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REPORTER

09.21.12 *reportermag.com*



Marketing Yourself

Your persona is now a brand. Use it to land a job.

Choose Your Weapon

Building a social media arsenal.

UC Card Swipes Face Opposition, Vandalism

New security system faces challenges.

REPORTER

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ESCALATION

During my four years at RIT, I've known the Institute to take fervent pride in the "real-world experience" it provides. At my freshman orientation, I remember attending an anti-piracy seminar in Xerox Auditorium where faculty touted our generally unrestricted network and internet access. While other schools might have blocked certain ports to curtail torrenting, we didn't. The message was clear: You're free; act wisely.

Previous editions (though, oddly enough, not this year's) of RIT's Student Rights and Responsibilities handbook mirrored this sentiment. They stated that the Institute no longer subscribed to an "*in loco parentis*" belief system, meaning RIT would not act in the place of your parents or protect you from poor decisions. College is a learning experience, it argued, and we must learn from our actions.

RIT's decision to install card swipe systems in UC flies right in the face of this tradition. And, quite frankly, it makes me concerned about where we're headed.

I can support preventative action, but it needs a direct purpose. Last spring, when RIT ordered a lockdown, I rallied behind the decision. RIT saw a threat and acted appropriately given the risk.

However, I don't see benefits here. Paradoxically, the system hasn't prevented crime; with the resultant vandalism, it has increased it. And at the same time, the it would fail to prevent any earnest theft. No matter how good the alarm system is, it's ultimately guarding a set of glass doors.

I'm not supporting the vandalism or destruction of these doors. I can sympathize with housing; they're forced to support a system that doesn't seem to be working. I especially appreciate their willingness to meet with students concerned about the system. However, when I left my apartment yesterday afternoon, only one of its four doors had an outside handle. If there's ever a sign this isn't working, that's sure as hell it.

In psychology, there's a term called "escalation." When, faced with negative outcome from a situation, those invested will intensify their efforts in order to justify their decision. And the more invested they are, the more fervently they will defend their efforts.

RIT has already sunk a quarter million dollars into this endeavor. If this constant policing and repair schedule keeps up, the cost is only going to rise. Judging from this, I was even more alarmed to read that housing has considered expanding the system to other on-campus complexes

This isn't an argument based simply around convenience; it's an argument based around utility. If the system isn't doing its job, why is it worth keeping?



Alex Rogala

EDITOR IN CHIEF



Fourth year Illustration major Kat Walker, tangoes with Mateo, a first year Computer Engineering major, on the Quarter Mile Wednesday, September 12. | photograph by Jonathan Foster

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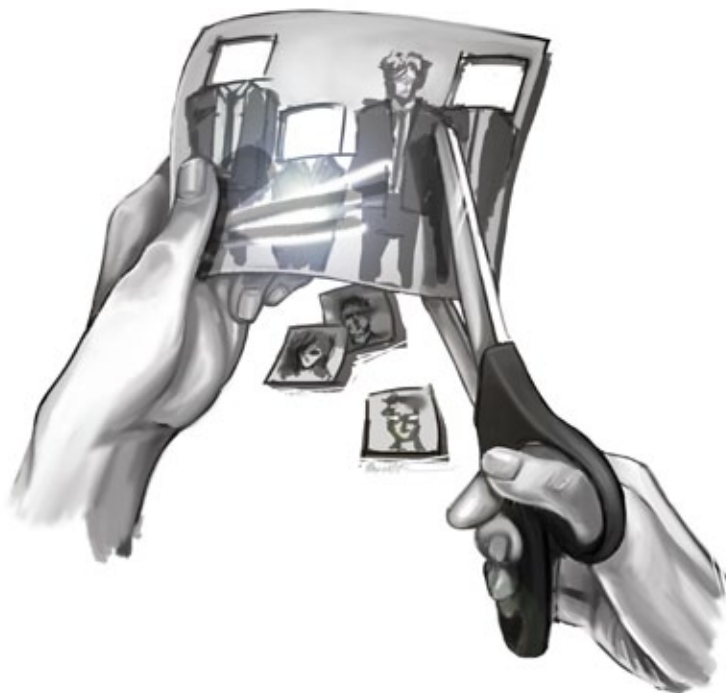
Party Hard

Is the two-party system impeding American progress?

Kodak Plans Layoffs

Rochester's Eastman Kodak Co. is scrambling to auction off its 1,100 patents in order to finance its bankruptcy, which it declared last spring. Although the patents are valued between \$2.2 to 2.6 billion, investors like Google and Apple bid below \$500 million. If Kodak cannot raise the funds to remedy its current shaky financial straits by selling off its patents, it will have to resort to other methods to repay creditors.

At its peak during the 1980s, the company employed over 60,000 people in Rochester alone, but now plans to lay off another thousand employees to mitigate expenditures according to Reuters. By the end of last year, it was reduced to around 17,000 employees.



Chicago Teachers Protest Overpopulation

Chicago's teachers have gone on strike for the first time in nearly 25 years. Now, parents in the nation's third largest school system are scrambling to find alternative childcare for their children. Many parents, unable to find a substitute school, have resorted to bringing children to their place of work. According to the New York Times, non-union workers have also been allowed to teach at the 144 schools that Chicago's city officials have opened up for half days filled with games and puzzle activities to assist with child care.

