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# REPORTER

12.14.12 [reportermag.com](http://reportermag.com)



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## A SOCIAL OBSESSION

It's an oddly compelling campaign. The advertisements show a series of businessmen sharing rather inept opinions on social media, whereupon they are subjected to electric shocks, slaps or other forms of cruel and unusual torture.

These video clips are part of a bold marketing campaign for Adobe Marketing Cloud, a suite of analytics software designed to help businesses track their return on investment from social media.

According to a recent University News article, RIT's E. Phillip Saunders College of Business was recently named one of the most social media friendly colleges with an MBA program by OnlineMBAPage.com. The site was quoted in University News as saying, "If schools want to attract Internet-savvy students ... they need to share frequently and interact with their followers."

While the Saunders College of Business Facebook has a reasonably interesting mix of content, I'm unsure whether I'd consider it a success. Despite 200+ mentions and 33 new "likes" last month, the page was only viewed 20 times per its official activity listing. As of press time, it has only been viewed four times this month. While OnlineMBAPage.com's recommendation certainly spotlights RIT's eagerness to embrace technology, I'm unsure whether we're aiming for the right goalpost.

Social media services thrive when they allow for the dissemination and curation of interesting or relevant information. Far too often, however, organizations' social media pages devolve into a popularity contest. "Likes" and retweets become prized over legitimate content.

Upon their debut nearly a decade ago, blogs and early social media sites like Friendster and MySpace allowed users to connect with their friends and colleagues at an unprecedented level. Over time, these sites matured to include organizations, businesses and publications. The current breed of social media, including recent incarnations of Facebook and Twitter, has shifted heavily towards content curation. Users can share each others' links, a feature designed to allow like-minded people to spread and discuss content that interests them.

In my time online, however, I've seen too many pages focused specifically on reaching a certain number of likes, shares or comments. These metrics, however, don't necessarily have meaning. A "like" is ultimately a rather abstract concept, which doesn't necessarily correlate to a real-world payoff. When analyzing over two million tweets, social media researcher Dan Zarella found no relation between clicks and retweets, according to his HubSpot blog. In his experiment, 16.12 percent of retweeted posts were shared more than they were read, with 14.64 percent lacking even a single click. Just because the message spread doesn't mean anyone has read it.

Falling into this trap, many brands blindly seek "likes." McDonald's, for example, has rather-creepy Facebook timeline which narrates their growth with extensive "retro" posts introducing the first Quarter Pounders and Egg McMuffins in posts backdated as far as the 1940s. It's a tactic that straddles the line between uselessly amusing and downright creepy.

In this blind quest for likes, many of these groups fail to adequately connect with their users. Even worse, their efforts to go viral can backfire. Last spring, for example, the social media crew behind RIT's new Student Information System posted an image which some students criticized as condescending. Featuring a still of Gene Wilder as the titular character in 1971's "Willy Wonka and the Chocolate Factory," it read, "Oh you think the new SIS is clunky? Tell us again how much you love the old SIS." At the time, it served only to exacerbate then-widespread disdain for the system rather than impart information or facilitate meaningful discussion.

The current social media climate damages things even further. Facebook shows each fan page's posts to only a small percentage of its followers — unless they click an obscure checkbox.

Even the value of curation can be further degraded by the sheer number of factually inaccurate posts and misinformation that circulates regularly, such as the recently widespread Facebook privacy disclaimer hoax, which has resurfaced in many forms since Facebook became publicly traded last summer. Throw in some satire mistaken for fact, some hacked together list-based articles and some outrage, and you've got the recipe for a social media nightmare.

Within specific confines, shares and retweets can be a powerful way for users to spread content or draw readers in. However, content is still crucial. Pages and posts must prioritize what they say. If social media managers fail to determine what they want to achieve, their messages are merely shots in the dark.



Alex Rogala

EDITOR IN CHIEF

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Cover illustration by Katherine Dayton

# B E Y O N D T H E B R I C K S

by Alyssa Jackson

## CAIRO PROTESTS ERUPT INTO VIOLENCE

On November 30, thousands of individuals inhabited Tairo Square in opposition to an edict by president Mohamed Morsi, which props his decisions above judicial review, according to the New York Times. Morsi set December 15 as the date for the vote for the draft, stating that the people need to trust him to do his job of “managing the nation’s affairs.” The draft takes a stance against secularism in Egypt and promotes the Islamic faith and law.

