TCU SKIFF

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NEWS Coach Patterson donates \$10,000 to Tarrant Area Food Bank. Page 5



NEWS RateMyProfessors.com now comes in an iPhone app. Page 18





Students attending the football season opener at Cowboys Stadium will have to pay for tickets.

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FOOTBALL **UPSTAGED**







renovation of the stadium on April 9.

COURTESY OF THE CHANCELLOR'S OFFICE An artist's rendering of what the planned renovations to the Amon G. Carter Stadium will look like.

Stadium renovations receive board approval

By Josh Davis Staff Writer

begin as early as the end of next foot- an Gutierrez.

ect could begin as early as the end of the 2010 football season subject to voting members, and in order for a tive, pushed by the Student Governand dependent upon Board of Trust- resolution to pass, it must get at least ment Association Executive Board, The multimillion-dollar renova- ees' approval," said Vice Chancellor 24 votes. tion of Amon Carter Stadium could for Finance and Administration Bri-

The Board of Trustees includes 46 \$90 starting in fall 2010. The initia-

managed by HKS Inc., which has to \$100,000. It would also boost

will raise funding for the Activities The renovation project is being Funding Board from \$70,000 a year

The workforce requires a balance between respect and arrogance.

Page 3



Wikipedia is a popular resource for research among college students.

Page 12



ball season after the Board of Trusttiative April 9, officials said.

The project will be entirely donor-funded and has a total budget of \$105 million. Officials did not need of upgrades to facilitate better to date" and "detailed architectural/ say how much has currently been access to basic amenities such as re- engineering drawings are in the propledged for the project.

"If we are able to complete fundraising by July 1, 2010, by securing fan experience will be significantly crease to the student body fee, rais-

Gutierrez and Athletics Director prepared multiple renderings that funding for the annual fall concert, tion to the board last week reviewing blogs in the past few months. the latest status of the project.

strooms, concessions and the upper cess of being developed." deck," Gutierrez said. "The overall

Gutierrez said the renderings "Amon G. Carter Stadium is in "reflect the schematic design work

The board also approved an inthe necessary pledges, then the proj- enhanced by the renovation as well." ing the fee from an annual \$48 to tributed to this report.

ees unanimously approved the ini- Chris Del Conte made a presenta- have popped up on TCU-centric which would be allocated \$150,000 instead of \$23,000. Programming Council would receive \$250,000, according to SGA. It currently receives \$150,000.

> The proposed budget for SGA for the 2010-11 school year is \$625,000, according to SGA officials.

Staff reporter Andrea Drusch con-

FINANCIAL AID Scholarship honors former mayor

Thomas Koenig Staff Reporter

Former Fort Worth Mayor Bob Bolen lives by the simple motto "Always leave a place better than you found it." After a recent gift to the university to create the Bob Bolen Leadership Scholarship, he con- in his name, which will increase in tinues to practice exactly what he amount each year due to more donapreaches, a university official said.

The university received a \$2.5 million gift from The Sarah & Ross Perot Jr. Foundation to go toward the

vancement. The money will go into the university's endowment, allowing 5 percent of the gift, or \$125,000, in the fall, Whelan said.

Bolen, who served as mayor from data-services company. 1982 to 1991, said the scholarships and the university. He said Ross Perot Jr.'s generosity has been an honor.

"He's been so good to me," Bolen new scholarship, said Don Whelan, said. "We've worked together a lot,

vice chancellor for University Ad- and he loves what I do at TCU and believes in it."

Ross Perot Jr., son of former presidential candidate H. Ross Perot, is a to be put into scholarships starting prominent businessman from Texas and the founder of Perot Systems, a

Scholarships will be given to multiple students each year who display the first-class leadership skills that tions, are a great honor for himself personified Bolen's tenure as mayor, Whelan said. He said the exact num-

SEE SCHOLARSHIPS · PAGE 2

ENDOWMENT Fund in recovery, near peak

By Ashley Melnick Staff Reporter

As of March 2010, the university endowment is worth \$1.1 billion, a value that is close to the peak endowment worth of \$1.25 billion, a university official said.

Jim R. Hille, chief investment officer for the university, said the endowment's value slipped below \$1 billion from June 2008 to June 2009, but has been recovering since the end of that fiscal year.

According to The Chronicle of Higher Education, the university lost about 20 percent of the total value of its endowment in 2008-2009, but continued to rank highly, in fifth place for endowment worth in Texas. Comparatively, Southern Methodist University lost about 26 percent of the total value of its endowment the same year.

"By staying invested rather than panicking at the downturn, and actually prior to that, (we were) very wellpositioned for the downturn," Hille said. "We didn't know it was going to occur, but we forecasted it was going to occur, therefore it limited the damage to the fund."

SEE SODEXO · PAGE 2

SEE ENDOWMENT · PAGE 2

DINING SERVICES Market Square offers top college foods

By Sarah Fleischer

Staff Reporter

Market Square currently serves or will serve six of the top 10 foods on college campuses listed in a Sodexo survey, a Dining Services representative said.

The top 10 foods were determined by Sodexo in a national survey of 600 colleges and universities, but the university did not participate in the study, Legia Abato, district marketing manager for Dining Services, wrote in an identify very much with more come-mail.

Kelly Raw, marketing manager for

loaf with frizzle-fried onions, Vietnamese Pho, vegetarian lentil sheppot roast. These items are currently in the four-week menu cycle and will said students are diverse in the kinds Tarp said. of foods they prefer, making it diffiwith which students are happy.

"We have groups on campus that fort type of food," Abato said.

Dining Services aimed to serve said. Dining Services, wrote in an e-mail a variety of food so that all students that Market Square currently serves could find foods they identified with,

the following college favorites: meat- Abato said.

Mallory Tarp, a sophomore strategic communication major, said she herd's pie, stuffed pork chops, lemon thought Market Square should serve herbed baked tilapia and home-style more trendy types of food in addition to comfort food.

"I feel like the comfort food, whenbe served again next semester. Abato ever they try to do it, is not up to par,"

Several changes in Market Square cult for Dining Services to plan menus menus resulted from the Student Government Association's Dining Services Committee, Abato said. The committee gave Dining Services information about what students wanted to see, she

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ORIENTATION

ENDOWMENT

continued from page 1

Hille said the endowment is monitored and managed both by himself and his colleagues, as well as over 50 external managers, known as the Board of Trustees. This financial team focuses on preserving the longterm value of the endowment and providing stability.

The financial allocations cheif investment officer of TCU's endowment are not made public by the university.

The endowment assets go toward helping subsidize the operations of the university, Hille said. The subsidy is generally about 5 percent a year and is considered to be the maximum sustainable payout rate to secure long-term value.

"Ever since the university was founded, the founders

"Not only does it subsidize for current students, but it also provides stability, like during

this downturn. It helps the university stay grounded."

Jim R. Hille

for the university

only does it subsidize for current students, but it also provides stability, like during this downturn. It helps the university stay around."

Chancellor Victor Boschini wrote in an e-mail that the strategy the university used in at \$1.1 billion, after pay out, regards to managing the en- we're nearly back to where we dowment during uncertain were at the peak," Hille said. recognized that you needed an times is "one of prudent investendowment," Hille said. "Not ment with an eye on measured it's pretty extraordinary."

growth" that the university has used for many years.

"We have certainly been helped by the presence of our CIO James Hille who has exerted great leadership in this area," Boschini wrote.

Paige Allen, a sophomore communication studies major, said she was glad to hear the endowment has been recover-

"It's good to hear the en-" Allon said. "It dowment is up," Allen said. "It shows how supported our university is by having generous donors that will help maintain the prestige of our university."

Hille said he thought it was fairly clear the endowment was on the path to recovery.

"To be where we are today, "When you take a look at that,

SCHOLARSHIPS continued from page 1

ber of recipients has not been decided, but preference will be given to students involved in

military programs. However, it is not required. Whelan said Bolen serves as senior adviser to the chancellor, adviser to the dean of the

M.J. Neeley School of Business and is a visiting lecturer. "Bob really has had a lifetime devotion to education and providing opportunities to young people," Whelan

said. "We saw that when he was mayor and we see that now in his capacity at TCU."

Mike Scott, director of scholarships and student financial aid, said some of the money will also go toward Mike Berry, president of Hill- he said.

helping MBA students. He "Bob really has had said the scholarship, which will honor students who have earned distinctions like Eagle to education Scout status or have shown and providing other leadership skills, is a huge boost for the university. "It provides funding for an young people."

area that we really need some extra dollars pointed to," Scott said. "We don't have a lot of funding currently for leadership scholarships."

tee will recommend deserving Perot company. Berry earned students to the Office of Scholarships and Student Financial Aid, where the recipients will not yet finalized the award be chosen, Whelan said. The application process or critecommittee will consist of Bo- ria. Minimum and maximum len, a representative from the amounts for the scholarship Office of Scholarships and are undetermined, but will Student Financial Aid and be based on financial need,

a lifetime devotion opportunities to

Don Whelan Vice Chancellor for University Advancement

A special selection commit- wood Properties, which is a his MBA from TCU.

Scott said his office had





CHANCE WELCH / Multimedia Editor Executive Chef Charlie Guajardo shows off meatloaf topped with fried onions and a side of corn, one of the 10 most popular dishes that Sodexo found in a nationwide survey of 600 schools and also a dish that Market Square will soon serve.

SODEXO continued from page 1

Raw said that although the university did not participate in Sodexo's top college foods survey, Market Square did hand out a customer satisfaction survey from Sodexo this semester.

Abbey Brokos, a sophomore political science major and Dining Services Committee chairwoman, said the committee had not done any polling of students, but it does have comment boxes located at all eating facilities on campus where students can leave feedback. The Dining Services Committee used friends' views on the food at Market Square and personal experiences to determine what students on campus are looking for, she said. Some of the things Dining Services implemented as a result of committee suggestions include the omelet bar, the pasta section, more kinds of cereal and more kinds of milk, Brokos said.

fort food, but they may get want to see some food that is tired of it, Brokos said. Market familiar to them, she said. Square should have a balance Tarp said Market Squ between trendy food items provided the food students and comfort foods, she said. want, but the food was not con-Dining Services did well with listening to and implementing suggestions from the committee, she said.

misconception that people have is that Sodexo isn't willing to work with us at all," Brokos said. "They are extremely receptive, and they really do listen to all of our concerns, and they do implement them right away."

"I think that the common

Alexis Tribble, a junior early childhood education major, said Market Square should ask students input more often of what foods Market Square should serve. Tribble said she filled out a Market Square survey last fall and requested that Market Square indicate which foods contain nuts because of her peanut allergy. She said she feels like her survey response was not addressed. Tribble also said Market Square offers the same foods too often.

"They don't change it up," Tribble said. Market Square should serve both trendy food and comfort food, Tribble said. Students like to try new foods like sushi when they are away Some students prefer com- from home, but students also

Top 10 College Foods

1. Apricot-glazed turkey

2. Meatloaf with frizzle-fried onions

3. Vietnamese Pho

4. Vegetarian lentil shepherd's pie

5. Chicken adobo

- 6. Stuffed pork chops
- 7. Vegetarian jambalaya

8. Lemon herbed baked tilapia

9. Rotisserie chicken

10. Home-style pot roast

Items in bold are currently served or are in the four week menu cycle at Market Square and will be served next

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venient because there was not enough food on the east side of campus, where most academic buildings are located.

year.

Source: Sodexo, Kelly Raw, marketing manager



E TCU DAIL

DAILY SKIFF

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The TCU Daily Skiff is an official student publication of Texas Christian University, produced by students of TCU and sponsored by the Schieffer School of Journalism. It operates under the policies of the Student Publications Committee, composed of representatives from the student body, staff, faculty and administration. The Skiff is published Tuesday through Friday during fall and spring semesters except finals week and holidays.

Circulation: 4,500 Subscriptions: Call 257-6274. Rates are \$30 per semester. Location: Nuody Building South, Room 291, 2805 S. University Drive Fort Worth, TX 76109 On-campus distribution: Newspapers are avail-able free on campus, limit one per person. Additional copies are \$.50 and are available at the Skiff office.

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DRIVING SAFETY

Texting and driving legislation in works

By Ashley Melnick Staff Reporter

ness major, said that although she where," Allcon said. occasionally texts while driving, she knows when to set aside her phone.

holding off on texting for a little that's no big deal."

House of Representatives staffer said.

Clayton Stewart, the chief of staff said Austin legislators have already taken the initiative to pass a city ordinance outlawing texting while driving. Stewart said many residents have alsuch legislation.

said few students are involved in car may be driving." accidents on campus, and very few, said campus police only patrol campus parking lots, which is why the department does not have any records regarding accidents caused by texting.

