the big, location-based market is already worth over \$50 billion, and I think it's going to keep growing," he predicted.

Bivid has some big plans for its platform. Many of them could not be shared, but what Dean was able to tell us about was exciting. They intend to make the ability for users to search Bivid on a global scale. "One of our biggest updates is...the ability to zoom or scope out different locations and see what's happening in the last twenty-four hours," he said with obvious excitement. "What we're trying to do is organize that content and make it really easy to search." In the near future, Bivid intends to branch out to Android users by making a version that works on Android devices.

Bivid is truly an app like no other. With the faults in apps like Yik Yak, it is no surprise that individuals like Dean Glas have taken hold of the market and made such a valuable application to bring people together. "...No matter where you are in the world, you feel connected to the places you're in. There's nothing out there like Bivid," stated Glas.



Dean Glas

CAMPUS News

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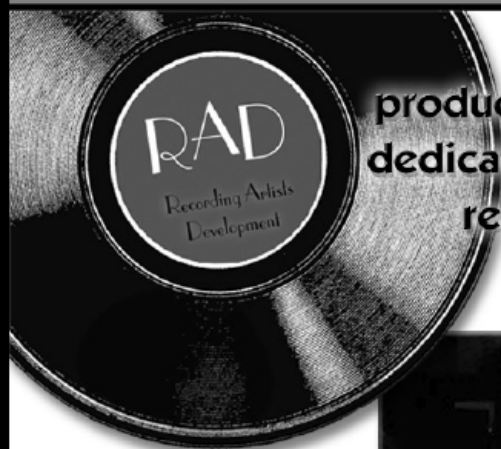
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Total cost of a Mass. 4-year degree: \$28,000

MassBay Community College and Framingham State University are pleased to announce the launch of a new partnership, FSU@MassBay, to offer MetroWest's most affordable path to a bachelor's degree, starting at \$28,000 (based on current year's rates and are subject to change annually). for the total cost of tuition for four years of full-time study.

Through FSU@MassBay, students can earn both an associate' and bachelor's degree in either liberal arts or business programs for less than the cost of one year's tuition at most private institutions across the country. In addition, all coursework for both degrees can be completed entirely on MassBay's Wellesley Hills campus.

"This is a major partnership where the two public higher education institutions in MetroWest are collaborating to contain the rising costs of higher education," said Yves Salomon-Fernandez, Interim President of MassBay Community College, calling this agreement a "significant step forward for the region."

"A college degree is necessary for success in the Commonwealth's innovation economy," said Framingham State President F. Javier Cevallos. "We are excited to partner with Mass-Bay Community College to offer these very affordable pathways to a bachelor's degree."

Students who enroll in FSU@MassBay will begin their studies at MassBay Community College to complete the associate's degree programs for Liberal Arts or Business Administration. Students will be eligible for guaranteed acceptance and seamless transfer to Framingham State University to complete their bachelor's degree programs in Liberal Studies or Management.

MassBay alumni who have already earned an Associate's Degree in Liberal Arts or Business Admin-

istration are also eligible to complete their Bachelor's Degree requirements through this program and earn a degree from Framingham State University.

Students have the flexibility to finish the degree at a flexible pace and schedule, but would gain the most financial advantage if they complete the degree in four years. The total cost of tuition and fees over four years for both programs at MassBay and FSU is projected to be about \$28,000.

All courses for both degrees will be taught entirely on MassBay's Wellesley Hills campus, with Mass-Bay acting as a "satellite" campus for Framingham State University. While classes would take place on Mass-Bay's campus, the students completing upper-level courses for a bachelor's degree through this partnership will be considered FSU students with full access to the University's support services, facilities, and other resources.

With the average tuition for four years of private higher education around \$120,000 and the cost of in-state tuition and fees for public colleges and universities at about \$9,100 a year, students who take advantage of the new partnership would benefit from significant cost savings.

"It's crucial for those of us in higher education to expand access to a college education by finding creative ways to lower costs and by reaching out to non-traditional students and underserved populations," said President Cevallos. "I believe our partnership has the potential to do both."

MassBay and FSU plan to leverage their jointly developed MetroWest College Planning Center in Framingham to help recruit underserved and typically under-represented populations and provide them an affordable path to college through this new partnership.