The opposition began to grow violent on December 5 when the mob began using fists, rocks, knives, clubs and firebombs to make their

opinions clear. Gunshots could be heard, and several individuals had severe bleeding wounds, but it is uncertain whether the protestors or the riot police, who had disbanded by 9:30 p.m., were responsible. This is the first major violent outbreak since the protests against former President Hosni Murabak. Because of this violence, Morsi may reconsider his strong stance for the changing of the constitution.

With the chaos that ensued, Morsi backed down from his edict on December 9 according to CNN. Morsi still aims to have the draft of the constitution approved by the 15.

## CAN HUMAN GENES BE PATENTED?

The United States Supreme Court has agreed to approach a case concerning human gene patents held by Utah company Myriad Genetics, according to the New York Times. These genes may be related to an increased risk in breast and ovarian cancer. The challenge the courts are faced with is discerning whether these genes are man-made or found in nature. Doctors and scientists have argued against this action, stating that it prevents them from studying certain genes and “prevents patients from examining their own gene information. Myriad Genetics attempted to convince the courts to not hear the case, arguing that these genes did not occur naturally and could only be created by “human ingenuity.”

## DEBATE OVER FISCAL CLIFF

The White House and Congress are currently in a draw regarding solutions to the fiscal cliff. If left undecided, provisions in the Budget Control Act of 2011 will automatically initiate budget and service cuts at midnight on December 31. In addition to significant budget decreases in defense and Medicare, the provisions will reverse the Bush tax cuts passed a decade ago. According to About.com, there are three solutions to the fiscal cliff: immediate tax increases and spending cuts that could lead to recession; a possible cancellation of scheduled tax increases and spending cuts, which may increase the national deficit; or a compromise between the two, which would have less impact on economic growth.

According to the BBC, Republicans are asking for a face-to-face meeting with Obama to discuss potential compromises. President Obama is in favor of increasing taxes on the wealthy, an act most Republicans oppose. The debate has intensified in the wake of Hurricane Sandy. Obama has recently asked for approximately \$50 billion from the government to aid the victims of the super storm. This will factor heavily into the already growing deficit and play a key role in upcoming negotiations. **R**

## CORRECTION

The Friday, December 7 issue mistakenly omitted an image credit. The photographs for “Word on the Street” were taken by Juan Madrid. **R**

# SG·UP DATE

12.07.12

by Nilan Lovelace


## ACE & OCASA PRESENT UPDATES

Representatives from the recently created On-Campus Student Apartment Association (OCASA) and the Association for Commuter Engagement (ACE) began the December 7 Student Government (SG) Senate Meeting by presenting mid-year reports.

OCASA President Shamoy David stated the organization has now hired a full eboard including Representative-at-Large Matthew Woodard and Vice President Quinte Osbourne.

ACE President Angelic Brown stated that her organization is currently looking for three executive members: a publicity coordinator, finance director and representative-at-large. The organization also plans to reach out to off-campus students to determine how to better meet their needs. This includes possible bus routes to serve areas heavily populated by RIT commuters.

## DEAF RELATIONS ENCOURAGED

Cross-Register Senator Bakar Ali, made a call to action for SG leaders to make an effort to connect to Deaf and Hard of Hearing constituents. Ali suggested that Senators should get to know cross-registered students in their colleges and break through perceived language barriers, especially in colleges with large Deaf and Hard of Hearing populations, such as the College of Science. Ali suggested Senators and Major Student Organization representatives work to raise awareness of events and integrate them to include all students. 

# FORECAST

by Crystal Mendoza

**FRI 14** | CAB Friday Night Live and RITSMA Present: Open Mic Night  
Beanz. Grace Watson Hall (GWH, 25) 9 p.m. — 12 a.m.

Showcase your musical prowess at CAB's Open Mic Night! If you prefer to save your singing voice for the shower, then come enjoy the great music and drinks available. RIT's Student Music Association will judge performances and give prizes to participants.

Cost: Free.

**SAT 15** | 90's Laser Show  
Rochester Museum & Science Center's Strasenburgh Planetarium  
657 East Ave. Starts at 9:30 p.m.

Tired of Christmas lights? Come watch lasers choreographed to 90's music. Featured artists include The Smashing Pumpkins, Red Hot Chili Peppers and Nirvana.