The strike has gained national attention, as the teachers are also protesting the nationwide education reform. According to the Huffington Post, teachers feel it focuses on ineffective standardized testing techniques and other implementations being pushed by corporate interests. Teachers in other cities have offered their support and approval of the strike. Mayor Rahm Emanuel has urged teachers to return to their posts, saying the city's children should not suffer due to the conflict of interest.

One of the primary concerns is class size, which is set to rise despite already being unusually high. One case on the city's South Side has exceeded 43 students per kindergarten teacher. During negotiations, officials have stated that significant concessions have already been made, such as a 16 percent increase in pay for teachers over four years. The average salary for teachers in Chicago is currently about \$76,000 per year, according to the Times, valthough wage is not one of the matters of contention over which the strike was called.

HTC Seeks iPhone Ban

HTC is suing Apple for infringing two of their LTE 4G technology patents. If Apple did indeed infringe upon HTC's patents, an import ban on the new iPad or iPhone 5 could be enacted by the International Trade Commission.

The two companies have been at war for the past three years, each continually filing lawsuits for a particular feature ranging from Wi-Fi related capabilities to photo management software. HTC is seeking an import bans on the iPad and iPhone in order to gain better footing in the smartphone market. Apple has lost similar patent battles before, with a judge ruling earlier in the year that three out of four Apple-owned patents from Europe were invalid and should not have been issued, according to Bloomberg. **R**

New MSOs Proposed

At the Friday, September 14 Student Government (SG) Senate meeting, representatives presented proposals to approve two new Major Student Organizations, the On-Campus Apartment Student Association (OCASA) and the Association for Commuter Engagement (ACE).

Formally known as the Off-Campus and Apartment Student Association, OCASA used to encapsulate both on and off campus students. Following issues with town coding laws last fall, SG revised its bylaws to split the group to better serve its two distinct constituencies.

The reformed OCASA will represent continuing students second year and above who live in on-campus housing or housing owned by RIT. They plan on giving students access to services and information as well as plan events and programs for the community. The groups will also work with the Center for Residence Life on policy changes. They will have two offices, one in Riverknoll (RKA, 20) and another in Colony Manor (CMA, 97), so students on both sides of campus can have easy access to OCASA.

ACE will represent commuting students — defined as those who live on non-RIT properties, and do not live within walking distance of campus. They plan to compile lists of off-campus housing options and costs, local landlords, management companies, tenant rights and local housing ordinances. If approved, it will also provide on-campus resources, tenant right advice and interpreters to help deaf or hard-of-hearing students talk to landlords.

In addition to an eBoard, the group will be governed by a “commuter council” composed of 10-15 students who represent various different areas and suburbs where RIT students live. ACE will have bi-weekly meetings and will work on a consensus model, though the latter is subject to change. The ACE office will be in the SAU.

The proposals for both groups will be voted on at the Friday, September 21 SG Senate meeting. **R**

Correction

The September 14 edition of Forecast listed “Pedal for Push” as the event for Sunday, September 16. The event did not begin until Monday, September 17. It also incorrectly stated that participants would cycle for 120 hours; the correct number was 100. **R**

Friday 21

Mock Interview Day

Co-op & Career Services Office, 9 a.m. – 4 p.m.

Co-Op & Career Services Office, Bausch & Lomb Center (BLC, 77). 9 a.m. – 4 p.m. Practice your interviewing skills and get feedback from company recruiters before the career fair. Participants must register through RIT Job Zone. *Cost: Free.*

Saturday 22

Mud Tug 2012

Grace Watson Fields. 11 a.m. – 5 p.m.

Form a team and join the tug of war competition in the man-made mud fields outside Gracie's. Sponsored by Phi Kappa Psi and Zeta Tau Alpha. *Cost: \$5.*

Sunday 23

RIT Women's Hockey vs. Oakville

Ritter Arena 2 - 4 p.m.

Come cheer on RIT Women's hockey at this exhibition match against Oakville. *Cost: Free for Students; \$4 for Faculty; \$5 General Admission.*

Monday 24

Work It! What Employers Want

Room A190, Bausch & Lomb Center. 4 – 5 p.m.

Representatives from IBM, the NSA and Wegmans will be holding a discussion on what recruiters look for and how to do your best at the career fair. Participants must register through RIT Job Zone. RIT Students only. *Cost: Free.*

Tuesday 25

The 25th Annual Putnam County Spelling Bee

*Merry-Go-Round Playhouse,
6877 East Lake Rd. Shows at 2 and 7:30 p.m.*

This award-winning musical uses audience volunteers and fantastic humor to both make you laugh and warm your heart. *Cost: \$35 – 42.*

Wednesday 26

RIT Improv Presents: Open Jam Wednesdays!

Webb Auditorium, Booth Hall (B00, 7A). 8 – 10 p.m.

Take the stage by storm and show off your improv routine or sit back and watch the hilarity unfold. Newcomers welcome. *Cost: Free.*

Thursday 27

Free Tasting Thursday

Global Village Market. 4:30 – 5:30 p.m.

Come try free samples of delicious international snacks. *Cost: Free.* **R**



- 1. Giving us a ring! - 2. Submitting to "Overseen and Overheard" - 3. Commenting on the website -
- 4. Voting in our online polls - 5. Sending us an email - 6. Becoming our friend on Facebook -
- 7. Following us on Twitter -

CAREER FAIR @RIT

www.rit.edu/careerfair

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Gordon Field House
September 26th, 2012
11:00 am - 4:00 pm

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YOUR
FUTURE**



UC CARD SWIPES FACE OPPOSITION, VANDALISM

by Amanda Imperial | illustration by Emily DeVault

Since RIT began construction on its University Commons (UC) suites in 1998, traffic to the area has increased significantly. With several new buildings in its vicinity and almost 18,000 students on campus, Housing Operations took action to protect against possible break-ins and theft by installing a card swipe access system.