Walgreens to combat opioid abuse

Tia Rinehart

Scripps Howard Foundation Wire

Walgreens joined the fight to prevent opioid abuse by launching two new programs last month.

Richard Ashworth, Walgreens president of pharmacy and retail operations, said the company will install safe disposal kiosks for unwanted or expired prescription drugs in over 500 of its 8,000 stores.

“With our presence in communities across the country Walgreens is well positioned to make the safe disposal of medications not only easier, but also more convenient,” he said.

Walgreens also launched a program to make the opioid antidote naloxone, available without a prescription. Ashworth said the company began offering naloxone in New York last week without a prescription. Ohio and Indiana are next.

“Studies show in 2015 over 6.5 million Americans abused a prescription drug,” Ashworth said. “According to the CDC, they reported that 47,000 people in that same year died of a drug overdose.”

That data, collected by the Centers for Disease Control and Prevention, was updated in January.

In President Barack Obama’s 2017 budget released last month, he included \$1.1 billion to expand access to treatment for prescription drug abuse, heroin use and access to naloxone.

Michael Botticelli, director of national drug control policy at the White House, said the budget increase is the largest single-year proposed increase for treatment in the history of the office of national drug control policy.

“Most people who misuse prescription drugs get them from the medicine cabinets of family and



friends,” he said. “That’s why access to naloxone and safe and convenient disposal are so important.”

Rep. Bob Dold, R-Ill., said a third of heroin users claim prescription drugs led them to heroin use. He said someone dies every three days of a heroin overdose in the Chicago suburbs alone.

“In Lake County Illinois, we’ve also seen and had a tremendous success with the use of naloxone for our first responders,” he said. “And since December of last year we’ve literally saved over 50 lives in Lake County alone.”

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Student entrepreneurs' new auto technique

A class project turned into an entrepreneurial venture for two Morrisville State College automotive technology students.

Greg Stallone, of Hicksville, Long Island, and Tyler Moravcik, of Nineveh, put a savvy spin on an assignment in automotive Professor Ron Alexander's Advanced Powertrain Management class, which required them to disassemble and reassemble a transmission.

"Instead of just taking apart and rebuilding a transmission, we thought we would take our project a step farther and modify a transmission—one that gives the driver complete control of shifting," Stallone said. Their project involved adapting a transmission's valve body, with their own modifications, to build the manual-shifting piece.

Once it's perfected, they plan to take their industrious venture out of the classroom and into the streets

The concept, which Stallone said can cut down on fuel costs and appeals to performance car drivers, generated from a similar project he read about in an automotive magazine. "It's exciting to think that something we are building could end up on the streets someday,"

he said.

Work on the automotive innovation began after Stallone and Moravcik were selected to attend the SEMA (Specialty Equipment Manufacturers Association) show in Las Vegas last year. The show represents the most innovative and cutting-edge automotive aftermarket products.

"SEMA was a big influence in our plan to proceed," Stallone said of the prestigious show that sets the standards for the automotive industry. "We thought, this is a once in a lifetime opportunity and maybe our dream would be possible with Morrisville's equipment and faculty expertise."

Plans shifted quickly into gear when Stallone and Moravcik, both seniors in the college's automotive technology bachelor degree program, decided to blend their background and skills to capitalize on the idea.

Morrisville provided them with all of the tools they needed to move forward with their concept, including access to a transmission dyno in the transmission lab of the college's state-of-the-art automotive facility. The dyno, which acts as the engine in a car, allows them to test the transmission multiple



times and make essential modifications.

"Because it is so labor intensive to swap transmissions, it would not have been possible without this equipment," Stallone said.

Other departments also reached out to support their effort.

With assistance from MSC Professor John Giess, Stallone and Moravcik were able to tackle one of their biggest obstacles, machining a spool valve for the transmission.

While they are still working out some kinks, Stallone and Moravcik remain determined. "We are going to keep working on it until we perfect it," Stallone said.

Their experiential spirit is evident in all corners of the college campus where students are immersed in hands-on learning, and utilizing entrepreneurial processes in order to solve problems.

A national leader in hands-on, experiential learning, Morrisville fosters the way for students aspiring to be entrepreneurs and business leaders through an array of classes where they create in-depth business plans, and also through running actual businesses at the college.