Cost: \$6 for students with college ID; \$7 general admission.

**SUN 16** | A Tribute to Musical Legends  
Ingle Auditorium 7 — 9 p.m.

Whitney Houston and Michael Jackson, unite! Prepare for a night of student performances that pay tribute to music's icons and legends.

Cost: \$3.

**MON 17** | Wagging Winter  
SAU Lobby 10 a.m. — 3 p.m.

Animal Shelter is holding a fundraiser so all the good little puppies and kittens can receive gifts this year. Come donate food, toys or money.

Cost: Whatever you're donating.

**TUE 18** | Special Presentation of Repulsion  
Dryden Theatre, George Eastman House 900 East Ave.  
Starts at 8 p.m.

Witness a downward spiral into madness at the showing of the 1965 movie "Repulsion." When a girl named Carol is left to her own devices while her sister goes on vacation, she slowly begins to hallucinate and break down into insanity.

Cost: \$6 for students with ID; \$8 general admission.

**WED 19** | Cut Off: A Cappella Christmas Show!  
Lovin' Cup, Starts at 8 p.m.

Cut Off, a Rochester-based co-ed a capella group, is challenging fashionistas and music lovers everywhere! Wear your ugliest sweater and win a prize!

Cost: Free.

**THU 20** | CAB Thursday Night Cinema presents: "Jurassic Park"  
Ingle Auditorium. SAU 10 p.m. — 11:30p.m.

Christmas break isn't complete without a healthy serving of dinosaurs. Come watch this classic 1993 adventure flick!

Cost: Free. 

DON'T LET THE WEATHER  
KEEP YOU IN!



EventsAtRIT







# WHAT IT MEANS TO BE A HACKER

by David Utt | photograph by Max Hautaniemi

Sitting slightly in front of their computers programing, coding and designing the night and day away, the hackers gathered here are slowly changing the world with every passing hour. This is the Random Hacks of Kindness event (RHoK). The event is founded on concepts such as goodwill and charity. As Remy DeCausemaker, Research Associate for the CIS/IGM Lab for Technological Literacy and event coordinator of RHoK, says, “We’re here to take back the hacker name as a creative problem solver.” Here, they are hacking the world for a better tomorrow.

RHoK has one objective: to help create a collection of applications to help non-profits in 24 hours. These projects range from helping members of the Peace Corps with an SMS ledger system that tracks member’s whereabouts, a Hurricane Sandy mobile app and language lesson generators. These apps were possible in such a short time span, as RIT students were not working alone. As part of a satellite event, it is scheduled as a single 24-hour block so the 20 or so students here in Rochester would work in tandem with the other RHoK events across the globe. This includes over 5,000 hackers in over 30 countries: Spain, Britain, Uganda, Nairobi, Brazil, India and Australia just to name a few. This allows RIT’s small contingent to work in real-time with a multitude of hackers, with each adding their own innovations to these global problems.

Since the initial RHoK hackathon in San Francisco, the event has grown not only in the amount of participants but also in recognition by larger corporations and agencies such as Microsoft, Yahoo, Google, World

Bank and NASA. One member of these organizations, Sean Herron, is the technology strategist for NASA’s Open Government team, a division of NASA that works with the public to help find solutions to research and technology problems that impact human health and performance in short and long duration human spaceflight.

When asked about how a major government body such as NASA got involved with RHoK, Herron found that what students here are doing correlates greatly with what he and the other NASA employees are doing back in Washington D.C. In one way, the Apollo 13 explosion was the first case of a hackathon, “where a group of engineers, scientist and programmers from Houston with a limited amount of time had to solve a very important problem”. Additionally the work NASA’s Open Government team is trying to find solutions in problems of short and long term human spaceflight, many of those same issues are the same ones RhoK participants are trying to solve for third world countries.

Participants Andrew Fallows, a fifth year Software Engineering student, and Caleb Coffie, a second year Information Science and Forensics major, found the hackathon to have a much larger impact on themselves than they first assumed. While first going in with no real idea of what they could contribute, they noted they noted that whatever would come about, “It’s not about making money or something to put on the resume, but about making a difference.” Fallows and Coffie had developed the framework of a full working Peace Corps SMS ledger.