Sgt. Alvin Allcon of the TCU Podamaged his car because he was tex- self texting." ting while driving.

is in effect in the area is the state ban ing seriously considered by lawmakoutlawing the use of cell phones in ers, but the creation of any potential school zones, Allcon said. Students bill would take time. should be aware of the law when they are driving by the Alice Carlson Applied Learning Center, an elementary Allcon said.

will see laws enacted that any use of a cell phone or any kind of electronic devices other than wireless voice com-Jordan Johannsen, a junior busi- mand will be prohibited driving any-

When drivers text, their collision risk is 23 times greater than when they "I never text on busy roads because are not texting, according to a Virginit's just not worth the risk," Johannsen ia Tech Transportation Institute study said. "I can always text that person released in July 2009. The study was when I'm at a stoplight, so that means conducted by installing video cameras in trucks for an 18-month period.

Sherri Box, the PR and marketing As of late March, Washington be- manager of VTTI, said other distraccame the 20th state to pass a ban on tions while driving were observed in texting while driving. While Texas trucks as well as in previous studies does not have such a law, the dangers with other vehicles. These included associated with texting while driving drinking, attending to a child in the are among serious topics of concern back seat and grooming oneself. Out for state congressional leaders, a Texas of all the distractions, texting was the most dangerous, Box said.

'We believe our observations refor Rep. Mark Shelton, R-Fort Worth, garding distractions in the most recent naturalistic truck studies can definitely be extrapolated to all drivers," Box said. "We fully expect our ongoing research studies will prove this to ready contacted Shelton's office about be true. Distractions cause the driver's eyes to be off the forward roadway re-TCU Police Chief Steve McGee gardless of the type of vehicle they

Paige Allen, a sophomore comif any, are because of texting. McGee munication studies major and Austin native, said she thinks the Austin city ordinance is potentially confusing but added that the texting ban should be statewide.

"It does get complicated when you lice said texting while driving on the go home," Allen said. "You forget roads is a problem. Allcon said his son that it's illegal, and you catch your-

Stewart said the idea of banning The only cell phone regulation that texting while driving in Texas is be-

"Any time you have a piece of legislation or want to pass a new law, there are certain things you have to check," school located on West Cantey Street, Stewart said. "(You) go through a system of accountability to make sure that "I really think that in the future you you're not leaving any gaps in the law."

By Thomas Koenig Staff Reporter

JOB MARKET

New approaches must be taken to thrive in the job hunt, but opportunities for Neeley School of Business students are in good shape, a school official said.

"We've begun to see more opportunities and really a more welcoming tone from the business community," said O. Homer Erekson, the John V. Roach dean of the Neeley School of Business.

Jessica Cates, associate director of the Alcon Career Center, a full-time job at Fort Worth-based said job opportunities that have been visibly scarce during the last serving as an intern there earlier constant stability of the accounting few years are no longer on the decline. The Alcon Career Center is a branch of the university's Career Services that caters specifically to which ultimately led to his hiring. Neeley School of Business undergraduates and alumni.

study by the National Association of Colleges and Employers, hiring is up 5.3 percent as a whole for the respondents said they are not hiring from this class of graduates, as biggest recruiters at the school this opposed to 27 percent at this time year. last year.

has turned a corner, with employcollege hiring for the class of 2010the first increase reported since October 2008," the written report stated.

Even though many companies are waiting to see their new budgets to increase hiring, students are starting to take new approaches to getting ahead in the job market, Cates said. One of the biggest changes to the job search is the urge for students to obtain internships sooner, while building a network of contacts in his or her field. A lot of companies will look towards interns first to fill fulltime positions, Cates said.

"Accounting remains a very attractive major because the job opportunities are there in both good times."

Hiring, job opportunities on the

rise for Neeley graduating class

Bob Vigeland

co-director of the Master's of Accounting program

and supply and value chain management major, said he was offered in his college career. He said he made between 40 to 50 contacts at the company during his internship,

"The internship is of monumental importance, not only to gain ex-According to a spring update perience at Lockheed, but just because you're already on the inside," Martin said.

versity students and was one of the said.

Joe Stout, spokesperson for "Results show the job market Lockheed, said the line of work the company is involved in has not ers projecting an increase in their been affected as much as others by the economy woes. The company manufactures air crafts on longterm contracts, and will soon begin production on a new type of from the school in the past, said aircraft that should keep jobs very it has not had the growth to instable for the future, Stout said.

> The change in the economy's see progress. stability over the last few years has forced students to start looking for internships after their sophomore be seen, the market does appear to year, instead of waiting until after be re-opening its door to prospectheir junior year like they could in tive students, Cates said. the past, Cates said.

garding job opportunities this year, for the students," she said.

something that was scarce in the past two years. The best thing students can do is take advantage of all the networking opportunities and workshops that the school offers, Martin said.

Erekson said that students are starting to get jobs earlier in the hunt than they had in the past years thanks to an increase in consumer confidence in the field.

Another field of work that is Matt Martin, a senior finance looking up is accounting, said Bob Vigeland, co-director of the Master's of Accounting program. The program received a record number Lockheed Martin Aeronautics after of applicants this year due to the workplace, he said.

> "Accounting remains a very attractive major because the job opportunities are there in both good times and bad," Vigeland said.

Even though some of the larger accounting firms did not have as many open positions in the last few years, the program has still been Cates said Lockheed Martin has able to place almost all of its stuclass of 2010. Only 8 percent of provided numerous jobs for uni- dents in the workplace, Vigeland

> Even companies that have not been growing in the past are looking to get back into the recruiting game at TCU to build a relationship for the future.

> Kim Markle, senior vice president for Human Resources at OmniAmerican Bank, a local Fort Worth company that has hired crease jobs but hopes to begin to

> Even though the lasting effects of the economy troubles are yet to

"It's been a challenging couple of Martin said he has noticed a years, but we're on the up-swing, substantial increase in the num- so I'm looking forward to what the ber of e-mails from the school re- future holds as far as opportunities



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LEARN

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ORIENTATION



TCU ITUNES U

iTunes U channel extends university's reach

By Rachel Wilson Staff Reporter

The university has joined the likes of Carnegie Mellon and the University of Oxford by launching a channel on iTunes U, a program that will keep students, prospective students, faculty, staff and alumni up to date and in touch through a digital media platform, said a new media specialist.

"Everyone's using it. It's a great way for the university to be out there, to promote itself," said new media specialist Amy Peterson. "Since iTunes U is such a big deal right now in universities, it just made sense for us to have a site also."

According to the Apple website, universities use the site to share educational media with their students. Museums and public broadcasting stations are making their content available to the world through iTunes U, too.

On the university's iTunes site, www.itunesu. tcu.edu, viewers can download free videos from four categories: campus life, academics, featured

"It's a great way for the university to be out there, to promote itself. Since iTunes U is such a big deal right now in universities, it just made sense for us to have a site also."

Amy Peters

new media specialist

ranges from a campus tour to a writing workshop to coverage of the past two Schieffer Symposiums.

tions interest them, such as guest speakers or through the iTunes store, which makes it easy to athletics, and new content will automatically be downloaded into the viewer's iTunes library, Peterson said.

Peterson, who runs the site along with a few other officials, said that through iTunes U, it will be possible to post entire speeches or conferences student population updated in a new, hip way events and spotlight. The content of the videos for viewers to download and watch at their leisure. that's really relevant to our times," Maffit said.

She said university officials hope the new site will encourage prospective students.

"It's a great way for prospective students to kind of fall in love with the university," Peterson said

Amiso George, an associate professor of journalism, said the new site is a great idea.

"This is just another really exciting, useful tool for us to use," George said. "It's a win-win for all of us."

The university is not planning to post class lectures on the site like some other universities are doing. A few key lecturers, like Bob Schieffer, will be posted, Peterson said.

iTunes U is directly accessible by iPhone or Viewers can also subscribe to whichever sec- iPod Touch via cellular and WiFi networks check up on the university while on the go.

> Rebecca Maffit, a sophomore elementary education major, said she will definitely be checking out the new site.

"I think it's really cool, and it helps keep the

DAILYSKIFF.COM

NURSING Program provides area work at hospitals

By Kayla Mezzell and Madison Pelletier Staff Reporters

Lori Muhr found her farm on Facebook was not doing as well since beginning the new master's program in the Harris College of Nursing & Health Sciences.

The farm Muhr referred to was a virtual one featured in an application designed for members to care for farm animals.

Muhr is one of the six inaugural students in Harris College's clinical nurse leader program, which began in fall 2009. She works as an emergency nurse at Texas Health Harris Methodist Hospital Fort Worth and said the program was similar to having another full-time job.

"I work on homework over 30 hours a week, and work over 30 hours at the hospital," Muhr said

The university formed a partnership with Texas Health Resources, a system of 14 area hospitals, and Medical City Dallas Hospital to create the first clinical nurse leader master's degree program in North Texas, said Penny Moore, program coordinator and assistant professor for Harris College.

Moore said the goal for those involved with the program is to create a generation of nurses who will more effectively coordinate care for groups of patients, both during and after their hospital stay.

"It's not management, but clinical leadership," Moore said. "This role is designated and very specifically intended for the nurse with a master's degree to stay at the bedside."

Moore said in the past, master's degree-educated nurses left everyday practice in favor of administrative positions because there were fewer opportunities for advancement in clinical practice, but the clinical nurse leader role would revolutionize patient care by keeping a highereducated nurse in direct contact with patients and hospital staff members.

Muhr said she decided to join the program at the university in order to be more directly involved in patient care. She said the extra work would be worth it if she and her peers completed the program and other health care professionals saw the difference clinical nurse leaders could make.

The university's program is a two-year online program through the Harris College. Everything from homework to tests is administered online, Muhr said.

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DINING SERVICES Leftovers to feed needy

By Christina Durano News Now Reporter

Students' unwanted chicken and mashed potatoes at Market Square could soon be dinner for issue of hunger the hungry of Tarrant County.

Melissa Gruver, coordinator for community involvement, like practically in said the Center for Community Involvement and Service-Learn-Government Association to research implementing a Campus Kitchens program at the univer- efficient and using sity. She said the program is designed to put unused food to use in the community while at the for a better cause same time equipping students with leadership and organizational skills.

According to the Campus Kitchens Web site, the program uses existing resources to meet local hunger needs and empowers students to make a difference in their communities.

be implemented in several different ways. One tier of the program allows students to take unused food from cafeterias and either transport it at its proper temperature to community kitchens or safely cool it and then transport it to community kitchens. The Worth's locally designated community kitchen.

Only food that has not been put out can be recycled for Campus Kitchens, said Abbey Brokos, SGA Dining Services committee in 20 schools across the country, chair.

can use," Brokos said. "It's a natural progression to be wise stewuse it to bless the community."

trains students in food preparation and gives them the opportunity to teach low-income community members how to prepare food, which then gets donated tatives passed a resolution sup- the face that comes along with it."

"It's really aetting students interested in the what it looks Tarrant County. I'm not just being this leftover food but also seeing the face that comes along with it."

Melissa Gruver

coordinator for community involvement

Gruver said the program can to community kitchens, Gruver said

> "We're helping people in the community develop skills so they can get a better job," Brokos said. "And students are learning the managing an organization."

Tarrant Area Food Bank is Fort ing and Residence Life, said a vice." third tier allows students to store sity specifically for community gration of Campus Kitchens into kitchens.

food service provider, Brokos community. ards of the food we have and just said. The program is completely student-run with the support of terested in the issue of hunger and Another tier of the program universities and food service providers.

porting research into implementing the program at the university Feb. 23.

Gruver said representatives from national Campus Kitchens will conduct a feasibility study at the university to determine if there is potential to successfully implement the program.

In addition, Brokos said the Dining Services committee is ing is working with the Student excited about them gauging student interest. Campus Kitchens requires universities to commit to a minimum of three years, she said.

> Allen said he supports the program, but his main concern is its sustainability.

> "If I support the program, I need to know that students are involved in this for the long term," Allen said. "Some shelter or organization will depend on us for three years to provide meals to people who need them. That's not something we can take lightly."

Allen said he wants to make sure students are committed to the program and that Sodexo or university staff members will not have to run it.

'That's not what the program whole leadership experience of is designed for," Allen said. "It's designed for students to take an Craig Allen, director of Hous- active role in community ser-

Brokos said Dining Services is and prepare food at the univer- considering proposing the intean academic class to ensure the Campus Kitchens is currently continuation of the program.