Stallone and Moravcik are soaking up all of the transformational experiences Morrisville is providing them, namely the unique opportunities to build and diversify their skills.

Their next step is to venture out of the classroom and present their model at the new product showcase at next year's SEMA show.

"I always thought I would be a mechanic or a technician, but now that I attended SEMA and saw the opportunities, I realize it is not impossible to be part of a big company or something bigger," Stallone said.

And they plan to do it together. Plans are in the works to start their own business in one-off custom cars. They hope their newest idea will be one of the products that steers them in that direction.

Morrisville's auto programs prepare students for automotive careers, aligning them with the current industry.

Morrisville's automotive facilities include an award-winning automotive technology building with nine state-of-the-art laboratories, a showroom, and an auto body building with a lab containing superior air purification equipment, a laser device for measuring frame damage, and a Garmat Paint Station.

As the only campus with its own parts department and live service desk both run by students, students gain communication skills performing live work on faculty, staff and student vehicles.

Morrisville State's curricula are enriched with applied learning and pave the way for opportunity at both the Morrisville and Norwich campuses. An action-oriented, interactive learning lab, the college is a national leader in technology and has been lauded for its exemplary, innovative and effective community service programs.

JUMBLE

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

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Maybe some highlights

I want it shorter and lighter

THE MORTICIAN'S WIFE VISITED THE BEAUTY PARLOR BECAUSE IT WAS A ---

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

Answer: TO " "

Jumbles: PAYEE DICED SLEEPY AVOWAL

Answer: The mortician's wife visited the beauty parlor because it was a --- PLACE TO "DYE"

Campus News | March 2016 | Page 25

Stellar lecture series at Nassau CC

Nassau Community College presents its Spring 2016 Cultural Program, which features presentations by Emmy award winning ABC journalist John Quinones; Kim Barker, the reporter at the heart of the new Tina Fey film *Whiskey Tango Foxtrot*; Anita Hill, who testified before the United States Senate that now Supreme Court Justice Clarence Thomas sexually harassed her during her employment at the Equal Employment Opportunity Commission; and more.

Kim Barker
"Whiskey Tango Foxtrot: the Taliban Shuffle"

Wednesday, March 30 at 11 a.m. in the CCB Multipurpose Room

The reporter at the heart of the new Tina Fey movie "Whiskey Tango Foxtrot," Kim Barker covered Afghanistan



and Pakistan for the Chicago Tribune from 2004-2009. Her book, *The Taliban Shuffle*, describes — with brutal honesty and black humor — contacts with warlords, fundamentalists and drug kingpins, as well as the daily life of a journalist in a war-torn country.

John Quinones
"What Would You Do?"

Monday, April 4 at 9:30 a.m. in the CCB Multipurpose Room

John Quinones is the Emmy Award-winning co-anchor of the ABC newsmagazine *Primetime* and is the sole anchor of the popular television series "What Would You Do?" Having grown up in a poor family of migrant workers to eventually become ABC's first Latino correspondent, Quinones shares his powerful story and asks all of us to take a good look in the mirror. What do we do when we witness injustice, racism or bullying...as an individual?...as a nation? Do we step in or do we step aside?

Lawrence Lessig

"The Supreme Court and the 2016 Presidential Election"

Wednesday, April 27 at 12:30 p.m. in CCB 252/253

Harvard Law Professor Lawrence Lessig is the Internet's most celebrated lawyer. His 2015 presidential campaign was a crusade for campaign finance reform with a clarion call to "fix democracy first." *Scientific American* named him one of America's Top 50 Visionaries. Lessig holds a BA in economics, a BS in management, an MA in philosophy, and a JD from Yale Law School. He was a law clerk for the late Supreme Court Justice Antonin Scalia.

Special Event

Cosponsored with Women's History Month and the Sexual Harassment



Education Subcommittee

Anita Hill
"Reimagining Equality"

Tuesday, March 8 at 10 a.m. and 1 p.m. in the CCB Multipurpose Room

Over 25 years ago, Professor Anita Hill testified before the United States Senate that now Supreme Court Justice Clarence Thomas sexually harassed her during her employment at the Equal Employment Opportunity Commission. Today, Hill is an author, activist, and professor of law, public policy and women's studies at Brandeis University.