RHoK allows RIT students to take a break from worrying about career-oriented schedules and lifestyles and use the skills they’ve learned to make a real difference in the worldwide community. This is not just band of programmers and coders as the name might imply, but about being a creative problem solver. Those who are designers, illustrators, journalists and analysts all have the abilities to contribute to the cause. When January 18 arrives, RHoK will return for the American Greeting hackathon. **R**

For more information on RHoK, check out <http://rhok.org>.



REPORTER

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# REPORTER

## STREAM OF FACTS

According to the National Park Service, the lifespan for an average redwood **TREE** is approximately 600 years.

In a 2004 demonstration by the Farmington Hills Fire Department, a synthetically manufactured Christmas **TREE** took approximately 32 **SECONDS** to burn.

With a maximum speed of 22 meters per **SECOND**, or about 51 miles per hour, a popped **CHAMPAGNE** cork can cause serious harm to unsuspecting party guests.

According to the Wine Institute, one bottle of **CHAMPAGNE**, contains approximately 44 million bubbles.

## REPORTER RECOMMENDS

As college students, most of us have had the pleasure of pretending that a bowl of ramen noodles and a cup of stale coffee make up a totally a balanced dinner (or lunch, or breakfast). While it's cheap and easy to make, the conglomerate of bland noodles and flavored broth is perfectly mediocre. With a quick addition of leftovers you have lying around your apartment, you can turn a bowl of Ramen noodles into a meal you'll actually want to eat.

My favorite ramen additions are tomatoes, eggs, spinach, red pepper flakes and soy sauce. The best part of the meal is that everything can be added to the same pot, making cleanup super easy. I like to cook the noodles as the package suggests, but adding only about half the powered chicken flavor. While the noodles are still on the heat, crack an egg right into the pan and stir it up quickly; the egg will cook perfectly! Thrown in some canned, diced tomatoes (or fresh, if you're getting real fancy), a handful of spinach and a dash of red pepper flakes. Top of your dish with a little soy sauce and you're good to go. With a little protein from the egg and all the goodness that comes with a severing of veggies, you've transformed a boring bowl of Ramen into something a little more substantial and a lot more delicious.

No worries if you don't have all the ingredients, the best part of jazzing up your Ramen is that it can be made with whatever you have lying around; experimentation is key! Check out some of these other recipes or make up your own.

## WORD OF THE WEEK

**Winsome** adj. - generally pleasing and engaging often because of a childlike charm and innocence.

Sarah's **winsome** smile helped her charm nearly everyone she met.

Definition taken from <http://merriam-webster.com/>

## OVERSEEN/ OVERHEARD

“I would **rather take ‘shrooms during a snowstorm** than drive during a snowstorm.”

-Male Student

## QUOTE OF THE WEEK

“Love is an irresistable desire to be irresistably desired.”

-Robert Frost

## RAMEN VARIATIONS

### Chicken Noodle Soup Ramen:

Cut up half a carrot and half a stalk of celery. Add these to a frying pan with a little oil and heat until the veggies are soft. While those are cooking, make a package of chicken flavored Ramen according to the package instructions. Throw in carrots and celery for a cheap version of mom's homemade chicken noodle soup. For something a little more, heat up cooked, frozen chicken chunks in the microwave and add those to the broth.

### Mac and Cheese Ramen:

Put your block of ramen in a pan and cover with water. Cook the noodles until tender and add seasoning package. Without draining the noodles, add a handful, or a few slices, of any cheese and stir until creamy.

### Tomato Ramen with Tuna:

Add a can of tomato soup and a can of water to a pan, heating it slightly. Add broken up bits of ramen and cover the pan until the ramen is cooked (about three minutes). Add half a can of tuna and a small, diced tomato and cook for about another minute. Add a bit of garlic (powered is fine) and ginger, if desired. **R**

Recipes adapted from <http://budget101.com>.

## SUPER CRATE BOX

VIDEO GAME | ARCADE ACTION PLATFORMER | FREE

BY WILLIAM HIRSH



This is a game about collecting boxes. Seems simple enough, right? However, developer Vlambeer's title, "Super Crate Box" (SCB), is actually more challenging than it sounds. An indie throwback to the days of coin-guzzling arcade games, SCB begins as a straightforward game but becomes more and more arduous as you play.

Essentially a twist on the classic "Mario Bros." arcade game, the object is to collect as many crates as possible. The amount of crates you collect in a single play-through, which can last from a few seconds to several minutes, forms your high score for that run. They are also your ticket to unlocking better weapons, more playable characters (more of an aesthetic reward), and different levels and difficulties for each stage.