Gruver said she hopes implebut only Baylor University has menting a Campus Kitchens pro-'We have extra food that we the program in Texas. Seven of gram here would encourage stuthe 20 schools use Sodexo as their dents to get more involved in the

"It's really getting students inwhat it looks like practically in Tarrant County," Gruver said. "I'm ex-Campus Kitchens is still in the cited about them not just being efbeginning stages at the university. ficient and using this leftover food The House of Student Represen- for a better cause but also seeing

ATHLETICS Patterson selects TAFB as donation recipient

Katie Vance

Staff Reporter

Horned Frog football head coach Gary Patterson chose the Tarrant Area Food Bank as the charity to receive a \$10,000 donation as part of his 2009 Bobby Dodd National Coach of the Year Award honors.

Mary Kathryn Anderson, TAFB business development director, said the donation will benefit TAFB's BackPacks for Kids program. BackPacks for Kids is a weekend food program for schoolaged children who are at high risk for hunger.

According to the TAFB website, the program is in place at area schools where at least 80 percent of the students are eligible for free or reduced-cost meals.

Patterson said TAFB was an easy choice as the recipient of the donation.

"There are so many people that are hungry," Patterson said. "The food bank is a great way to give back to the Fort Worth community and to help people in need."

Patterson said donating to organizations that benefitted children in Fort Worth was very important to him.

Additionally, the Gary Patterson Foundation provides funding for programs and scholarships that focus on education, life-skills, health and family issues

According to the Bobby Dodd Foundation website, the Coach of the Year Award is meant to honor the Bowl Championship Series college football coach whose program represents quality on and off the field. Each year the winning coach is given a \$10,000 check to be donated to a selected charity in the coach's name.

Kent Keasler, representative for the Bobby Dodd Coach of the Year Foundation, said Patterson was chosen for his success both as a coach and a philanthropist.

"He has had success throughout all of his time at TCU," Keasler said of Patterson. "He is active within the unteer Coordinator JoAnn Biggers at community and supports a number of 817-332-9177.

children's charities." Patterson's success on the field is just as impressive as his success off the field, Keasler said.

"Gary is a very deserving coach," Keasler said. "TCU is very fortunate to

have him."

Patterson

Kim Raines, a sophomore nursing major, said Patterson's donation demonstrates the character of the coach and the team outside of game time.

"Kids look up to athletes. The fact that such a wellknown coach would make children's organizations and programs a priority means a lot and sets a good example for the rest of the community."

Kim Raines

sophomore nursing major

"Kids look up to athletes," Raines said. "The fact that such a well-known coach would make children's organizations and programs a priority means a lot and sets a good example for the rest of the community."

Anderson accepted the donation on behalf of TAFB from Patterson on April 10 at the football team's banquet. She said she was thrilled to have support for the BackPacks for Kids program.

'The TCU community has always been wonderful supporters of the Tarrant Area Food Bank," Anderson said.

She said she hoped the support from Patterson would encourage others to continue to donate their time and money to the TAFB.

For more information on the Tarrant Area Food Bank or the Back-Packs for Kids program, contact Vol-







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ORIENTATION

STUDENT GOVERNMENT ASSOCIATION Review of plus/minus system planned for fall

Courtney Jay Projects Editor

is trying to adjust discrepancies in the plus/minus grading system, an SGA representative said.

The system was implemented three years ago, but not all professors use it. Senior political science and English ma-Affairs chair, said this stratification led to grade discrepancies, causing concern for students.

"I have probably six or seven syllabus examples of just kind of random grading by the professor," Alexander said. "And they set their own standards. There's nothing wrong with that, but it's showing there's no level of accountability across the department, and we need to figure out something to do with that."

Alexander said he started compiling syllabi to prove specific grade discrepancies. In two syllabi from the same college, one lists an A as a 93, while the other lists an A as a 96. Alexander said SGA representatives plan to meet with the Faculty Senate to discuss options for improving grade equality within departments.

Faculty Senate Chairman Arthur Busbey said grade discrepancies have not yet been presented to the Faculty Senate, but he said that should those concerns be brought to its attention, the senate would look into re-calibrating parts of the plus/minus system. Busbey, an associate professor of geology, said that because faculty were responsible for bringing about the plus/minus system, they would be open to suggestions for improvement.

Nowell Donovan, provost and vice chancellor for Academic Affairs, said there is always variation in grading and there is never going to be a standardized grading system.

"I think if you make it too formuladriven, you will probably regret it because you won't get the same quality of teaching because professors won't feel it's their course anymore," he said.

also has benefits. He said it makes the House and the Faculty Senate will have university more academically competi- a fresh session to work with."

tive with other universities and decreases grade inflation.

"People are perfectionists here, and The Student Government Association they need to realize college is hard," Alexander said. "If you make a B or an A minus, that is a great grade."

Donovan said he doesn't believe the plus/minus system is detrimental to student's GPAs.

"I really don't think that it's in stujor Carlton Alexander, SGA Academic dents' best interests to keep dodging difficult courses," he said.

But some students aren't looking for the easy way out. Grant Gary, a senior finance major, said he believed a student's grade point average can affect job prospects.

"At least in the business school that's trying to be considered one of the top business schools in the country, it really hurts students overall going forward beyond college having a lower GPA," he said. "Not necessarily because they did worse, but because they were on a plus/ minus grading system."

Alexander said, like it or not, the plus/ minus system is here to stay.

David Bedford, a Faculty Senate member and an instructor in the Department of Spanish and Hispanic Studies, said that although he uses the plus/minus grading system, he would prefer a straight A-F system.

"The reason for that is that we are evaluating a broad set of abilities that develop slowly and that has to do with communication, and it doesn't make any sense really to divide up people into finer categories for us," he said. "(But) I can understand the need for it in other disciplines."

Alexander wrote in an e-mail that he spoke with a Faculty Senate representative and they agreed the issue needed to be looked into further and would be brought up in the fall.

"While the issue is in need of some research, it is difficult for SGA or Faculty Senate to actually do much about it near the end of the semester, as students start preparing for finals and professors start making summer plans," Alexander wrote. "We agreed to bring the topic back into the spotlight at the begin-Alexander said the plus/minus system ning of next semester when the Student

NEW SCENE



Freshman journalism major Allen Kellogg checks his class schedule in front of Frog Fountain and Scharbauer Hall.



DAILYSKIFF.COM

SUMMER 2010 · PAGE 9 **ORIENTATION**

Librarian follows passion with career path

By Melanie Cruthirds News editor

you'll find fond memories of one library. of the town's capstone attractions, rison, a reference librarian at the librarian and teaching with some-

thought it was the coolest because get it." it comes in this little plastic envelope," Harrison said. "These are the large number of students, but those old kind of cards before they got these electronics."

dent, Harrison was already inter- ble trait. ested in reading young adult novels and history books. Although she student, said she initially saw Harrison learned to read at age 3, alongside her older brother, Harrison said the process was rather serendipitous.

While working on reading activities with her sibling, Harrison's mother tried different ways to keep her occupied and quiet during the mie was...she really knows about the sessions. Toys, treats and tradition- research I'm doing firsthand," Davis where I'm going to ask my next quesal tactics didn't faze the inquisitive said. "I can see her as excited (about) toddler.

"(My mom) started teaching me tally learned how to read because I she needed. started to pay attention to what she was teaching my brother."

the county library in high school, were sources in which the situation Harrison was just sitting down with she read to children as a mentor. was reversed. Marriages between white a rhetoric student. After browsing encyclopedias at women and black men were virtually the start of her library experience, unheard of in that time, Davis said, but information and e-mail address and, this was her first real introduction Harrison was able to come up with sevto children's literature.

Now, as the reference liaison for eight academic disciplines, includ- she just uploaded it right there," Davis ing art history and English, Har- said. "It's almost like she anticipates

rison said she enjoys the time she gets to spend helping university students. Students can see Harri-Deep in the heart of West Texas son for research help in both onedesert country, you'll find Scurry on-one and group sessions, but she County, whose population hov- said, on occasion, she gets to iners near the 16,000 mark and calls struct in a classroom setting. This Snyder its central metropolis. Deep proximity to the teaching environin the heart of Snyder native and ment is one thing Harrison said she book junkie Ammie Harrison, enjoyed most about her work in the

"I toyed with the idea of teachthe Scurry County Library. Har- ing, possibly being an embedded university, said she still remembers one else," Harrison said. "Glorious her first, treasured library card that as it sounds, there's just a lot of job her Aunt Linda helped her acquire. security here - people will always "I think I was 7 or 8, and I just need information and some way to

Harrison may not work with a she does communicate closely with, often graduate students, have As an elementary school stu- cited her enthusiasm as one nota-

> Lynda Davis, an English doctoral for help with her dissertation on crosscultural marriages in literature. With many hard-to-find sources on her list. Davis said Harrison had a knack for ferreting out the best word combinations for successful database searching.

What was really neat about Ammy topic as I am."

parts of the alphabet," she said. "It riods and authors was helpful, Davis dents with their research queries. quiet. So, I pretty much acciden- early American novels like the ones

While looking at Civil War-era novels in which white men married mu-Later in life, while working at latta women, Davis wondered if there eral works that answered her question.

"She already had it downloaded, and



Reference librarian Ammie Harrison looks over a book in her office on March 8.

tion, and she's ready."

Harrison often goes beyond her Harrison's knowledge of time pe- own workday hours to assist stu-Reid of the social sciences, said she often works with Harrison on proj-Reid recalled a recent time when 5 o'clock in the afternoon struck and

> She had him give her his research as far as I know, she took it home would be an educated adult. and worked on that assignment that evening at home on her own time," Reid said.

done by herself, Harrison and the said. "I was going to be president, I rison is no exception, Reid said.

Harrison said she could have preects out of the English department. dicted that she'd end up in librarianship someday, but that, without help and input from close family and friends, it might have taken her a while longer. What she never questioned, however, was the fact that satchel of rented works home from she would never stop learning and the local branch every weekend, to

drew this picture of me, and I was far. Yet some might disagree and say supposed to be drawing what I'd be she's closer to her roots in the beloved Reid said she considered the work doing in the year 2000," Harrison world of the library than before.

MELANIE CRUTHIRDS / News Editor

other library staff members to be was going to be a nurse, I was going highly service-oriented. Many, if to own a ranch and I was going to not all, of the university's library staff be a doctor and all of these things. would be willing to stay after hours I came home just upset because didn't bore me, but it did make me said, when searching for out-of-print Another reference librarian, Robyn in order to help a student, and Har- my teacher was laughing at me, so I told my dad all the things I was going to be and he was like, 'You better get started now.""

> Never being told she couldn't accomplish something helped Harrison avoid pigeonholing herself from the start, she said. From carrying a being surrounded by thousands of 'When I was in second grade I readily-available volumes, she's come



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ORIENTATION



TECHNOLOGY New website cause for concern

By Chilton Tippin Staff Writer

A new website that allows users to connect randomly with one another via webcam has exploded in popularity, but many experts find the site to be disturbing and warn that it's a paradise for predators, according to a press release from the Texas Attorney General's office.

Chatroulette connects people of all chief technical officer of ages to one another for private, anonymous chats. A "next" button on the top through the 20,000-plus viewers who are logged on at any given time.

Some experts say the site is cause for concern because many of the users perform sexually explicit acts, and there are very few filters to keep children from is dangerous because of its anonymous anywhere, but somehow, people startaccessing it.

The Texas Attorney General issued a consumer alert in early March warning parents to keep their children off the site.

An undercover investigation by the Cyber Crimes Unit of the Texas Attorney General's office revealed that nearly half of the randomly selected users "immediately exposed themselves and conducted sexually elicit acts on camera."

According to a study that reviewed 2,883 chat sessions and was posted on TechCrunch.com, a website dedicated to profiling new internet products and companies, Chatroulette is 89 percent male, 47 percent American and 13 percent appear to not be wearing any clothes whatsoever, are displaying explicit nudity or appear to be committing a lewd act. One in eight spins reveals something "R" rated, according to the study.

According to Jamie Kelly, director of media relations for Cornell University, a Russian teenager created Chatroulette in December 2009.

website quadrupled to 4 million users in February.

Kelly said the quick explosion in Chatroulette's popularity can be attributed to journalists constantly being on the lookout for new trends in media us-

"Even with social networking sites, you have some control. On this site, predators can come out in a completely anonymous way, and there's no history of who they chatted with."

Aaron Kenny

InternetSafety.com

of the screen allows users to cycle at will age and the viral spread of information on other social networking sites.

"It really speaks to the power of Twitter and Facebook," he said.

Aaron Kenny, chief technical officer of InternetSafety.com, said Chatroulette nature as a video chat forum.

you have some control, he said. "On this said in The Times interview. "That's site, predators can come out in a com- how the simultaneous user count grew pletely anonymous way, and there's no from 10 to 50, then from 50 to 100 history of who they chatted with." Ken- and so on." ny said traditional social media sites althey talk to.