The system, which went live in June, has since faced public opposition and vandalism. However, according to Mary Niedermaier, executive director of Facilities and Retail Services and Kurt Ingerick, director of Facilities, student-driven tampering is only reason anything seems broken or damaged.

While the system's card locks allow for entrance into multiple buildings, Ingerick says this was completely intentional. He states that the card swipes purposely allow students to swipe into certain buildings to give them the option of being "neighborly". Card access is divided into four groups: buildings 1-8, 9-16, 17-24 and 25-30.

Students have also discovered these doors can sometimes be opened through sheer force. "You have to apply a pretty good amount of force to get them to pop," says Ingerick of the lightweight aluminum doors. He states that there were no problems during the summer; it wasn't until this fall that vandalism became frequent. Door handles have been ripped off, and Housing Operations has discovered pennies and other objects jammed in doors to keep them from locking.

"We have card access at Global Village, we have card access at Racquet Club [and] we have card access currently in the [Residence] Halls, and we have not had the levels of vandalism and abuse to the system that we've seen at University Commons," says Niedermaier. She and Ingerick confirm that the system was indeed tested before and after going live in the summer. They discovered one software issue after startup, but promptly fixed it.

Housing has installed monitors in UC parking lots as preventative action against theft

and vandalism. Ingerick and Niedermaier work daily to fix and prevent security issues. They have had personal meetings with concerned students, and encourage students to report any further issues to them.

The project so far has cost about \$275,000, and will continue to cost more as Housing Operations continues to improve security, starting by reinforcing the doors.

Ingerick and Niedermaier express surprise that students have even begun a petition on Change.org. "I'd like to see people maybe focus their energy a little bit more on social justice issues and less on things that might be inconvenient for them getting their pizza," says Ingerick. "We are not taking them out." Although the two face controversy, they have tentative plans to take similar measures in the rest of the campus' residential living areas. ■





GIVE US A RING

585.672.4840



RIT ROTC HOLDS

by Peter LoVerso

9/11

MEMORIAL SERVICE

photograph by Juan Madrid

At exactly 8:46 a.m. on Tuesday, September 11, silence fell across the flag-studded field in front of Carey Hall (HLC, 14). “Taps” began to play, and cadets from the Col. Andrew J. Dougherty Squadron of the Arnold Air Society (AAS) of Air Force ROTC Detachment 538 saluted the flag memorial. Approximately 40 civilians joined them to pay their respects to those killed precisely 11 years earlier as the World Trade Center’s (WTC) North Tower was struck.

Silence fell again at 9:03 a.m., when the WTC South Tower was hit, at 9:37 a.m., when the Pentagon was attacked, and finally at 10:03 a.m., when United Airlines Flight 93 crashed in rural Pennsylvania. At 9:37 a.m., active-duty members of the U.S. Navy Reserve, stationed near the Greater Rochester International Airport, joined the Air Force Cadets. For the final salute at 10:03 a.m., the Army ROTC and their Commander Lt. Col Whitaker joined the AFROTC members, who were accompanied by their own squadron commander, Lt. Col. Erik Lagerquist.

In preparation for the event, the Col. Andrew J. Dougherty squadron began planting flags in the grassy area by HLC Tuesday, September 4. The 2,996 flags, one for each person who was lost in the attacks, were donated by a local Rochester company. Available to staff and students for \$1 apiece, the squadron will donate half of the money raised to a charity for those affected by the attacks.

The squadron’s public affairs officer, Cadet 1st Lt. Jared Sangiorgi explains, “We need to make money for the organization, but at the same time we want to do something beneficial to the community ... the core value of the AAS is professional, honorary service.” In line with these values, the other half of the money raised will go towards the other service projects run by the squadron, including local Wounded Warrior projects, which helps injured soldiers re-adapt to civilian life.

The fundraiser and memorial service were both successful for the squadron. This is the first time they have run this service and fundraiser, but they would like it to become an annual tradition. At its core, the purpose of the service is to never forget what happened on September 11, 2001, and to never forget those who lost their lives that day. **R**

AYL

by Amber Wilson-Daeschlein

Send your *Overseen and Overheard* entries to leisure@reportermag.com with "Overseen and Overheard" in the subject line, or tweet with #OnO to @reportermag.

QUOTE

"Always do sober what you said you'd do drunk. That will teach you to keep your mouth shut."

-Ernest Hemingway

WORD OF THE WEEK

Garrulous *adj.* - Excessively talkative in a rambling, roundabout manner, especially about trivial matters.

"The host was so **garrulous** at the party that even his girlfriend wanted to leave."

Definition taken from <http://reference.com>.

OVERSEEN AND OVERHEARD

"I wish I had **boobs** so I would have somewhere to put my phone!"

-Male Student in Baker Hall

COMIC by Maggie Neilson



REPORTER RECOMMENDS

MINT.COM

As young adults stepping into the world of being responsible and having our own cell phone bill, us college kids have a lot to keep track of. Mint.com makes it "easy to understand what's going on with your money." By signing up for a (free) account, you get access to personalized budgets and goals, easy-to-read graphs, and an overall breakdown of how you use your money from month to month. If that's not enough, they have an app that makes it even easier. With low balance and over spending alerts, Mint.com can help you budget your money more effectively. If you want to save up for some textbooks or a mini-fridge for your dorm room, Mint.com is a great way to get started.