These programs are free, open to the public and accessible to the disabled. Please note reserved seating arrangements as listed. For more information about the spring 2016 Cultural Program at Nassau

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Experts: Newsrooms need better diversity

Erica Y. King

Scripps Howard Foundation Wire

Newsrooms need to be more diverse racially and ethnically to report fairly and reduce bias, a group of media experts said last month.

"Both frontline reporters and editors play a major role in how stories are portrayed in the media," Judith Brown Dianis, co-director of the Advancement Project, a civil rights group, said.

Dianis told a story about a Washington area TV station that covered a fight that took place among several African American boys on a school bus from her daughter's middle school in Prince George's County, Md.

"The fight should've never made the news because it wasn't important. ... How is this considered breaking' news?" she said.

Dianis said that the anchor who introduced the story was an African-American woman.

"We sent a letter to the anchor to say it is her duty to help portray us in the media more than what people already think of us," she said.

The other speakers – Cristina Lopez, a researcher at Media Matters for America, which seeks to correct misinformation in the news media, and Mervyn Marciano, co-founder of Blackbird, a communications firm – agreed the lack of diversity in newsrooms allows the media to inaccurately portray minorities in news coverage.

"Media has this trend of using mugshots when reporting on stories where victims are victims of color," Lopez said referring to Candelario Gonzalez, a Florida man who was killed as a result of a road rage incident.

Lopez said a mugshot of Gonzalez used in some reports had no connection to the story. Other stories used a family photo.

"The way the media portrayed him in this story, both English- and Spanish-language media, was by mugshots, despite other alternatives being available," Gonzalez said.

Dianis spoke about Tamir Rice, a 12-year-old Cleveland boy who was shot and killed by a police officer who thought his toy pellet gun was real.

"The media continuously called him a young man, but he was a child," she said. "He was somebody's baby."

Dianis said these two simple words – young man – had so much meaning.

"It may not seem like a big deal, but imagine these stories – including the school fight, being put in our heads over and over again – we begin to think this is all these people are," she said. "How is a 12-year-old boy suddenly a young man?"

The American Society of News Editors tracks the percentage of minority journalists in daily newspaper newsrooms. The 2015 census found there were about 32,900 full-time journalists at nearly 1,400 daily newspapers, and that 4,200 of those journalists – or 12.76 percent – were minorities. That was a 0.58 percent decrease in the number minority journalists from 2014 to 2015.

A Radio Television Digital News Association 2014 study found that the number of minority journalists in television increased to the highest it's been in 13 years – 22.4 percent. Women were 38.7 percent of newsroom employees in the 50 largest TV markets, and 44 percent in the top 101 markets.

But racial and ethnic diversity in television has remained unchanged. African Americans made up 10.4 percent of broadcast journalists 2014, and Asian Americans made up 2.5 percent.

Although the topic of minorities in the newsroom is nothing new, the speakers pushed the importance of minority inclusion.

"We need to hire more journalists of color," Marciano said. "Editors need to give space to journalists for the stories they want to tell, and journalists have to be brave enough to tell it."

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Step right up and buy your fake diploma

David L. Podos
Campus News

Most students (and parents) know that the cost of attaining a higher educational degree is on the increase. Tuition at many private as well as public universities, colleges, and even community colleges are spiraling out of control, making it tougher for the average student to catch a break. Depending on who gets into the White House next year and what programs that might be facing the guillotine, Pell and TAP aid may be harder to come by. Add in the fact that student debt has surpassed credit card debt and we may very well be facing the next financial meltdown as the monetary deck of cards from college loans goes into default. Get ready for another economic tsunami. Ugh! Not a pretty picture!

At its central core economics is the science of supply and demand; as long as there is a demand for a product there will also be a corresponding supply to fill that demand. Whether the service or product is legal or illicit really makes no difference to the consumer who wants that product and is willing to spend his/her dollars. A product that has been in high demand for some time now is the purchase of a college diploma. Often called diploma mills and or degree mills, these clandestine companies offer the purchaser a “legitimate” college degree, all the way up to a doctorate, for a fee. But don’t be fooled, these degrees for the most part are far from legitimate and are often from very obscure colleges with little or no academic standing within the global academic world. Even worse, most of these degrees are simply counterfeit; they are from colleges and universities that are entirely fictional – completely made up by the company producing

and selling the diploma, by fast talking, slick, and dishonest marketers.