The anonymous nature of this site is kind of like sending your kid out in the street in New York City and saying, 'Go lette underscores the entrepreneurial chat with whoever you like," he said. nature of younger generations. No parent would do that."

trist from the American Board of Psychiatry, said she thought many people they are anonymous and because they have sexual perversions.

"It seems that those people are on antheir own loneliness," she said.

perform the lewd sexual acts because of verted stuff, it made me feel dirty." several psychological reasons.

want love. They want a friend. They want someone to recognize they exist."

troulette stems from a sexual addiction. could corrupt her mind."

"It starts off at a very small - maybe even kind of benign level - then it grows," she said. "It's very addictive. The same part of the brain that is stimulated by cocaine is the same part that is stimulated by sex."

Andrey Ternovskiy, the 17-year-old creator of Chatroulette, said in an interview with The New York Times that the site was not intended to be an outlet for sexual predators.

"I myself enjoyed talking to friends with Skype using a microphone and webcam," Ternovskiy told The Times. "But we got tired of talking to each other eventually. So I decided to create a little site for me and my friends where we could connect randomly with other people."

'I didn't advertise my site or post it ed to talk to each other about the site. "Even with social networking sites, And the word started to spread," he

According to The New York Times low people to control the sphere of who interview, investors offering sums in the millions have approached Ternovskiy looking for a piece of the site. Kenny said the creation of Chatrou-

'There's this kid, he's 17, and he just Carole Lieberman, a media psychia- wanted to do something, so he did it," Kenny said.

Brownie Porterfield, a senior comuse the site in perverted ways because munication studies major, said he has accessed the site a couple of times with his friends.

"I was told by a friend to check the other planet where they are just lost in site out because it was funny," he said. "At first I thought it was very awk-Lieberman said the people on the site ward, then after seeing all the per-

Porterfield said it disturbed him to "These people want attention," she see older men doing lewd or perverted According to TechCrunch.com, the said. "They want a sex partner. They things on some webcams and young children on other sessions.

"Since I'm close to my cousin who's Pamela Bolen, a leading expert in in 7th grade, I know I wouldn't want dealing with Internet addictions, said she her to be exposed to something like thinks performing sexual acts on Cha- this," he said. "She's a good kid. It

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ORIENTATION

TENURE Post-tenure review in place

Marshall Doig Staff Reporter

Calls to reform or eliminate tenure in academia have been ongoing for years. In late January, Ohio State University President Gordon Gee, the leader of the country's largest university and a prominent figure among American college presidents, told The Associated Press in an interview that it's time for universities to re-evaluate how they award tenure to their faculty.

The tenure process is currently under pressure because of abuses by a small hold tenured faculty acpercentage of faculty at universities nationwide, creating a negative view of the process overall, said Nowell Donovan, provost and vice chancellor for academic affairs at TCU.

To counter that pressure, Donovan said the university uses the process of posttenure review, which exposes been very rare among the in ways that could make them lose it.

Donovan said that, to his knowledge, no professor had lost tenure since he became provost, and he did not know if it had ever happened at the university. It has, however, happened at other universities, he said.

The university implemented the post-tenure review process in the 1990s, Donovan said. He said he did not know exactly what prompted the university to adopt its current post-tenure review policy.

Donovan said being granted tenure led to abuses by some professors, who and that students had to do versity, but it gives them a search gets published, and would, for example, do only presentations over textbook high level of job security in hopefully that's a big step tothe minimum amount of re- chapters that the professor the case of a controversy too. wards tenure."

tenure. Now, because of the sibility of losing tenure, he to change it from assigning are being hired on the basis of a said.

The post-tenure review process is updated wheney- someone tenure, er it is deemed necessary to make the process as efficient as possible, Donovan said.

professor of communication studies, said having a better post-tenure process is important.

countable for continuing to do a good job," he said. "It you want to keep." does not...undermine the academic freedom...or job security that is afforded by tenure because it is still a very difficult and tedious process to fire a tenured fac- students chapter presentaulty member."

Donovan said abuses have Currently, 274 faculty members out of 831 have tenure, according to the provost's of-

He said the University Ad-20 tenure applications this year, the highest number since Donovan has been prowill approve or deny the applications this week.

Sophomore strategic communication major Katie Mc-Gee took a class with a tenured professor last fall and tenure last spring, said ten-

search required to keep their took test material from.

post-tenure review process, the professor's teaching professors who do that could style could benefit from the be required to follow a devel- post-tenure review process opment plan or face the pos- to encourage the professor

"When you grant you really are affording them a Paul Schrodt, associate level of protection, a level of job security that you only want to afford "I think it continues to someone that you really are confident

Paul Schrodt

associate professor of communication studies

tions to doing more lectures herself.

professors who abuse tenure university's tenured faculty. situations where she feels like TCU tenure candidates should it's an incredibly worthwhile excel in the areas of teaching student experience to learn and scholarship. Other asfrom students, but maybe she pects, such as service, ethics needs someone to tell her in and collegiality - how well one a formal process that it's not works with other professors visory Committee received doing anything for us," Mc- are also important. Gee said.

the university arose when a tenure track, said there is an vost. The Board of Trustees new director candidate for emphasis on research for tenthe School of Art wanted to ure-track professors and that be granted tenure upon hire, receiving tenure is important a practice which university in order to continue doing that policy prevents.

Schrodt, who was granted centive for future research. described the professor's ure not only gives professors search-active as possible," he teaching style as frustrating. academic freedom to publish said. "I think that's all you can She said the professor did not views that may be unpopureally teach the class at all lar with the professor's uni-

He said universities have poli-McGee said she thought cies against granting any potential faculty member tenure upon hire in order to protect themselves

Typically, most people... one- to two-day interview, tops," Schrodt said. "When you grant someone tenure, you really are affording them a level of protection, a level of job security that you only want to afford someone that you really are confident vou want to keep."

Donovan said some professors consider tenure important because of the academic freedom that allows them to speak freely on issues, particularly politics.

Before reaching that secure point, professors must first earn it. Donovan said in order to earn tenure, professors start on a tenure track and usually take six years before being able to go up for tenure. Professors with more experience could go up for it in a shorter "It might be one of those amount of time. Donovan said

Leo Nicolao, an assistant A recent tenure issue at marketing professor on the research and provided an in-

> "I'm just trying to be as reactually hope for, that you're very active and that your re-

WIKIPEDIA

Provost: website bad for research

Kayla Mezzell Staff Reporter

lege students use Wikipedia as that errors will a research tool, according to a report released by the University of Washington.

The report detailed a survey of more than 2,300 students, many of whom said they used Wikipedia as a starting point for course-related research papers. According to the study, nearly 90 percent of the stunon-course-related research.

Wikipedia is a free online encyclopedia that is easily edited and stores millions of pages devoted to various topics with more than 3 million published pages in English.

Provost Nowell Donovan said the site should not be used for research papers because many Wikipedia articles tally," Baham said. are not well-written, and may include incorrect information however, do link to reliable because the site could be edited easily by anyone with an internet connection. He said that if at any point a student were to take information from Wikiand use it in his or her paper without citing the source, the student would have plagia-Wikipedia users and those who plagiarize because he had connection between the two.

political science major, said said. he uses the site about once a tion, and his computer came Schiffer said.

"The more people who have eyes on More than 80 percent of col- it, the less chance go uncorrected."

Adam Schiffer

associate professor of political science

equipped with a Wikipedia bookmark. He said he uses the site to get background information or to familiarize dents polled said they also use himself with terms such as acthe online encyclopedia for ronyms used to identify organizations.

> Baham said he thought the site was reliable to a certain extent and thought the site's reliability has improved since its creation in 2001, but he would never use the site for a research paper.

> "I think it's more reliable, but I still wouldn't trust it to-

> Some Wikipedia entries, third-party sources as a way to trace where the information came from.

Adam Schiffer , associate professor of political science, pedia, or any other source, said he agreed that the site's credibility has improved over the past few years, but he said he would still not recommend rized that work. Donovan said using the site as a primary he could not say whether there source for research because was any correlation between there are more direct sources available. Some scholars have exaggerated the problems with not seen any data outlining a Wikipedia, but the site's visibility and popularity has contrib-Trevor Baham, freshman uted to the improvement, he

'The more people who have week because it is a quick and eyes on it, the less chance that easy way to look up informa- errors will go uncorrected,"



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by Fritz







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PAGE 14 · SUMMER 2010 **ORIENTATION**

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JOB MARKET College grads face racial divide

By Alexandria Bruton Staff Reporter

Sophomore music education major Cameron Green stopped him from preparing for the challenges that black men face once they begin their job hunt.

According to The New York Times, figures from the U.S. Bureau of Labor Statistics show that the unemployment rate for black male college graduates is nearly twice as high as the rate of unemployment for white male college graduates. According to the bureau, 8.4 percent of black men with college degrees were unemployed in 2009, compared to 4.4 percent of white males with college degrees.

Green said he cannot do anything to fight the discrimination he may encounter except be the best candidate for whatever job he applies for. He said he will make sure he is knowledgeable of the company and present himself with confidence and poise.

"My teachers always said, 'Are you a good person because you have to be or are you a good person because that's just who you are?"" Green said. "It's the same when I'm applying for a Career Services because of job. I'm a good candidate employer discrimination, because that's who I am. It Thompson said, that comhas nothing to do with my race."

He said he hopes that his positive attitude and what a fair shake or if there's an but I've always been comhe has to offer as a candidate are enough to overcome any bias.

"Some people may get tem," Thompson said. discouraged, but I'm not

the fact that I'm worth just as much as anyone else and that it's my mind power, has two years left before he not the color of my skin, graduates, but that has not that makes me worth some- people feel more comfortthing."

> John Thompson, executive director of Career Services, said the center prepares students based on the belief that every employer

"Some people may get discouraged, but I'm not that kind of person. I want to establish the fact that I'm worth just as much as anyone else and that it's my mind power, not the color of my skin, that makes me worth something."

Cameron Green sophomore music education major

is an equal opportunity employer. He said that since he has been at the university he has never heard complaints from students who believe they were turned down for a job because of their race.

listed with the center.

"If a student is not getting obvious bias, then that employer doesn't deserve to be a part of the FrogJobs sys-

Morrison Wong, chair of to always be authentic."

that kind of person," Green the sociology and anthrosaid. "I want to establish pology department, said subconscious bias may factor into the difference in unemployment rates.

> "Studies have shown that able associating with those that look like them," Wong said.

Darron Turner, assistant vice chancellor for Student Affairs, said discrimination based on race may be a contributor to the disparity in the unemployment rates.

"It's no secret that discrimination still exists and that may play a part," Turner said. "It isn't everywhere, but when it's encountered, because he could sense that at it's important to have the tools to overcome it."

He said students need to prepare for post-college employment as early as posso can be difficult.

"They need to go to cahere on campus," Turner said. "Networking is key to opening up the doors of employment for these students.'

Green is not the only student who said he will not let statistics change his outlook.

Marcus Johnson gradu-If a student did contact ated from the university with a bachelor's degree in education in 2002 and said pany would no longer be a black man searching for a job after graduation.

> "It was difficult at first, fortable with who I am in whatever situation," Johnson said. "The biggest thing I've learned is to relax and

NUMBERS

8.4%

Percentage of black men with college degrees who are unemployed

4.4.%

Percentage of white men with college degrees who are unemployed

Johnson said it was difficult times employers might have a preconceived notion of him based on his appearance.

He said that his hard work and ability to stay focused in sible, but getting them to do the face of prejudice will all pay off.

In May, he will graduate reer and internship fairs from the university with a and use the resources avail- master's degree in guidance able to them while they're counseling. He said he wants to be an example for other black men of what can be accomplished despite what statistics show.

> Johnson also said education is the only way to get anywhere in life, and, despite the findings from the Bureau of Labor Statistics, a black man without a college degree will always be worse off than one with a degree.

"With education, you can he knows what it's like to be write your ticket," Johnson said. "You can do what you want, you can travel the world, meet incredible people and make a great living."

Johnson said he is setting an example and wants young black men to see that is possible to achieve their goals by getting an education.



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FORT WORTH

Growing trend brings more frozen yogurt shops

Madison Pelletier Staff Reporter

The frozen yogurt trend is steadily spreading across Fort Worth and gathering a wide consumer base that some attribute to health benefits.

Zac Fowler, vice president of marketing for the upcoming Yo! Frozen

"We are really pushing the healthy aspects of frozen yogurt. Not only is it better for you than ice cream, but there are proven health benefits to eating yogurts, from probiotics to calcium."