STREAM OF FACTS

In 1873 Colgate began to **PRODUCE** a type of toothpaste that was available in a jar.

The human body will **PRODUCE** anywhere from **ONE** to three pints of saliva every 24 hours.

According to Physics Central, a non-profit science publication, if you yelled for the next eight years, seven months and six days, you would produce enough sound energy to heat **ONE** cup of **COFFEE**.

When **COFFEE** is decaffeinated, **ABOUT** two to six percent of the caffeine remains.

According to Discover Magazine, **ABOUT** one out of every two million **PEOPLE** will die falling out of bed each year.

Most **PEOPLE** lose between 50 to 100 hairs each day. **R**

SUDOKU

Difficulty Rating: Hard

	3		2	1			
					8		
9					6		2
		4	5		2	7	3
6	7						9
8		3	7				
4		2					5
		7	9				
	1			6			8

REVIEWS

by William Hirsh and Amber Wilson-Daeschlein

9.21.12



Gotham City Impostors: Free to play

Game | Multiplayer FPS | Free* ★★★★★

What kind of game plays like the wacky love child of “Call of Duty” and “Team Fortress 2” (TF2)? The answer is “Gotham City Imposters” (GTI). Originally released in February as a paid release, GTI now follows in the footsteps of games like TF2 and “Star Wars: The Old Republic” to become a free-to-play experience. Besides a few changes, this re-launch still provides an ample amount of solid shooter gameplay.

With a level cap of 1000, players earn experience after each match in one of the game’s four multiplayer modes. Ranging from a typical team deathmatch mode to the coin-collecting bounty mode, there is plenty of fun to be had. As players level up, they receive keys that can be used to unlock new weapons and gear.

One particular addition that really sets GTI apart from other FPS games is its gadgets. Players start off with a grappling hook that helps them scale buildings, and they can acquire items such as rollerblades, double jump shoes and — my personal favorite — the glider. These gadgets really spice up the gameplay and showcase the game’s true colors. Along with some hilarious voice work, especially taunts from one villain-themed team named the Jokerz, GTI has a fun-infused spirit that makes playing worthwhile.

One of the major changes to GTI is its abandonment of Microsoft’s “Games for Windows” content delivery system in favor of rival distributor Steam. Now, players who bought the game at launch can only transfer downloadable content items that they have bought in the past. Returning players now must start back at level one, which may deter them from playing. To compensate for this inconvenience, game developer Monolith will give any players with the original game’s CD key a set of items only early players could obtain.

Besides the game’s ridiculously fast respawn times, which can sometimes lead to players being sniped by enemy combatants that they just offed seconds ago, GTI is a well-rounded free-to-play title worth trying.

**PC gameplay is free. There may be charges associated with certain downloadable content.*



Sleepless Browser

App | iPhone | Free ★★★★★

Ever have your phone lock up right in the middle of watching a YouTube video? Or what about when you are using Pandora and you want to “thumbs up” a song, but it ends before you can unlock your phone? Well, ITO Soft Design Inc. has an app for you. Their recently released “Sleepless Browser” allows users to browse the mobile web without the annoyance of the iPhone’s auto-lock.

Making its debut Saturday, September 15, this app is both simple and effective. Once downloaded, it is used as an ordinary browser; the only difference is that you don’t have to worry about your phone locking. And the best part of this single-feature deal is that it’s free! At least, it’s free for the first 2,000 people. After that, the price will jump to \$0.99.

While it works great for its intended purpose, the app doesn’t really do much else. Besides the option to set a home page, this is nothing more than another web browser. The only difference from the user’s perspective is the possibility of it draining your battery if happen to fall asleep to that lullaby Pandora station.

If you frequently find yourself irritated by the preset one-minute auto-lock, then this is the app for you. Personally, I deleted it after writing the second paragraph. I’d rather change the auto-lock settings on my phone when I want to have a YouTube marathon than use up 3.5 MB on an app that only does one thing. **R**





MARKETING YOURSELF

HOW TO BUILD A PERSONAL BRAND

by Steven Markowitz



That kid. The one always riding a unicycle. The one always screaming death metal. The one always wearing neon pink to class every day. Whether these students are aware or not, through their uniqueness they are marketing themselves to their fellow classmates, colleagues and faculty. Yes, they are certainly memorable, but are their quirks working for or against their image?

Each action you perform, from a firm handshake to the promotion of your beliefs through a social network, for better or worse becomes a facet in the product that is your individual persona. This process, known as personal branding, is the way in which people market themselves or their careers, often in same way that an organization markets a brand. According to Dr. Neil Hair, project lead for RIT's Innovative Learning Institute, using these concepts, students can build support networks, extend their professional reach, make memorable impressions and be the clear choice for employers.

“Oh yeah, he’s that guy who wears black.”

Before becoming project lead, Hair was a full-time professor at RIT's Saunders College of Business. He won the Eisenhart Award for Effective Teaching for his advanced online marketing course, which studied the concepts of personal branding. For years Hair has spoken at international and local conferences on the topic and it has been one of his primary and most passionate research topics. He has become an expert and has developed his own unique brand, which includes always wearing black.

Hair loves (and has always loved) the color black, and admits to being a bit of a goth at heart. He made a conscious decision to start wearing all black when he teaches, as part of his personal brand and a way to market himself to his audience. “It is something I believe in. I want to be known as that person,” says Hair. “That is just one visual cue for the people who know me to latch onto and remember me for.”