Get Educated.com author Vicky Phillips says, “A diploma mill, also known as a degree mill, is any bogus university that sells college diplomas—the piece of paper itself rather than the educational experience. ... Diploma mills crank out fake paper diplomas to anyone who is able to pay the requested ‘tuition’ amount, generally a lump sum from \$500-\$2500.” For someone facing steep college loans, in an economy still far from robust, with far too many college grads working at or just above mini-

imum wage, spending a few hundred dollars for a Bachelor’s degree doesn’t sound too bad; spending up to \$1000 for a Masters better yet, and for a few thousand

dollars to purchase a Doctorate – fantastic! All in the belief that these “diplomas” will get them to a higher paying position. But therein lies the rub.

Yes, it is true that having a more “competitive degree” could open the door to the possibilities of landing a coveted higher paying position, but as the saying goes, “buyer beware.” Will those diploma mill degrees do the same thing

It may seem tempting to order from a diploma mill, but don’t. Here’s why.

for you as a factual, genuine college degree? Let’s break this down a bit.

First off, sending any prospective employer a resume with “fake” titles, job experience and or “fake” academic credentials is lying. While not all employers can catch all lies, why take the chance? Employers today are much more savvy in exposing falsehoods on resumes than ever before. Background checks, and reference inquiry will tell



that employer a whole lot about you, perhaps some things that you wish not to be known, and remember, they have complete access to all sorts of social media to garner information, just like you do. Also consider this: If for example your “diploma” says you have a Masters in Corporate Accounting, besides the aforementioned, the employer will most definitely have as part of the interview process a “test” you would need to take on site. These tests can be quite complicated, challenging, and demanding, but if you actually have a legitimate degree, then with that knowledge you should be able to complete any tasks, questions and or problems they ask; if not, you most likely will fail.

Secondly, if you are caught trying to get away with phony credentials, you may become “branded,” meaning, that a prospective employer could “heads up” other employers with-in the same industry and give them a red light in regards to your untruthfulness. If you think that this sort of thing can’t be done, think again. You may say they can’t do that because it is considered professional character assassination, but is it? What character trait of yours is

being assassinated if you provided fake credentials? Furthermore, most companies have much deeper financial pockets than you do, have access to top corporate lawyers, and have all the time in the world to bury under a pile of legal briefs your potential law suit.

Yes, it’s tempting to be sucked into the marketing of these diploma mill businesses, particularly during these unsettled economic times, but look at the long run and the big picture. Your reputation and genuinely earned knowledge and educational credentials are worth far more than any purchase of a diploma from a degree mill! So, just stay away, and relish in your “real” accomplishments; you deserve it, and that prospective employer you want to work for deserves it as well!

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



LaGuardia men and women take titles

Peter Briguglio
Campus News

LaGuardia Community set history and watched history repeat itself on the same night as both their men's and women's basketball teams captured the CUNY Athletic Conference Championship for the first time in school history back on February 19.

In the evening's first game at host BMCC, the #1 seed Red Hawks took on the #2 Bronx Broncos, who had knocked them out of both the CUNYAC and the Region XV tournament a season ago. This time, LaGuardia exacted revenge on the biggest stage, defeating the Broncos 65-54.

"We knew we had something special from the first practice we had," said head coach Anthony Alfaro. "They worked really hard."

Marika Gordon struggled in the CUNYAC semifinals against BMCC, but the 2015-16 CUNYAC All-Star found her game when her team needed her most, leading LaGuardia in the Championship with 15 points and dominating the glass with a game-high 17 rebounds. Sarah Edwards also notched a double-double with 12 points and 13 rebounds, of which 10 came in the first half. Both players earned All-Tournament Team

honors for their performances.

2015-16 CUNYAC and Region XV Player of the Year Kailyn Richburg had 10 points, five steals and four assists in the title-clinching game while shooting a team best 50% from the field. After logging a game-high 21 points in the Semifinals against BMCC, Richburg added CUNYAC Tournament MVP honors to her resume.

"This past year has been filled with a lot of hard work, but I'm happy that we made it," said Richburg.

Shortly following the women's conquest, the men took to the BMCC court against the hometown team.