Zac Fowler

vice president of marketing for Yo! Frozen Yogurt Lounge

Yogurt Lounge, said today's frozen yogurt is a healthy alternative to ice cream because of its lower fat content, making it different than the frozen yogurt of the 1980s.

"We are really pushing the healthy aspects of frozen yogurt," Fowler said. "Not only is it better for you than ice cream, but there are proven health benefits to eating yogurts, from probiotics to calcium."

Fowler said the frozen yogurt trend started along the West Coast, then jumped to New York. Dallas is probably the third major metropolitan area where it has really taken off, he said.

With the inclusion of Yo! Frozen Yogurt Lounge's opening in March, five frozen yogurt businesses have opened near the university since 2008.

Yakin Choi, co-owner of Yogolait on Hulen Street, said the decision to open a frozen yogurt business in Fort Worth was made because of the popularity of such stores on the West Coast and in New York.

Fowler said frozen yogurt sellers often market to people who are concerned with what they eat, enjoy exercise and are looking out for their gen-

eral well-being. College students are the ideal target market for the shop, he said, because people ages 18 to 25 are generally concerned with what they eat.

Seon Choi, co-owner of Yogolait, said frozen yogurt has fewer calories than ice cream and is also lower in cholesterol and fat. Customers can choose the fruit that is included, she said.

Stephanie Dickerson, a nutrition counselor for Dining Services, said frozen yogurt is a good choice in moderation, but consumers should limit their portion sizes.

"If you add all of the toppings it can be as dangerous as ice cream," she said.

Carolyn Hunt, a senior social work major, said her favorite thing about frozen yogurt is its similarity to ice cream. Hunt said she eats a couple of times a month at Menchies Frozen Yogurt, a self-service frozen yogurt and toppings shop located in University Park Village on South University Drive.

"It is like eating ice cream, but I feel like it is more healthy for me," Hunt said.

Fro-Yo Store Openings

November 2008 Frogberry Guiltless Yogurt 3043 Greene Ave.

November 2008 BerriBlu 6008 Camp Bowie Blvd.

September 2009 Yogolait Frozen Yogurt 3250 Hulen St. No. 130

November 2009 Menchies Frozen Yogurt 1620 South University Drive

March 2010 Yo! Frozen Yogurt Lounge 3021 South University Drive 70-189

calories for half a cup of frozen yogurt, according to the Menchies Frozen Yogurt Web site

COURTNEY JAY / Projects Editor BerriBlu is a frozen yogurt lounge located on

Camp Bowie Boulevard.



191-263

NUMBERS

calories for half a cup of ice cream at Marble Slab Creamery, according to the Marble Slab Creamery Web site.





Customers at Frogberry Guiltless Yogurt order at the counter. The store opened its doors in the winter of 2008.

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COURTNEY JAY / Projects Editor Frogberry Guiltless Yogurt is located on Greene

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Panera posts calories on local menus

By Katie Vance Staff Reporter

The Panera Bread on South University Drive began posting item calorie counts on its menu boards in late March.

Linn Parrish, vice president of public relations, said Panera Bread is the first national restaurant chain to voluntarily post calorie counts on its menus across the nation. The motivation for publishing calorie counts initially came from the 2008 mandate in New York City for all restaurants to disclose the information. She said she thought other restaurants may make the same move toward transparency either voluntarily or by federal mandate.

Parrish said the decision provided greater transparency to customers and gave them the information they need in order to make healthy choices. Panera stores located in New York City, where all restaurants were required to disclose the information, did not see a drop in sales but rather saw a shift in the type of items sold, Parrish said.

"We saw that people who love the information use it," Parrish said. "Those that don't want (the information) don't even see it."

Stephanie Luce, a sophomore nutrition major, said businesses providing calorie counts for their customers would make more consumers pay attention.

"The demand for (calorie facts) is higher," she said, adding that the public is becoming more health conscious. "(Businesses) have always had to have those facts available so if somebody wanted them they would be able to give them to them, but now that they're there I think consumers are more likely to use them."

Research shows customers take advantage of custom meal options at Panera Bread that include pairing items with smaller portions to create lower-calorie meals, Parrish said. The effort at transparency prompted corporate management to take a closer look at current menu items, nutritional content and ingredients.

Nutritional changes were made to some menu items to make them healthier without sacrificing taste, Parrish said. For example, she said, the Napa Almond Chicken Salad Sandwich was changed to reduce calorie count and fat content.

Gina Jarman, an associate professor in the nutritional sciences department, said these types of policies could be beneficial to the average consumer in making healthy food choices. Most restaurants post nutritional information online or somewhere in the restaurant, she said, but customers are usually in a hurry and may not look for it.

"With the information directly in front of us, it will be difficult to ignore," Jarman said. "This can help those who truly want to make better decisions."

Parrish said evidence suggested posting nutritional information would prove to be financially successful for both corporate and franchise-orperated locations.

In addition to the calorie information on the menu boards, full nutrition information is available on the company's website, www.panerabread.com, and in a binder available upon request, she said. Additionally, there is an interactive meal calorie calculator on the website so customers can customize their meals and determine calorie count by item ingredient.

Jarman said that although posting calorie counts on menu boards is a step forward, it would not solve the grow-



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ing national problems of high obesity rates and chronic diseases associated with poor nutrition.

"Food labels are on most items in the grocery store," Jarman said. "Plenty of junk foods still fly off of the store shelves."

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SUMMER 2010 · PAGE 17 **ORIENTATION**

FACULTY Professor's new book highlights past illness

By Libby Davis News editor

Most people who suffer through a debilitating illness that robs them of the ability to speak, walk or see happen again, and it hapwould be hesitant to talk about their pened again." illness, much less write intimately about it.

But Alex Lemon, a professor of when writing about the English, has already written two books of poetry discussing his ill- more than 10 years reness. Now he is inviting readers into moved. his private hell with his new book, "Happy: A Memoir."

Happy was Lemon's college nickname, a reflection of his exterior demeanor. But after having an ab- son, present tense about normal growth in his brain stem somebody that you don't removed in 1999, Lemon began to really like." write.

"I think it will be off-putting to some people, which is fine. I did not want to write that book that judges those people or doesn't frame them in a light that feels truthful."

Alex Lemon English professor

hard, and inside I was an emotional wreck," he said.

and an emotionally difficult year.

"The memoir has to do with that a college kid and having that hap-

bewildered because nobody wanted to do anything about it. It was too deep in my brain. They said it probably wouldn't

Lemon said he tried not to judge himself event from which he was

"In a lot of ways, it felt like I was re-traumatizing myself," he said. "Writing in the first per-

Lemon said the book covers two main points: a young man's relationship with his mother and how college-age men relate to one another.

"More than it being about medical trauma or addiction, it's really a book about a young man's relationship with his mother," Lemon said. "So it's really a love sto-

ry between a young man and his Lemon said. "So many other memmom."

lationship with his mother that tionship with family. Mine is about changed significantly during his re- a family that really finds themselves covery from his illness. The mem- loving each other." oir, he said, was meant to illustrate how young men discover their love for order on Amazon.com, has garand need for their parents.

The masculinity aspect of the book comes from how he related "I was fun-loving and partying to other men after his illness and fensive language. during his recovery, Lemon said. He said men often have trouble com-The growth caused seizures and municating feelings, and the book said. "I did not want to write that eventually led to drug addiction was an analysis of that communication.

"I hope people think about masexperience," Lemon said. "It's defi- culinity in college, about how young nitely a young person's book. Being men deal with mental illness and about their love for their parents tality of a young college student sufpen and then being really lost and and how they come to find that,"



IBBY DAVIS / News Edito TCU professor and published author Alex Lemon drew on his experiences with having a stroke and undergoing brain surgery in his new book "Happy - A Memoir."

Lemon said that it was his re- relationships and this vitriolic rela-

The memoir, which is available nered plenty of reviews, some praising the openness of the writing and others criticizing Lemon's use of of-

"I think it will be off-putting to some people, which is fine," Lemon doesn't frame them in a light that feels truthful."

Lemon added that the swearing used in the book reflects the menfering through a traumatic event.

"I don't think one ever creates a oirs have to do with dysfunctional work of art or literature that pleases everyone," he said. "I think it's impossible, and my artistic vision was one where I already knew that some people were going to be offended by lish, said students benefit from havthe language and offended by some of the content, and I'm fine with that."

> Lemon said only one review of "Happy" really got under his skin.

'There was an Amazon review where the person said they didn't think they would like me," he said. "And it was so bizarre ... that night, book that judges those people or it really bugged me. I'm fine taking criticism about the book, but when it's like that kind of personal criticism, not located in anything, that kind of bugged me."

But Lemon is used to facing adversity and said that writing provided an Blackout" and "Mosquito."

outlet to process past misfortune.

"It became easier for me to handle volatile material, the bad things that have happened to me," he said.

Dan Williams, professor of Enging a published author as a professor.

"His experiences and his talent enrich our campus in innumerable ways," Williams said. "He has contact with all kinds of publishers and writers across the country, and he has a wealth of experience about publishing and different kinds of creative writing programs and projects going on. He has an incredible amount to offer our students."

Lemon's poem "Being There" was published in the January 2009 issue of Esquire magazine. He has also published two other books, "Hallelujah





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ORIENTATION

DRIVING SAFETY Texting topic of concern

By Ashley Melnick Staff Reporter

Jordan Johannsen, a junior business major, said that although she occasionally texts while driving, she knows when to set aside her plied Learning Center, an elphone.

"I never text on busy roads because it's just not said. worth the risk," Johannsen said. "I can always text that "I really think person when I'm at a stoplight, so that means holding that in the off on texting for a little that's no big deal."

ington became the 20th state to pass a ban on texting while driving. While Texas any use of a does not have such a law, the dangers associated with texting while driving are among ore any kind serious topics of concern for state congressional leaders, a of electronic Texas House of Representatives staffer said.

of staff for Rep. Mark Shelton, R-Fort Worth, said Austin legislators have already command will taken the initiative to pass a city ordinance outlawing texting while driving. Stewart said many residents have already contacted Shelton's anywhere." office about such legislation.

TCU Police Chief Steve Alvin Allcon McGee said few students are involved in car accidents on campus, and very few, if any, are because of texting. Mc-Gee said campus police only patrol campus parking lots, phone or any kind of elecwhich is why the department does not have any records regarding accidents caused by texting.

Sgt. Alvin Allcon of the TCU Police said texting collision risk is 23 times while driving on the roads is a problem. Allcon said his son damaged his car because he was texting while driving.

The only cell phone regu-

area is the state ban outlawing the use of cell phones in 18-month period. school zones, Allcon said. Students should be aware of the law when they are driving by the Alice Carlson Apementary school located on West Cantey Street, Allcon

future you As of late March, Wash- Will see laws enacted that cell phone devices Clayton Stewart, the chief other than wireless voice be prohibited driving

TCU Police sergent

"I really think that in the future you will see laws enacted that any use of a cell tronic devices other than wireless voice command will be prohibited driving anywhere," Allcon said.

greater than when they are not texting, according to a Virginia Tech Transportation Institute study released that you're not leaving any in July 2009. The study was gaps in the law."

lation that is in effect in the conducted by installing video cameras in trucks for an

> Sherri Box, the PR and marketing manager of VTTI, said other distractions while driving were observed in trucks as well as in previous studies with other vehicles. These included drinking, attending to a child in the back seat and grooming oneself. Out of all the distractions, texting was the most dangerous, Box said.

"We believe our observations regarding distractions in the most recent naturalistic truck studies can definitely be extrapolated to all drivers," Box said. "We fully expect our ongoing research studies will prove this to be true. Distractions cause the driver's eyes to be off the forward roadway regardless of the type of vehicle they may be driving."

Paige Allen, a sophomore communication studies major and Austin native, said she thinks the Austin city ordinance is potentially confusing but added that the texting ban should be statewide.

"It does get complicated when you go home," Allen said. "You forget that it's illegal, and you catch yourself texting."

Stewart said the idea of banning texting while driving in Texas is being seriously considered by lawmakers, but the creation of any potential bill would take time.

"Any time you have a piece of legislation or want When drivers text, their to pass a new law, there are certain things you have to check," Stewart said. "(You) go through a system of accountability to make sure

RATEMYPROFESSORS.COM Website creates iPhone app

By Alexandria Bruton Staff Reporter

Students no longer have product when to wait to get back to their computers to leave a rave review or complaint about their professors.

RateMyProfessors.com has launched an iPhone application version of the popular website.

Carlo DiMarco, vice president of affiliate relations for mtvU, said the application will not replace the current website where students from colleges and universities can post and review information about faculty. He to the database from anysaid the main purpose of the application is to complement the current website and to make accessing RateMyProfessors.com easier. The website is owned by ning of her college career. parent company mtvU.

tion," DiMarco said. "Students now have the freedom lege," Brix said. "I can reto leave a review right after member so many times I lecture without waiting until they can get on a computer." He said the application laptop with me."

costs \$0.99 and became available for purchase in January.