Wearing all black is just one aspect of the physical nature of his personal brand, which also includes using business cards with QR codes on the back to show that he follows current technological trends and knows what he is doing in the business space. When physically interacting with others, Hair has to consider how he presents himself, how he shakes someone's hand or presents a business card, how he addresses others and how he can communicate most effectively.

Hair believes students need the most help with the physical dimension of personal branding. When entering college, many students do not know how to conduct themselves in a corporate setting or present themselves to future employers, which could be costly when trying to get their first job. Building a face to face strategy can make all the difference.

The other side of Hair's personal brand is his online network, “where most people will see or interact with their perceptions of the person that is Professor Neil Hair.” Using Twitter, Facebook, LinkedIn and his own website, Hair can portray his own life as both a professional business and a man who can have fun as a passionate home brewer and registered bartender in the state of New York. A man who is respected in the classroom yet also has a “wicked sense of humor.” Hair believes that allowing employers to see a you as a complete package is perfectly acceptable, as long as everything you does is socially appropriate.

“My strongest recommendation is for you to sit down and work out what the hell it is you want to do. And that’s not easy. That’s scary stuff.”

Of course, Hair did not just generate his personal brand out of nowhere. He had to think long and hard about what image he wanted to exude and how he would go about building his network to reflect that desired image. To begin the process of creating a personal brand, Hair recommends that students do some soul searching for who they want to be and what they want out of life, using five simple questions as a guide, similar to the planning cycle for any marketing campaign.

The first question students should ask themselves is, “Where am I now?” According to Hair, in order for people to determine what their strengths and weakness are, as well as where they stand in relation to their competition, they have to ask where their reputation is currently and what they want to be known as.

Once this first point is answered, one can look towards the future and ask, “Where do I want to be?” This is all about setting an endpoint, whether that is working at a certain company with a comfortable position and salary, or knowing inside and out the workings of one's dream business.

The third question, “How might I get there,” looks at all of the options and tries to find the best road that will lead the individual to a successful personal brand. The question attempts to force the student to think about creating a set of criteria for judging good ideas from bad, and short-term ideas from long-term ideas.

The next question, “Which way is best,” is about the physical methods of reaching the endpoint, including what type of business card exemplifies a specific personal brand most effectively, or how to run a website to most efficiently engage networks. Hair describes this step as the “tactical components” of the brand one is trying to build.

The final question, and in Hair's opinion the most important, is, “how do I ensure safe arrival?” This step requires setting limits for what an individual wishes to accomplish, considering a budget of time and money, and making sure goals are achieved as a means of checking performance.

While students can use industry leaders as archetypes that employers are looking for, Hair encourages students to remember that in order for a personal brand to be successful, it has to be tailored to the individual. “It's kind of a balance between you sitting down and thinking about who you are, where you want to go, and looking at some of the leaders in the field,” says Hair. Again, the personal brand is more about the individual than his or her field or major. A student building their brand in conjunction with the progression of their classmates is not as important as building it based on key personal objectives.

“You are spending a lot of money to be here; you want something back from that other than just a degree at the end...”

Once people complete these steps, students should know what they want to communicate through their personal brand. For Hair, his personal brand needed to “show my professionalism, how effective I am in the classroom, that I am a good friend, a good colleague and an instructor that actually cares.” Thus, when he was designing his brand, he built in features, or messages, that showcased his desired image.

One message that students should aspire to communicate to potential employers is their personal, emotional and intellectual growth over the four to five years they spend at RIT. Hair recommends that every student take a photo of themselves on day one and save a copy of their resume as baseline data at the point of entry.

“Being able to see and compare and contrast the two shows immense personal development,” says Hair. “Employers are interested in that, they want to know what bang they are getting for their buck, and one way in which you can do that is to show these development processes, and what you look like now as opposed to what you looked like before.”

With each new phase of life, which at RIT could be different each year with its new challenges and opportunities, students should reevaluate their objectives and make sure their brand still encompasses those goals. If not, it is time to change or mold the brand to fit one’s new lifestyle.

For most students, the first time this major shift in objectives will come is when they enter a management role. At that point, when the student now has people under him or her, is a natural point to start thinking about how to move the brand forward.

Hair’s own brand has had to evolve with his new title, as will often happen when new jobs come along. A new role means new work routines, new skill sets and new goals. Where Hair used to work in a classroom setting, he is now working with administration and dealing with external organizations, which is a new audience.

If he shows up to the president’s office wearing all black, Hair jokes that people will ask who died. So his personal brand has had to change. “I no longer need to be seen as an exceptional teacher, which is hopefully the image I’ve portrayed, but someone who is also an exceptional administrator and an exceptional team player at the institute level,” says Hair.

Naturally, a brand will grow with the incorporation of new technologies, and networking platforms, but an understanding of the value of new assets in both the personal and the online realms will lead to a more efficient evolution of the personal brand.

Before looking too far ahead, Hair highly suggests that students take advantage of one of the greatest resources that RIT has to offer: its faculty. Do not be reluctant to become part of a professor’s network or engage with him or her socially, since “in not befriending those faculty you are denying yourself access to a 5,000 strong network at RIT alone.”

According to Hair, networking is the unsung hero of RIT. It is crucial that students think long and hard about whom they befriend and be even more cautious about whom they defriend. “Sure everybody falls out every so often, but defriending people can be the kiss of death for your network because it can cause knock-on effects,” states Hair.