It was a back and forth affair between two teams nobody expected to even be in the position they were in. The #2 LaGuardia Red Hawks had only made one postseason appearance in their short three-year history,

'We knew we had something special from the first practice.'

and BMCC only qualified for the tournament because Hostos was unable to take part due to scheduling conflicts. The two teams nobody had penciled in for the Championship put on a great show, but in the end it was the LaGuardia Red Hawks writing the fairy tale ending as they de-



feated the hosting Panthers 75-72 in a Championship thriller.

"We seized the moment," said head coach Ben Chobhaphand. "Championship games are all about moments and we seized every one tonight."

The Red Hawks raced out to a quick double-digit advantage in the first half, punctuated by a Jordan Littlejohn three-pointer to extend an early 28-14 lead. Following that scoring play, BMCC head coach Nolan Adams took a time-out that visibly settled his team down. The Panthers responded by being more aggressive with the ball and playing man-to-man defense, and subsequently went on to outscore LaGuardia 24-10 the rest of the way.

BMCC was able to control play down low and extended their lead to as many as nine points in the second half, but the Red Hawks were determined to not be upset.

"I told our guys that BMCC hasn't been through what we've been through," said Chobhaphand. "That makes us tough."

Mukeba Kadisha picked up the slack admirably for CUNYAC Rookie of the Year Winston Egwu, who was in foul trouble most of the night, by registering 13 points and 10 rebounds in the game while playing the entire 40 minutes for the first time all season.

BMCC mounted their final comeback attempt in the game's final

minutes. The teams traded baskets and free-throws until eight seconds were left on the clock. Neil Viera, who seconds earlier hit a three-pointer to narrow the gap, got off a game-tying attempt from deep, but it glanced off the rim and sent the Red Hawks into the history books.

"It's crazy," said Yearwood. "In practice, coach always puts us in situations where we're down and we need to get back and get stops. We just had to keep the intensity and keep on pushing, and we came out with the victory."

Yearwood finished the game with a game-high 21 points on 8-of-15 shooting. After netting 26 points in the team's semifinal victory over Kingsborough, Yearwood was named CUNYAC Tournament MVP.

"He was a leader," said Chobhaphand about his star sophomore. "He was talking like he's never talked before. With hard work and dedication, anything's possible."

The wins by LaGuardia marked the first time since 1993 and only the second time in the 36-year history of the CUNYAC Community College Basketball Tournament that the same school won both the men's and women's title in the same year. What makes it even more remarkable is that each team achieved the feat in only LaGuardia's third year of existence.

As Richburg said, hard work indeed pays off.



Will a robot take the job you want?

Darren Johnson
Campus News

Recently, I took the family to Disney World and spotted this prop (pictured) in Tomorrowland, or somewhere near it. Maybe it was made 20 or so years ago, but it represents where we are now.

It is a faux robot named Robo-Newz who looks like a newsy and, with a built-in printer in its belly, can produce a newspaper on the spot for an interested party. It presumably would also be mobile, as it has faux wheels, so perhaps it could also deliver the paper to the faux door. I wonder if the robot would also curate the stories for the printed edition and lay them out, based on some algorithm?

Reminds me of my life story: Making newspapers, delivering newspapers...

Which brings us to where we are at this point in our history. There are two competing ideas that are vying for their domination of our future workplace.

The first idea is entrepreneurship and authenticity. Today's millennials, often, would rather shop at a mom and pop, and buy items from smaller businesses that show high integrity. They also are starting such businesses. Think of microbreweries as an example.

The second idea is automation. Robots will do many more jobs in the future. Perhaps you currently are in a field or are studying in a field that soon could be automated? Wouldn't that be a waste of tuition dollars?

So I called David Gunkel, a Northern Illinois University commu-

nications professor and expert/author in the field. Gunkel used the term "technological unemployment," meaning people who may lose their jobs to a machine. A recent study suggested that 47% of today's jobs may soon be done by machines.

And it's not just factory assembly line workers who may feel the heat, he said, but also healthcare workers, paralegals and, yes, journalists/PR practitioners.

But Gunkel isn't telling his students to panic. "I tell them to be aware of what is on the horizon," he said. "Plan for what kind of career will be needed, and adjust your expecta-

tations accordingly."