DiMarco said the application was created with student lifestyles in mind.

"The convenience of getting the and where you want it provides a value that offsets the extra price."

Chris White

associate professor of marketing

"We know that college students are constantly on the move," DiMarco said. "So we needed to develop a way for them to plug in where."

Senior Anna Brix, a political science major, said she wished the application was available during the begin-

'The application would 'This is instant gratifica- have been super convenient to have when I started colwanted to look up a professor's ranking but couldn't because I didn't have my

Brix said although the application could have aided her in picking professors, she would not pay to have it on her iPhone because using their reviews on their Twitter the main website is free.

Chris White, associate professor of marketing, said the application's value is key when trying to persuade people to pay for a service that is already free.

"The convenience of getting the product when and where you want it provides a value that offsets the extra price," White said.

Ted Legatski, associate professor of professional practice in management, said he is unsure the service provides accurate information and would not want the application to be used during class time.

"I'm not supportive of students visiting websites that are not directly related to what is happening in class during that time," Legatski said. "It does the student no good and is likely a distraction to other students."

DiMarco said the application will give students direct access to the database which includes over one million professors and 6,000 schools.

He said the biggest difference between the website and the application is the ability to access it from anywhere, adding that one new feature of the application will provide students with the option to post or Facebook feeds.



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NEELEY SCHOOL Donation creates new staff position

By Nathan Wall Staff Reporter

to create a new position make them a reality. for the Entrepreneurship Center that would provide student on campus and be consulting to students from a resource for them," Hanany field on campus.

Barry and Antoinette in-Residence position.

Barry Davis said the culture, high energy and about it is that the Entrecreativity of the entrepreneur program are what im- been a very important pressed him and his wife part of the undergraduthe most.

John V. Roach dean of the undergraduate business Neeley School of Business, said the new position will "I think one of allow the Neeley Entrepreneurship Center to collabo- the things we're rate with other schools on looking for is campus.

"I think one of the things to...not only not only promote entre- promote the preneurship in the Neeley entrepreneurship School, but to promote it across the university," he said.

The possibilities are endless, Erekson said, adding that the key idea for the it across the program is innovation.

"If you think about it, entrepreneurship, at its heart, is about innovation," Erekson said. "You can find, whether it's in fine arts or science and engineering, any place on campus...people that are working on in- [program] reports to me, novative ideas. That's part I'm always concerned with of the whole entrepreneur- what can improve the Neeship program."

Brad Hancock, director ekson said.

campus.

can talk with the Entrepreneurship Center and develop ideas, Hancock said. The Neeley School of Those students can learn Business recently received about possibilities in their a \$1.5 million donation field of work or study and

> "We're here to talk to any cock said.

Bill Moncrief, senior as-Davis, university alumni, sociate dean of the Neeley made the donation that School, said the new posiwill help establish the Da- tion provides more prestige vis Family Entrepreneur- and value to the Entrepreneurship Center.

"The thing that I like preneurship Center has ate business program," O. Homer Erekson, the Moncrief said. "Since the

> in the Neeley School, but to promote university."

O. Homer Erekson John V. Roach Dean of the Neeley School of Business

ley School's standings."

Barry Davis, the chairof the Neeley Entrepre- man, president and CEO of neurship Center, will take Crosstex Energy Services, on the Davis position, Er- has always been interested in the Entrepreneurship Hancock will be given Program's CEO club, Monmore opportunities to lead crief said. Crosstex Energy changes and collaborations was founded in 1996 and in entrepreneurship across is a supplier of natural gas, according to the company's Grab a Skiff!

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"In this instance we were Web site. fortunate to be able to support an expansion of Brad hope the donation will Hancock's duties in his new ensure the university can role as entrepreneur-in- continue to have the best residence and director of leadership for the program the Neeley Entrepreneur- by attracting the very best ship Center," Erekson said. people.

Hancock said the donait's disposal.

He said the addition of students apply what they newly created position. have learned in their majors and teach them how hold the Davis Family Ento think entrepreneurially trepreneur-in-Residence in their own businesses.

er," he said.

consultant of sorts. A stu- family and faith are all very dent in Ranch Management important to them."

The Davis' said they

"The foundation of the tion will endow the Direc- program is solid," Barry tor of the Entrepreneurship Davis said. "Brad is the Center so that the position perfect person to lead the will have more resources at program in continuing to become even better."

Hancock said it was a the position should help great honor to hold the

"It is such an honor to position because I know "It helps tie skills togeth- the Davis family personally," Hancock said. "Their The position will act as a insistence on integrity,



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ORIENTATION

GRADUATE ADMISSIONS Schools prefer job experience

By Katie Vance Staff Reporter

Although more students are applying to attend graduate or law school directly after graduation, students should hold a job for at least two years to discover their interests and goals, a university official said.

Bill Cron, professor of marketing and academic director of the MBA program for the Neeley School of Business, said an ideal MBA candidate would have professional experience.

"Coming out with a degree, (students) don't Testing Service. see the opportunities for employment right now. They make themselves more employable by going to graduate school."

Bill Cron

professor of marketing

"Our ideal candidate is going to have somewhere within a 650 to 690 GMAT score, probably five years of experience and a science background...beyond all that, somebody who has a pretty good idea of what they want to do when they get out of the program," Cron said. "It is also really, really important that this person be a person of action."

Applications for admission to graduate schools within the United States increased 4.8 percent between the fall of 2007 and the fall of 2008, according to the Council of Graduate years of professional experience. Schools Web site.

Cron said he thought the poor economy was the main motivation for some students applying for a graduate program without work experience.

Increasing interest in graduate school was reflected in the rising number of admission test takers.

It was estimated that about 270,000

ment Admission Test in 2009, about 2,300 more than the previous year, according to the Graduate Management Admission Council.

In addition, the number of LSATs administered in 2009 rose 6.4 percent from 2008, according to the Law School Admission Council Web site. In 2008, the number of LSATs administered rose only 1.6 percent when compared to the year before.

Further, the number of Graduate Record Examination test takers rose to 670,000, a record 13 percent increase compared to last year, according to an article in The New York Times that cited the Educational

"Coming out with a degree, (students) don't see the opportunities for employment right now," Cron said. "They make themselves more employable by going to graduate school." Cron said that a benefit of an MBA is the ability to make an adjustment in a career.

Maddison Grigsby, a senior international finance major, said that although she was confident in her ability to network and hold a job in this economy, she has seen friends who have struggled to find a job after recently graduating.

"Undergrad is great, but undergrad is more (of) an expectation," Grigsby said. "People are getting higher quality education and getting more education. If you don't have a master's, then you are likely not going to be marketable for the upperlevel jobs."

Grigsby said she did not consider herself to be a marketable candidate to an MBA program without a few

"There is not just one path," Cron said. "The hidden cost...is that students who start out in one direction find out they don't like what they have been studying or that there is greater opportunity for them elsewhere."

Melissa Moody, a senior business information systems and supply and value chain management major, said that she is concerned about the job people took the Graduate Manage- market outlook for when she gradu- contributed to this report.

NUMBERS

13%

more people took the GRE in 2009 compared to 2008

6.4%

more people took the LSAT in 2009 compared to 2008

0.86%

more people took the GMAT in 2009 compared to 2008

ates, but that the Neeley School has prepared her for the future.

"I really took the initiative to talk with a lot of my professors and get mentored by some business people in the community," Moody said.

Cron said he recommends students take on an internship before considering a direct transition into a graduate program.

Sixty people entered Neeley's fulltime MBA program this year, an increase of almost 50 percent from last year, Cron said. Of those 60, two were coming directly from an undergraduate program, Cron said. Neeley's MBA students have an average of four years of professional experience, he said.

As Neeley received more applicants to its full-time MBA program, it also received more qualified applicants, Cron said. In 2008, the average GMAT score of a Neeley MBA applicant was 608. Today the average GMAT score is 639.

Cron said the national trends in younger graduate students are not as prevalent at the university. Although the economy is a factor in graduate school interest, he said the reputation of the Neeley MBA program and the attractiveness of a TCU education was also increasing the quality and number of applicants.

Staff reporter Marshall Doig

FOOTBALL Season opener not free

By Madison Pelletier Staff Reporter

Although students would not have to shell out \$45 to \$150 like other fans to watch their Horned Frog football team open at the Dallas Cowboys Stadium, they will still have to pay \$35 to watch their team.

Sean Conner, director of ticket operations, said student pricing for the season opener against Oregon State University would be \$35. Athletic officials were waiting to determine the final information for exactly how students will purchase tickets.

how we are going to distribute student tickets," Conner said.

Students should expect to receive an e-mail with further information hen said. A game of this size was about the game sometime during the played between two teams that have summer, he said. Tickets for non-students and alumni would range from \$45 to \$150.

Brett Anderson, a sophomore marketing major, said he plans on attending the season opener, no matter the cost. Anderson said he attended every home game during the 2009 season.

tending the game, he said he is skeptical about the attendance of other students at the game. He said he hopes tickets are at a reasonable price so students can attend.

Anderson said he looked forward Playing in a big-time atmosphere, against a big name team and being televised on ESPN is not something TCU experiences often, he said.

"I think it is an exciting and a good opportunity for TCU to get some publicity," Anderson said.

Mark Cohen, director of athletics media relations, said this past season was not the only contributor leading to the opening game at Cowboys Stadium. The success of the team over the past 10 years also played a major role.

"What we have done over the last decade has helped solidify us on the national level," Cohen said.

"What we have done over the last decade has helped solidify us on the national level."

Mark Cohen

director of athletics media relations

The university football team has never played a game at the new Cowboys Stadium or the former Texas Stadium, he said.

"It's a great opportunity to be play-'We are still trying to work out... ing on that type of stage," Cohen said.

> Playing a non-conference game against a great opponent on ESPN also was a unique opportunity, Coestablished themselves on a national level, he said.

> Oregon State will be a terrific opening game, Cohen said. Oregon State is expected to be ranked in the preseason rankings and was one game away from playing in last season's Rose Bowl.

"I think our fans are excited to see Although Anderson plans on at- us against a Pac-10 opponent," Cohen said.

The game against Oregon State is going to be one of the marquee events in college football taking place Labor Day weekend, Cohen said.

"It is a credit to what coach Patto the Horned Frog season opener. terson, his staff and the players have done here to have the opportunity to play in this game," he said.

NUMBERS

\$35

amount students will pay to see TCU play Oregon State

\$45-\$150 price of tickets for nonstudents and alumni

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Roxy Paine, *Conjoined*, 2007. Stainless steel. 40 x 45 x 28 feet. Collection of the Modern Art Museum of Fort Worth, Museum purchase. Acquired in 2008. Photo by David Wharton<u>.</u>

BUSINESS SCHOOL Neeley ranked in top 15

By Nathan Wall Staff Reporter

lot about a university or academic program, but when results are supply chain based on favorable student opinion, the attention is worth even more, a Neeley School of Business going to go up, official said.

in October 2009 by Entrepreneur magazine as part of its book ranked in there "Best 301 Business Schools: 2010 Edition." The Princeton Review tallied those findings as part of best programs its "Student Opinion Honors for Business Schools" to create a list **is only going** of the top-15 schools in the U.S. and Canada based on area of emphasis, according to the Princeton Review Web site.

Programs recognized included accounting, finance, general known at the university as supply chain management, according to the site.

Bill Cron, associate dean of more than 80 schools. graduate programs and professor of marketing, said he thought this cially important because the fuhonor was more valuable because it was based on student opinion.

"They're the ones we're trying to help evolve to where they become more valuable to comthemselves differently," Cron and the best professors, he said. said of the students. "When the question is asked if we've made a for 80 to 90 percent of our MBA than the students?'

es. Other programs in the top-15 to help us."

"I think that National recognition can say a the demand for people is only The university was honored and our being as one of the to help us."

Bill Cron

associate dean of graduate programs

management, global management included University of California, ment and professor of marketing, and marketing and operations, Berkeley, University of Virginia said he was very proud of the way and the Mountain West Conference's own University of Utah. The survey recognized a total of

> Cron said the honor was espeing to rest on three disciplines: finance, marketing and supply

"Those three areas will account market.

www.dailyskiff.com

Two new professors are expected to join the supply chain management department in the fall semester, Cron said.

Kenny Adedeji, a graduate student with a focus in supply chain management, said he thinks the university and his professors were more than deserving of the honor.

Adedeji, who came to the university from Nigeria, said the professors have made his transition to America much easier than he anticipated.