Once an individual is lost, they cannot be used as a helping or support mechanism again. While it may not seem like it at the time, those connections can be more important than the theoretical knowledge one gains at college.

“Ten years from now, you are not going to remember what you learned in your program here at RIT, I can almost guarantee it,” says Hair. “What will stay in permanency is the network of likeminded individuals that you went to college with that are fellow RITers that care about you, want to help you, and are very happy to assist you when you got problems in your day job.” **R**



CHOOSE YOUR WEAPON

Building a Social Media Arsenal

by William Hirsh

You arrive at your first interview after getting that degree from RIT. While looking over your resume, your boss-to-be starts to ask you the typical questions about your work experience. Then, out of the blue, he asks if you have a Facebook or a Twitter.

Even though you have a separate, work-related account, you lose the job to the next guy in line, who regularly posts to his Facebook, tweets about his soufflé cooking and blogs about the model cars he builds — all in a professional manner.

Why are posts to your Facebook so important in this day and age? Each social network account you make is another extension of your online persona. As time goes on, the impact of social media is steadily rising in people's lives. According to Jay Baer, a social media and content strategist and speaker, 56 percent of Americans have a profile on a social networking site. With this trend solidifying, social media is now being utilized to promote a user's ever evolving personal brand.

PLANKS OF SOCIAL MEDIA TWITTER

Dr. Neil Hair, project lead for RIT's Innovative Learning Institute, is an expert at using social media tools to improve and maintain his personal brand. Hair sees his online brand as closely connected to his offline brand, but with a smidge of personal flair.

Each social media platform that Hair uses serves a different purpose in maintaining and propelling his personal brand. His primary presence is on Twitter, Facebook, LinkedIn and his personal website. He is currently experimenting with the value of Instagram and Pinterest.

In order to evaluate new technologies, Hair has to understand the purpose of his personal brand inside and out. To reach this point, he suggests that students begin with pondering what it is they want to communicate to people online. "Start thinking about that process as holistic, in the sense that you have an idea of who you are, professionally what you want to achieve, and then you use the various online channels to promote that brand the way you want to promote it effectively," says Hair.

An avid bartender certified in the state of New York, Hair makes use of Twitter to show his personal interests in a professional manner. He says his feed is "constantly updated in terms of what I am doing that is exciting, innovative, unique to me in terms of my professional development and my audience; the sort of things they're interested in."

According to the Online Social Media Blog, there are five things that Twitter users can do to improve their brand online. Firstly, tweet quality content. Informative, yet structured content is what will attract people to your brand.

Second, consider your audience. Great content is only useful within the right context.

Thirdly, monitor the social buzz your account is or is not creating. From there, you can update your approach to tweeting and become more effective at using it.

Fourthly, engage with your followers. If they have a question about a certain thing you do, answer them politely. Keeping fellow users in the conversation will benefit you in the end.

Lastly, retweet content that you find relevant to the message you are trying to convey. By doing so, you not only converse with your online peers but enhance the chance of getting your own content retweeted as well.

56
PERCENT

of Americans have a profile on a social networking site. With this trend solidifying, social media is now being utilized to promote a user's ever evolving personal brand.

FACEBOOK

Facebook, Hair's second platform, is predominantly used for more relaxed communication. "There is obviously a Facebook persona which is more a social persona than anything else" says Hair. "That is where I continue to try to engage my networks, taking to them, chatting to them, posting links and comments, responding to people's birthdays, things like that." Even years after students have graduated, Hair can use Facebook to let them know that he remembers them and is still willing to stay in touch.

As casual as Facebook can be, there are a few ways you can use it to your advantage. Like Twitter, posting quality content instead of the typical status update drone can help to keep your image intact.

Alison Doyle, author of the job search guide on About.com, recommends looking at your profile picture and asking yourself what it implies about you. A neutral photo could work in your favor. After that, comb through your profile, eliminate distractions, and update it to fit your personal brand. Ask yourself whether the content on your account exemplifies who you are now, what your interests are and what skills you bring to the proverbial table. This can help to improve what you post on the site and get people outside of your innermost circles interested in what you post.

LINKEDIN

LinkedIn is the next arm of Hair's social media branding which is, as he describes it, "less social, more corporate." According to LinkedIn's own blog, there are many ways to use the networking opportunities available through the website to improve an individual's brand. By balancing your business experience with some tidbits of your personality, you can honestly portray who you are to would-be employers.

Next, tweak your personal headline, the description that people first see from your profile. As a guide, ask your coworkers how they would describe you, and make sure your headline reflects their responses. Then, cross reference your posted resume, profile info and other related elements to ensure the message you are sending about who you are as a worker is consistent. Lastly, share your expertise with those in your LinkedIn network. This is a clear way to bolster your credibility online.

WEBSITES

Hair's fourth site is his personal web address that acts as the hub for his other social media networks. "I like to publish blogs, post pictures, post video, anything that I can do to engage my network, moving forward so that they keep me in the presence of the back of their mind," says Hair.

"From there, that hub reaches out to the other aspects of that brand online, Twitter, Facebook, LinkedIn; they are all integrated so one update is then blasted across all my multiple networks to make sure that everything is working." Through this hub, Hair communicates that he is still innovating, learning, and building his networks.

PROTECTING YOUR BRAND AND MOVING FORWARD

Hair also stresses the importance of protecting your brand, as it will help or hurt you in the long run. Stay present in your social media channels, and be aware that at any time you can be tagged in something you do not want to be in or comment threads can go in directions you do not want to be associated with.