In the healthcare field, for example, as the Baby Boom generation gets elderly and may require at-

home aides, robots will be able to do mundane tasks, such as taking blood pressure or reminding patients to take meds. The robots will be wired to contact a real human being should there be any problems. Plan to be that human being, not the robot.

Gunkel said that some helpful elective courses you may want to take — even if you are not great at them — could be some type of computer coding, just to understand the logic of how machines are commanded. This will give you an advantage over majors who did not learn advanced computing. He also suggested learning the regulations that will govern the use of machines.

"The way that [automation] is rolled out is going to depend on knowledgeable people on the ground," he said. "This is going to hap-

pen, so you must play a role in making this work.

"You will have to get over your fear, get under the hood and understand how the technology can be manipulated," he added. "People treat technology like it's Harry Potter magic — that is a poor way to look at technology."

OK, so what about us journalists and PR folks?

Gunkel said that technical writing projects, such as instruction manuals and financial reports, could be automated really easily. Systems can pull large amounts of data from a cloud and piece it together in a way a human reader can understand.

Basic journalism, too, can be produced in a cookie-cutter format, he added. A sports story, for example, could pull game stats from a master computer, and put them together in an inverted pyramid form, as is commonly done now by thousands of small-town journalists across the country and Sports Information Directors now. This could also work for certain types of government reporting, as well as many types of press releases.

"But these stories will always have to at least be analyzed by a human before being published," Gunkel said.

"Take a programming course. A good journalist has to have a lot of skills in his or her toolbox."

Gunkel also tells his students: "Don't get out of journalism. Don't



give up. Just know your field is changing and changing rapidly due to automation."

Just don't tell that to Mr. Robo-Newz.

And that's the last word ... for now.

Darren Johnson, publisher, has a Master of Fine Arts degree in Writing and Literature from Southampton College and is working on a novel. This is a new column. To possibly write a column for Campus News, contact columns@cccn.us.



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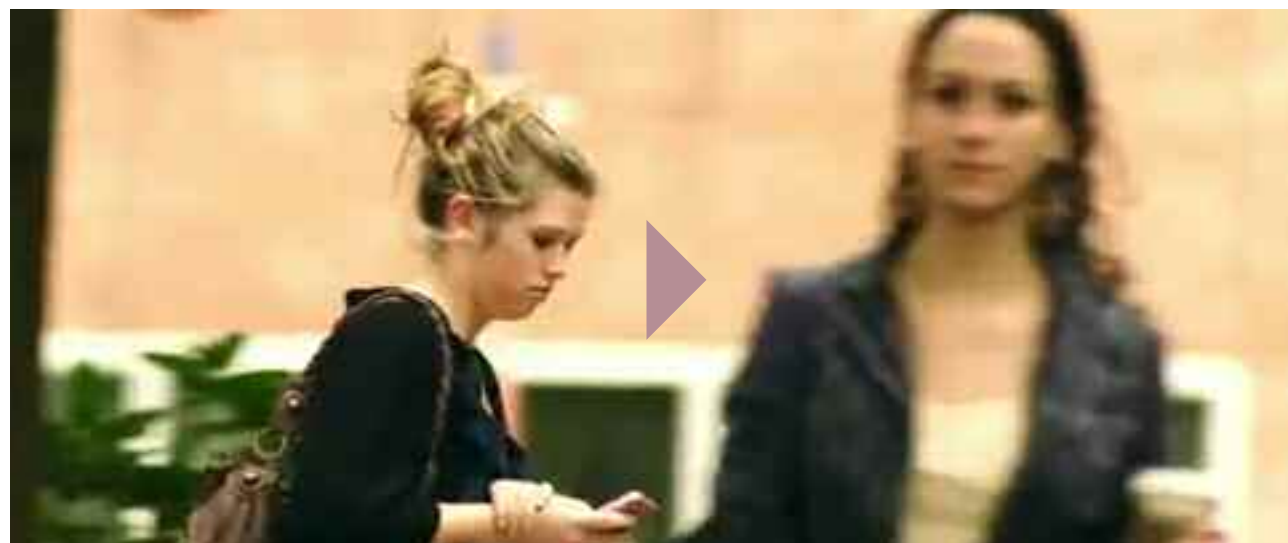
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