"It was my first time in the U.S. last year, and everyone has been so nice to me," he said. "People ask me if I get nervous because Texas is so big, and I say 'no' because TCU is making it fun for me."

Charles Lamb, department chair of information systems and supply and value chain managethe faculty worked with students to enhance the learning experience. This was a major reason, he said, why the school was so well represented in the survey.

However, working with stuture of the MBA program is go- dents was just one reason why the supply chain management program did so well, Lamb said. chain management. Having one Program staff and faculty also of those recognized nationally made a habit of asking employers panies and to start thinking of will help to attract more students what they can do to improve and stay up-to-date in the current job

"Our faculty focuses on keepdifference, who better to answer students," he said. "I think the ing our program very relevant to demand for supply chain people business and focusing on giving The poll surveyed 19,000 MBA is only going to go up, and our our students exactly those tools to students and asked them about being ranked in there as one of be successful," Lamb said. "Makclassroom and campus experienc- the best programs is only going ing sure the program is evolving will attract more students."

FACULTY SALARY INCREASE Increase opposes trend

By Ashley Melnick Staff Reporter

Despite a national trend of stagnant salaries among college faculty, TCU faculty salaries remain on the recommendation rise, a university official wrote.

Don Mills, vice chancellor for to the Board of student affairs, wrote in an e-mail that the average salary among all workers at TCU increased 3 percent last year and will be increased 2.5 percent this year based on merit. The percentage increase in pay raise is based on faculty performance, which is assessed by department not agree with the chairs each year.

Nationally, nearly a third of all college faculty members took a pay cut during 2009 and 2010 with an average salary decrease of 3 percent. Overall, most college faculty saw no change in their salary at all, according to The Chronicle of Higher Education.

Nowell Donovan, provost and vice chancellor for academic affairs, each department chair. This is done by ranking faculty members and calculating the appropriate pay raise based on their performance within the department. The chair typically can raise salary by 2 to 4 percent. Once the chair makes a decision, the dean of the respective school or college will assess the faculty salaries and may choose to adjust the salof faculty performance. Donovan said he makes the final decision but doesn't interfere with a pay increase unless it is a case he is specifically knowledgeable about.

"I, as provost, do not interfere because I'm not knowledgeable really about the details," Donovan said.

it is affected by tuition. Tuition not out the country, Janak wrote. only affects all salaries, but also provides new positions at the uni- addressing compensation in order versity. But there is no direct rela- to attract and retain the best taltion between tuition increases and ent possible so as to strengthen the faculty positions or compensations. experience that students receive,"

Kenneth Janak, director of bud- Janak wrote.



"Each year the **Chancellor's Cabinet** submits a tuition Trustees at the board's meeting in November, and the board may or may recommendation."

Kenneth Janak director of budgets and

financial planning

gets and financial planning, wrote in an e-mail that tuition is ultimately determined by the Board of Trustees

"Each year the Chancellor's Cabisaid faculty salary is determined by net submits a tuition recommendation to the Board of Trustees at the board's meeting in November, and the board may or may not agree with the recommendation," Janak wrote. "And final approval for tuition rests with the Board of Trustees."

> The Chancellor's Cabinet is made up of the chancellor and vice chancellors

Tuition, as well as housing and ary based on his or her knowledge dining revenue, collectively fund the operating costs of the university, Janak wrote. Aside from salaries and benefits for faculty, tuition increases when other operating costs increase, such as library subscriptions, utilities, food, building maintenance and technology support. Overall, compensation for faculty is the largest Mills wrote that TCU is able to operating expense for the university, increase the average salary because as it is for most universities through-

"TCU has remained steadfast in

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ENTREPRENEURSHIP



KAYLA MEZZELL / Staff Photographer Junior marketing and entrepreneurial management major Ryan Fleisch and junior finance and accounting major Chris Sterling founded purplerenter.com, a service designed to help students find homes and apartments for rent in the TCU area. Sterling and Fleisch look at their site in Sterling's off-campus residence, one of the places where they work on the site.

Students launch new website to help apartment hunters

By Nathan Wall Staff Reporter

A thin layer of debris that included energy drinks and chip bags was strewn about his room. An unmade bed sat next to him as he typed away.

Most college students are familiar with this setting, and for Ryan Fleisch, criteria. a junior entrepreneurial management and marketing major, it became a typical scene, even though he wasn't like most students. He was starting his own Web-based business.

Fleisch said he got the idea for his business, Purplerenter.com, last year while apartment hunting with a friend.

"I heard from a lot of students who were in a similar situation as us that were having trouble finding (a place)," Fleisch said. "There wasn't a site around here to help see what was available."

The website works by sorting through a list of apartments based on criteria selected on the site's search engine, Fleisch based on the number of rooms and started gaining more hits.

bathrooms they want or even on their distance from campus.

Fleisch's partner, Chris Sterling, a junior finance and accounting major, said the website localizes the listings by inputting the user's current address and then uses GPS coordinates to find the apartments that best fit the search

you a large area, and you end up with listings way out in north Fort Worth," Sterling said. "We centralize everything and make it real easy for the students to figure out what they want."

a month but then couldn't get much further, Fleisch said. Apartments were hesitant to sign up with his company because the Web traffic was unproved.

However, he couldn't get people to view his site without apartments advertising on it. Something had to give, Fleisch said. He decided to let apartments post listings on his site for free

charging apartments to advertise on the site after the free period is over.

Brandon Tyler, a representative for Sky Rock condominiums, said Purple Renter focused on a more specific audience than anything Sky Rock had used in the past.

"I think it's a very strategic place "Most apartment listing sites just give to put marketing dollars," Tyler said. "They've got a great business plan and structure. I feel they're filling a gap (at TCU) that hasn't been filled by anybody?

The website hasn't been around long The duo got the first website up in enough, Tyler said, to track the benefits.

Tyler recalled the first day he met Fleisch and Sterling and said he knew the idea was something special.

'They came and approached me on a Thursday and had a sample website up Friday night for me to look at," Tyler said. "They're very prompt and professional."

Fleisch said he worked 30 to 40 hours when the site first started. However, the vided him with was invaluable.

Fleisch said he and Sterling plan on website started to become self-sufficient once he and Sterling began tracking hits, which Fleisch said allowed him to regain his social life.

The website now uses Google analytics and Joomla application software to track the hits, Sterling said.

Brad Hancock, director of the Neeley Entrepreneurship Center, said Sterling and Fleisch proved to be a hard workers in and out of the classroom.

Hancock said he originally thought the website had great potential but the concept for Purple Renter would be more valuable in a bigger market such as Austin or Lubbock.

"Initially I thought the market might be crowded," Hancock said. "But then I realized they were a little bit different because they're helping people who already have space that needs to be filled. So the better I understood their business proposal, the better I liked their idea.

Fleisch said the guidance Hancock said. Users can search for apartments for a few months until the Web traffic a week in addition to his school work and the entrepreneurship program pro-

"I never would have known that a business like this could exist," he said. "Without the (entrepreneurship) program, I never would have had the connections to make this happen."

PURPLE RENTER HOME PAGE

Talking to people who already started their own businesses would be a great starting point for future entrepreneurs, Fleisch said.

Sterling said he wants to expand the listings to include houses in the area and not just apartments. The website recently began negotiating with realtors, though nothing has been finalized yet, he said.

Purple Renter will soon allow students to fill out a questionnaire on what they want, he said. That information will then be compared with available listings realtors have.

Inquiries have already been made about starting a similar website in the Southern Methodist University area, Sterling said. In the next three years, the duo hopes to have sites for Texas Tech University and other universities outside of the state.



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RESIDENCE LIFE Rep to bring green living to halls

By Alexandria Bruton Staff Reporter

for sustainable living will be able to help lead the environmental awareness movement in their residence halls because a new position in the Residence Hall Association, the Eco Rep, will be available for students to apply for this fall.

Brian Sullivan, a junior standards." business and environmental science major, came up with the idea while enrolled in the Chasing Carbon class and environmental last semester.

"It was our mission to try to make TCU a little more a basic understanding of the green," Sullivan said. "We felt like this was an easy thing to do to help generate style. awareness of sustainable living standards."

An Eco Rep can be any major or year and will work with the RHA and the assisresentative's residence hall to make living a green lifeto create programs for residents that have a sustainable theme. Sullivan said the representative will also collaborate with Eco Reps in other University of North Texas, dorms around campus to where fully-developed vercreate a larger campus-wide sions of the Eco Rep are alprogram.

Sullivan said students

"It was our mission to try to make Students with a passion TCU a little more green. We felt like this was an easy thing to do to help generate awareness of sustainable living

> **Brian Sullivan** junior business science major

environment and a commitment to living a green life-

"We want someone that makes those small sacrifices in their own life while trying to make the world a better place," Sullivan said. "They tant hall director of the rep- need to be outgoing and able style a fun thing to do."

> Sullivan said he was inspired by other universities, like Texas Tech and the ready in place on campus.

"We kind of just followed qualified to be Eco Reps their model, so we're among will most importantly have one of the first few schools class mode," Eady said.

to implement this," Sullivan said.

hall, including the Tom Brown-Pete Wright apartments, will have an Eco Rep, but that could change.

Because the level of involvement in each residence hall and the amount of students living in them varies, the number of Eco Reps per residence hall will ultimately be left to the discretion of the RHA, he said.

Eric Russell, president of RHA, said because the campus is pushing more green initiatives overall, he wanted to help the residence halls head in the same direction.

"By having an Eco Rep integrated into the hall council and RHA system, we would expect more environmentally friendly programs," Russell said. "The goal is to have the Eco Rep be the voice of environmental concern within each hall."

Stephanie Eady, co-instructor of the Chasing Carbon course, said the idea is a great way to get students into the habit of practicing what they learn in class.

"I can teach some of these things in lecture but the message can often get lost or forgotten by the time a student goes home and is out of

She said she believes the only way to make environ-He said each residence mentally-conscious decisions a way of life is to practice them. By having an Eco Rep in the residence halls, Eady said, there will be a continuity from classroom to dorm room.

> proposal, possible programs the chosen representative would implement include a spring film competition centered around an environmental theme, river clean-ups with the TCU Environmental Club and recycling competitions. According to the RHA constitution, the Eco Rep must also hold monthly meetings with hall residents to address ways to remain en-

Sullivan said the application process will begin during the first couple of weeks of the 2010 fall semester.

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ORIENTATION

SUSTAINABILITY

Green job choices increasing

By Wyatt Kanyer Staff Reporter

sustainability were an ambiguous concept. Recent university graduates said they have realized that there are plenty of job opportunities in sustainable fields, granted those pursuing the opportunities have a clear vision of what they want to called sustainability "a little do.

For instance, Morgan Dezendorf, who graduated from the university in May 2009 with a master's degree in environmental science, is the community garden vol- my mind that there needs to unteer coordinator at High Plains Food Bank in Amarillo. She said that before she pursuing a career in sustainability, she came to the realization that it is more than simply "the right thing to do." She had to have a specific idea of what she wanted to do within sustainability.

plans to grow between 30,000 and 50,000 pounds of the 4.7 million pounds of food it distributes every year. High Plains Food Bank distributes to 29 rural counties across the Texas and Oklahoma panhandles in gardens on a plot of land it bought over the past few years. The gardens are 100 percent organic, thanks in part to the nitrogen and phosphates of "lasagna" compost beds, and the bank does not use any pesticides or synthetic substances in the growing process.

Like others working for nonprofit sustainability organizations, Dezendorf said she realizes that sustainability is more than just an environmental issue. She said sustainability describing

can be difficult because it is "There's not a a hands-on field.

"I've gotten to see first-Until recently, careers in hand how (sustainability) affects people and the good that it does do to a commu- needs to be a nity," she said. "I think it's hard to convey that to people in words, but it's a lot sustainable in easier to bring people out for a good cause."

Although Dezendorf bit of a fad," she said small- it's on a large scale efforts from nonprofit sustainability organizations around the world will catch more people on.

be a shift to more sustainable jobs, not only sustain- and initiate it." able in a business sense, but sustainable in a service Morgan Dezendorf sense," Dezendorf said. "I hope that it's on a large scale volunteer coordinator and that more people higher up take notice of this and Bank in Amarillo initiate it."