Also be cautious when posting political and religious views, unless either is deeply affiliated with your image. Just keep in mind "that that will always have an impact on how people view what you're doing," says Hair.

Hair believes it is crucial that RIT students learn how to use each online resource to its full potential. If you do not have a LinkedIn or are using Facebook inappropriately, "[employers] are going to get suspicious about your ability as someone who comes from an institute of technology to be able to play with those tools or techniques effectively."

With all his advice, Hair reinforces his belief that you can still have fun with social media. Just be aware of how your online persona correlates with your professional image, since "once you start this you can't turn it off," states Hair. "You don't just check out. You have to be constantly looking and engaging that network and reaffirming those beliefs that you have and what you are trying to achieve." **R**



Women's Volleyball Sweeps RIT Invitational

by Kayla Emerson with contributions by Jeff McKinzie | photography by Jonathan Foster



Fourth years Christina Worth (#9) and Cat Sullivan (#12) set up a block during the third set of their match with Nazareth during the RIT Tournament, Saturday, September 15. Sullivan was named Tournament MVP.



The Women's Volleyball team celebrates the winning point of their 25-23 match-deciding-set against Nazareth in the RIT Tournament, Saturday, September 15.

Three-set wins sometimes indicate easy victories. However, some shutouts are hard-fought, even nerve-wracking, as each match within the set is a close contest. This was the type of shutout that the RIT Tigers imposed on the Nazareth College Golden Flyers at 2 p.m. on Saturday, September 15. Despite being defeated set after set, Nazareth was not lying down: Each match concluded with a narrower score margin than the one before.

The RIT Women's volleyball team executed a winning formula at the 24th Annual RIT Invitational. Each of the nine participating teams played four matches each during the two-day round robin, which began Friday, September 14. After defeating Bluffton, New York University and Medaille each 3-1, the Lady Tigers finished strong on the court, handily defeating Nazareth 3-0.

The final tournament match for RIT was played against Nazareth at 2 p.m. on Saturday. RIT finished the first game 25-19 thanks to 10 kills against Nazareth's four. As the Tigers came together and formed a close circle after each volley, their camaraderie was evident.

The second game started with Nazareth leading 1-5. The game was neck-and-neck for

a while after that—the Tigers picked up a point (11-11), and then committed a serve error (11-12). Nazareth scored a kill (13-14), and then the Tigers scored in return (14-14). The audience clapped politely for deserving plays, but the majority of the noise and energy came from the ladies on the court. Both teams wanted a win. As Nazareth crept closer to game point (16-19), their coach called a timeout. But the effect was not what he wished: RIT narrowed the score to 20-21. Two more timeouts were called, which made for quite the choppy pace, but the Tigers were able to pull ahead, finishing the game 25-22.

The Tigers' great control gave them an early lead in game three. Nazareth was still able to make kills, but they never pulled ahead in this game. Even when RIT was winning by a five-point margin, they played like every point was the difference between victory and defeat. Well into the game, Nazareth scored a point when the volleyball ricocheted around the raised basketball net and was too far out of bounds for the Tigers to return (20-17). At game point, the Tigers committed a serve error, turning the serve over to Nazareth (24-20). Nazareth managed to stay alive for three more serves,

bringing a set win within arms' reach. But ultimately, they could not overtake the Tigers. The third set ended at 25-22, RIT.

RIT Head Coach Jim Lodes was satisfied with how his team held up throughout the weekend. "We have a fit team, so we were able to be more physical towards the end," he said regarding the game against Nazareth. He acknowledges the Tigers' conscious effort to remain in harmony as a team. Their teamwork certainly paid off on Saturday's final game.

The tournament's MVP was Cat Sullivan, fourth year Computer Science/Computational Math major. Christina Worth, fourth year Visual Media major was named to the All-Tournament Team.

RIT came out of the weekend with a 9-3 record overall, 4-0 in the tournament. Nazareth left at 6-7, with a 2-2 tournament score. **R**

The Tigers have another packed weekend coming up. You can catch them Friday, September 21 at 5 p.m. and 7:30p.m., and Saturday, September 22 at 11 a.m. and 1:30 p.m. All of these games are Liberty League matchups and will be played in the Clark Gym.



WOMEN'S SOCCER NEARS "TRIFECTA" WITH 2-0 WIN

by Jeff McKinzie

After the Women's Soccer game Saturday, September 15, Head Coach Liz Masterson revealed some of the ambitions she has for her team this season. Although she ultimately hopes to get into the NCAA, the soccer team is also focused closer to home and wants to "beat all the teams in Rochester." She states, "We have one team left to complete the trifecta, but we're two thirds of the way there and we take a lot of pride in that."

That goal is looking realistic after the team beat St. John Fisher 2-0 Saturday. The team previously defeated University of Rochester 2-1 on September 12th, and is set to play Nazareth College on Tuesday, September 18. The win against St. John Fisher puts the team at a 4-2 record for the season.

In the Saturday morning match, the first half ended at 0-0 with neither team able to score. Perhaps the weather could have had something to do with their performance — before the 11:00 a.m. start time, the sky was ominous with dark clouds, foreshadowing a rain shower that never came. Nevertheless, in this half RIT was able to attempt six shots on goal, while keeping St. John Fisher from making a single shot.

Masterson said, "It was clear that they had scouted us beforehand ... they were high-pressuring us and our final passes into the goal just weren't as accurate as they needed to be."

The second half began similarly. However, second year Biomedical Photography major Sierra Kiss was able to score on a pass from first year Molecular Bioscience and Biotechnology major Elizabeth May with 11:20 left to go.