She said the food bank tor of the Institute for En- Conference of Mayors, the ready have." vironmental Studies at the official nonpartisan orgauniversity and chair of the nization representing cities graduated from the univerenvironmental science de- with populations of 30,000 sity with a master's degree partment, said sustainable or more, the economy will in environmental science business can become a large- generate 4.2 million green in May 2009, works with scale industry. He called it jobs by 2038. Green jobs are Dezendorf at High Plains one of the fastest growing those devoted to reduction as project manager for the fields in the workplace, but of fossil fuels, the increase garden. Much like Calverthe said in order to continue of energy efficiency and the Rosenberger, Jansing said that trend, businesses must reduction of greenhouse gas sustainability will add on to define sustainability.

companies or selling coffee in the U.S., less than 0.5 per-like the lasagna compost on the street corner, (com- cent of the workforce, ac- bed in High Plains' garden, panies) are realizing that it's cording to a Reuters article has many layers, Jansing not only important to report that cited Global Insight, the said. great financial results to the consulting firm that conbottom line," Slattery said. "They also have to do the right thing and put sustain- have shifted their models to an environmental aspect. ability and issues relating to be more sustainable because There's also a nutrition associal justice right up there consumers are showing pect," he said. "It does affect along with their business models."

According to a 2008 study

question in my mind that there shift to more a service sense. I hope that scale and that "There's not a question in higher up take notice of this

> community garden at High Plains Food

Michael Slattery, direc- commissioned by the U.S. into businesses that we alemissions. Currently there its current status. "Whether they're energy are about 750,000 green jobs ducted the study.

more interest in environ- everybody...It's something mental efforts than before. "People who are buy-

ing products are kind of voting with their mouths, with their feet, with their dollars," he said. "The way we've been doing business and consuming things cannot go on at the same pace. It's a way of doing business that makes both economic and environmental sense."

Tom Calvert-Rosenberger, a sophomore environmental science major, said he would like to work in sustainability or conservation in the future. He said sustainability is popular because it establishes trust with customers, but also noted that the future of sustainability is small-scale.

"There are more people out there who are genuinely concerned about the effect their business is having on the world," he said. "I think we'll see a lot more of what we're seeing now (in the future): incorporating things

Marc Jansing, who also

Sustainable living, much

"(Sustainability) really does hit a lot of points: eco-Slattery said businesses nomic and social. There's that we all deal with on a regular basis."

JOB MARKET Balance key to success in careers

By Wyatt Kanyer Staff Reporter

jobs will find opportunities if they seek a balance between being respected in the workplace and being well-liked by employers, a university career services official said.

John Thompson, executive said the media has created an inaccurate image of a successful business person as someone of this perception, young entreperspective, he said.

But the business world does not like arrogance, Thompson said. said.

gant people) are the guys who employers. are really successful because reality, that's absolutely not so. we get hit by an asteroid occasionally, too."

Arrogance is on one end of what he called a continuum for employees. The other end consists of those who constantsome would call the "nice guys" of business and who Thompson said would struggle in business.

"(People who defer) will survive, but it won't be a very happy existence for them," he said.

According to a study on careerbuilder.com conducted by Christine M. Riordan, dean of the Daniels College of Business at the University of Denver, being too nice in a business setting had a negative effect on salary increases and the numreceived.

That does not mean a business person has to be ruthless, like you."

Thompson said, but he or she must be tough.

"(If you're tough), you're able College graduates seeking to take the slings and arrows that people throw at you and you won't fold," he said.

Good businesspeople are tough-minded in that once they set a direction, they stay on target, Thompson said.

Once respect is established, director of Career Services, businesspeople also remain firm in their principles, Thompson said.

"(Good businesspeople) are who is materialistic. As a result strong in (their) convictions about being fair, about looking preneurs have approached their at both sides of an issue, about careers from a financial gains making a contribution to your organization, you can be a nice guy and do that," Thompson

Furthermore, good busi-"The concept is that (arro- nesspeople come from nice

David Minor, the William they get to the top," he said. "In M. Dickey Entrepreneur in Residence at the Neeley School It may happen occasionally, but of Business Entrepreneurship Center, said employers who encourage employees to be driven are more likely to conduct effective business strategies.

"Employers that create a culture in their workplace that ly defer to others, those who is positive and that is caring of their people finish first," he said. "Nice guys finish first in business."

> Thompson said he has asked college graduates seeking jobs what surprises them the most about the business world. Based on their responses, he said, they are surprised by how difficult it is to get employers to like them. However, that should not be the goal, Thompson said.

"Your job is not to make ber of promotions employees people like you," he said. "Your task is to make people respect you, and then they'll come to



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EDUCATION Museum offers teaching tools

By Alex Butts News Now Reporter

university have the opportunity to student teach using tortoises, raccoons, space suits and teepees as their thinks the preschool proteaching tools.

the Fort Worth Museum of sity has had a 15-year part-Science and History pro- nership with the museum, vides a preschool education she said. program where students learn from artifacts at the would take the theories museum. University students enrolled in the introduction to early childhood education classes are student classrooms at the school. teaching at the school three hours per week.

more education major, said classrooms to work with teaching at the Museum skilled mentor teachers and School provides a hands-on do everything in developenvironment that she might mentally appropriate ways," not experience student Stetson said. teaching at other schools.

animals," Gunter said. "We school is located in a new have 20 minutes to go in, multi-million dollar facility. and the kids get to be with The school tore down the

the certain animal that we "As soon as they discussed that day."

Ranae Stetson, associ-Education majors at the ate professor of education, teaches one of the introduction to early childhood education classes and said she gram at the Museum School The Museum School at is exceptional. The univer-

> Stetson said students they learned in her part of the course, a lecture component, and apply it to the

"As soon as they hear the theories in my part of Carley Gunter, a sopho- the lecture they go into the

In addition to the student "We usually learn about teaching opportunities, the

hear the theorires in my part of the lecture they go into the classrooms to work with skilled mentor teachers and do everything in developmentally appropriate ways."

Ranae Stetson

associate professor of education

old facility, which was located in the same spot, and built a new and improved spring.

Stetson said the new fathroughout the community.

Forth Worth Museum of Science and History and the preschool program that is housed there is light-years ahead of where most programs like that are," Stetson said.

The new classrooms allow preschool students to learn by interacting with live animals and historical artifacts from the museum. Students will learn by observing real teepees and a space suit when they study Native American history and space. Jeannie Wolfe, Museum School director, said the

school was fortunate to get to use objects from the museum.

"We can do things experientially, and we don't have to test them," Wolfe said. "We don't care if they know that a rabbit is a mammal. We want building, which opened this them to know that a rabbit is fun and soft and furry."

Wolfe said the school's cility had a lot of support goal is to make sure that students had fun experiencing "This new facility at the the things around them.

SOCIAL NETWORKING Online presence essential for success

By Cameron Lakey Staff Reporter

In today's world of social networking, few students realize their latest tweet or most recent wall post on Facebook can decide whether they get the internship or job they want.

Since the advent of social networking websites like Facebook and Twitter, many employers have used these sites to get information on job candidates, said marketing professor Julie Baker.

Baker said companies' use of social networking websites helps them select the proper candidate for a job from a pool of applicants with similar resumes. She also said students should be mindful of the content they

elements the company rec- "It feels a little ommends students master to develop their personal brand with a series of interactive, online activities.

Paul said a personal brand represents a person's ability to understand his or her strengths and know how to effectively communicate them to others. Developing a want to about you personal brand can help job applicants become stronger candidates for a position.

brand, the website encourages people to use social networking sites like Facebook and MySpace to build relationships with new contacts and stay in touch with old ones as well as adding further to understand." insight into their personality.

The website also encour- Wes Howeth ages people to do simple sophomore finance major

disturbing to know that you're out there like that and that an employer could easily find everything they without asking you a question. To help build one's online But it's the risk you take when you get a Facebook or MySpace, and it's a risk you have

ly just the start - I sort of call that the stepping-stone," Paul said. "But today, students need even more than that. They need a way to stand out from the crowd, a way to focus on their strengths and be able to tell a unique story about themselves."

Associate Director for Career Services Jessica Cates said students' ability to stand out from their competition has become more important in recent years because of the increased number of applicants for an increasingly limited number of positions.

"Overall, I think it's something that's very important because of the increase in competition in the market right now," Cates said. "Not only are students competing with their peers on blogs and or reviewing to know that you're out there from all over the nation, like that and that an em- but also with alumni and seasoned workers that have been laid-off or are changing positions. So it's more important now than ever that they do stand out in an appropriate and professional way." Cates said initiatives that The company created incorporate different ways for job candidates to pitch themselves to employers can help students properly communicate their strengths to employers. Cates said initiatives that ferentiate themselves in incorporate different ways isn't concerned about the the competitive job market, for job candidates to pitch themselves to employers, like PricewaterhouseCoopers' personal brand week, have more than just a strong can help students properly communicate their

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put on sites like Facebook and MySpace. "A lot of students don't re-

alize that a lot of the things they put on their Facebook pages are probably not appropriate if they're thinking about building a personal brand that potential employers might want to access," Baker said.

Holly Paul, recruitment leader for PricewaterhouseCoopers, said building a proper online presence can be an important step in landing a job.

PricewaterhouseCoolargest accounting firms, incorporated online branding as part of its national "personal brand week" for people seeking employment, Paul said. The initiative focused on five

things like commenting books on Amazon.com to build their online brand.

Although building an online brand can be a good way for job applicants to get their name out to employers, PricewaterhouseCoopers warns to make sure the online content is "rated PG," citing a 2009 CareerBuilder of employers admitted to usfor applicants as part of the employment process.

Wes Howeth, a sophopers, one of the nation's more finance major, said he content on his Facebook Paul said. page, but the level of access some companies have to potential job candidates' personal lives concerns him.

"It feels a little disturbing

ployer could easily find everything they want to about you without asking you a question," Howeth said. "But it's the risk you take when you get a Facebook or a MySpace, and it's a risk you have to understand."

survey that found 45 percent personal brand week because it recognized, through ing social network scouting its connections with thousands of students around the country, the need for students to be able to dif-

> Landing a job in today's market requires students to GPA, Paul said.

"Getting the grades is real-strengths to employers.



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ORIENTATION

CENTENNIAL

Horned Frogs celebrate 100 years in Fort Worth



Now: Students walk and skateboard to class on a sidewalk beside University Drive.



Then: Students walk along a sidewalk on the campus in TCU's Waco days.

By Nathan Wall and Madison Pelletier Staff Reporters

One hundred years ago on March 22, the university's former administration building in Waco, Texas burned down. Nearly every building on campus was destroyed, leading to the university's relocation to Fort Worth, a move Chancellor Victor Boschini said is one when a student looks at TCU is Fort Worth," of the university's most defining moments of Boschini said. "It's safe, has a great downthe past 100 years.

Six or seven cities vied for TCU, and the people that were then the leaders of the Fort Worth Chamber of Commerce and the people that were the leaders of Texas

the best offer," Boschini said.

He said that offer included a cash offer of \$200,000, 50 acres of land and the promise to build a street car line to the campus. Boschini said the university's partnership with Fort Worth has been one of the main reasons TCU has thrived during the past 100 years.

"I think one of the big selling points for town, its got a real civic pride about it, and those are things that I think you do feel, especially if you're not from the city, when you come in to look at the school."

Jenna Hockema, a senior anthropology

Christian University felt Fort Worth made major, said Fort Worth helped influence her decision to attend TCU.

> places I've been," Hockema said. "It's a big city, but it still feels like a small town."

> benefitted from the city, Fort Worth Mayor Mike Moncrief said the city has benefitted from the university.

'This community has taken a great deal of Christmas tree. pride in TCU and what it stands for," Moncrief said.

Moncrief said the university has provided well-educated professionals for the work force.

'The results speak for themselves," he said. the planning stages.

"I am proud to serve a city that has such a dynamic university of higher learning, and I look forward to the partnership growing and strengthening over the (next) 100 years."

He also said the university's success in athletics, especially last year's football season, has brought invaluable national recognition

"I think of one of the big selling points for when a student looks at TCU is Fort Worth. It's safe, has a great down town, and its got a real civic pride about it, and those are things that I think you do feel, especially if you're not from the city, when you come in to look at the school."

Victor Boschini Chancellor

to the city. He said his favorite memory of the university was last season's sold-out Utah game.

"I liked the ocean of purple, and I thought the decibel level of the fans was amazing," Moncrief said, referring to when The City of Fort Worth dyed the Trinity River purple for that game. "There was an electricity that day that I have never felt."

University officials proposed that historical markers be placed on campus and downtown where the school had its beginnings to commemorate the 100-year partnership.

Proposed campus activities include histor-"It had, by far, the best location of all the ical tours during Family Weekend, football pre-game events and possible participation in the 2010 Parade of Lights. According to While Boschini said the university has its website, the Parade of Lights is one of the best illuminated parades in the country and celebrates family and togetherness with wintry events and the lighting of the Fort Worth

> Kristi Hoban, associate vice chancellor of alumni relations, said the alumni center plans to add to the events that are already yearly occurrences. However, a special event for the 100-year anniversary of the move is still in



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