Still, the Cardinals did not give up. The game was getting physical, and

injuries occurred on both teams. RIT was still outshooting the Cardinals, although they had been able to attempt a few goals. The St. John Fisher crowd made their presence known after they erupted in cheers when an RIT player was called for a penalty approximately seven and a half minutes later, resulting in a penalty kick.

However, the Cardinals fans were disappointed when their chance to gain some momentum and tie the game disappeared as RIT goalie, second year Biomedical Engineering major Amanda Murray was able to make the save. Roughly eight minutes apart from the first goal, third year Psychology major Rachael Bromson scored an unassisted goal, making the count 2-0. Minutes later, the game ended and RIT had beaten their second Rochester-area team.

After the game, Kiss said that that she was trying to keep herself relaxed when she was trying to score the first goal. "I ended up getting so many chances, and so I knew I needed to keep my composure relaxed and I needed to just pick a side," she said. "I went with it and finally got one in!"

Masterson said she is looking forward to Tuesday's game against Nazareth. The team will have home-field advantage, as it will be held at Tiger Stadium. **R**

For coverage of the Tigers' Tuesday, September 18 game against Nazareth, visit <http://reportermag.com>.

WORD ON THE STREET

WHAT'S THE MOST VALUABLE SKILL
YOU'VE LEARNED IN COLLEGE?

PHOTOGRAPHS BY DREW SWANTAK



Evan Ortiz | Third year Photojournalism

“YOU REALLY GOTTA BELIEVE IN YOURSELF!”

Emily Freund | Second year Business Management

**“Time
management.”**

Emily Ritchlin | Fourth year Hospitality

**“Organizational
skills.”**





Alan Welch | First year Chemical Engineering

“Get to bed early when you have an 8 a.m. class.”

Dan Getahew | Second year Packaging Science

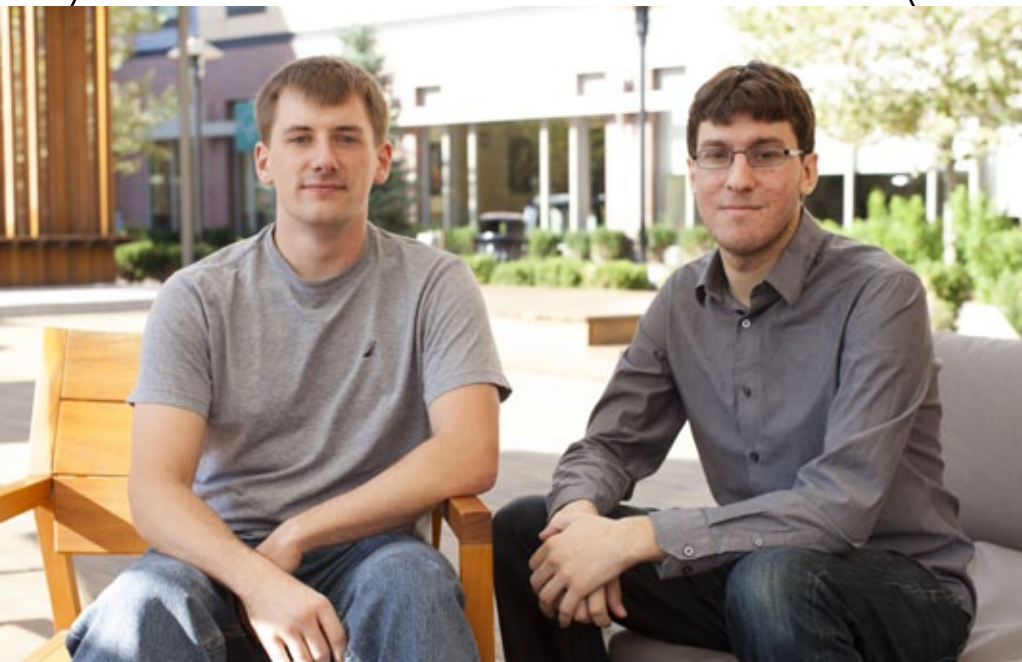
“How to function off of less sleep.”

Ben Acevedo | Fourth year New Media Design

“Working well under pressure.”

John Dymock | Fourth year New Media Design

“Teamwork.” 



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RINGS

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compiled by Brett Slabaugh

All calls subject to editing and truncation. Not all calls will be run. REPORTER reserves the right to publish all calls in any format.

SUNDAY, 3:36PM (from text)

You know it's a good day when your bodily fluids end up splashed on someone else. **Ah, blood drives...**

MONDAY, 7:14PM (from text)

Oh **Rings**, RIT is just not the same **without the swings.**

TUESDAY, 1:10PM (from text)

I could care less about seeing my friends...

ME AND MY JAVA'S ARE REUNITED!

FRIDAY, 9:08AM (from text)

Yo **Rings**, is it considered bad form to bring a **Staples easy button** to the first test?

FRIDAY, 4:42AM (from text)

Gotta say, campus gets nicer and nicer every year. I almost want to fail my classes to see how much nicer it gets... almost.

FRIDAY, 8:57PM (from text)

A little drizzle and we get fifty texts/calls from RIT, but five feet of snow and we still have class?

I call shenanigans.

SATURDAY, 11:47PM (from text)

Instead of making witty thoughts about RIT my Facebook status, I send them to you, **Rings**. **You should feel loved.** You're the only one who has to endure my [insightful remarks]. **R**



Delicious.