Fending off against lima bean lookalike monsters, their larger kin and hovering skeleton heads, you need to weaponize fast. One of the strategic elements of this game is timing your collect-a-thon in order to ensure you have the best item at the right time. As you progress and unlock more armaments, the game actually becomes more calculating. The more items you have, the more unpredictable they appear in play. This is especially tricky with weapons like the achine Gun and Minigun, which only have subtle differences like varying ranges and the addition of recoil. The most difficult weapon to master might be the Laser Disc, which often led to my own premature doom in a round.

Although SCB is fun, challenging and free, I feel the lasting appeal isn't there. Just seeing my high score improve really wasn't an incentive for me, and I wish that Vlambeer included a more focused mode of progression. Regardless, with solid gameplay and a catchy soundtrack, SCB is still worth a shot (or twelve). **R**

FOR FANS OF: MARIO BROS., SUPER MEAT BOY, TEAM FORTRESS 2

## PLANETSIDE 2

VIDEO GAME | FIRST-PERSON SHOOTER | FREE-TO-PLAY

BY ADAM WATTS



Many games have tried to capture the epic scale of large battlefields, and "Planetside 2" may be one of the first to do so successfully. Each server contains three different continents, which can each support up to 2,000 players fighting for one of three empires. While the word "epic" has lately become overused, there isn't really any other way to describe the massive battles in "Planetside 2."

Be warned, however: This game is not for solo players. The size of the maps and scale of the conflict make teamwork a necessity, whether that means fighting together to claim territory or simply catching a ride to the front lines in a helicopter or an armored personnel carrier. There is little a lone player can do effectively, which tends to encourage players to find some friends to play with. Hopefully, one of them can introduce you to all of the game's unique mechanics, because its minimalist tutorial is absolutely useless. These two factors combine to make the game something of a trial for casual players.

But for all of the frustrating travel times, unexplained control and advancement systems, and occasional inexplicable menu schemes, the game comes into its own during major battles. Armor columns roll forward, gunships hover overhead, snipers infest the hills and jetpack-clad shock troopers constantly scale walls. For every frustration in the game's design it provides in return a fantastic, completely organic moment of gameplay that is entirely unique, even in this saturated shooter market.

Could "Planetside 2" have been better designed? The answer is, unfortunately, yes. Is it still a great game? Oh yes. **R**

# RIT'S MONEY AND SPENDING

BY ALI COLADONATO  
INFOGRAPHIC BY THERESA GARRITANO

What do you spend your money on? Food, clothing, school supplies or entertainment — nothing too fancy with that limited college-student budget. Some weeks Dad might wire you some money so you can get something besides ramen at the supermarket, or maybe Mom gives you a \$20 from her purse to get a haircut because she can't see your pretty eyes. There are always things you need to spend money on.

A university deals with similar financial obligations and choices, but on a much larger scale. Schools have to spend money to act on their primary purpose, but also need to make the campus appealing to others and provide its current students with the materials necessary to learn effectively. While it might be difficult to think of a school, especially one's own school, as anything beyond its buildings, teachers, president and students, universities are essentially companies — great big things that must spend and make money to continue to exist. It is the belief of Lyn Kelly, head of the Controller's Office, that "[RIT] **should** be run like a business. We need to ask ourselves, 'How can we be efficient and effective?'"

Kelly's official title is that of controller and assistant treasurer. She is head of the Controller's Division and is responsible for a staff of approximately 70 people. The office itself is a multi-faceted organization that provides financial information and services to students, staff and faculty. They also collect and enhance revenue, compile information for analysis, control costs, fulfill financial obligations, account for gifts and endowment, manage payroll, and provide property control. According to official RIT documentation, one of the most important services of the Controller's office, however, is "internal and external financial reporting."

Financial reports are like the vital signs of a college. From the pages churned out regarding RIT's spending, earning and saving, students and outsiders alike can see whether RIT is a stable financial institution. Numbers don't lie, and in this case they are indicative of whether RIT is growing as it should or if changes need to be made to make the most of the money going in and out of the university. As Kelly explains it, her job is to look at each year's financial happenings and make sense of it. "My view of the world is different; I'm looking backwards to what really happened. How did we do? Did things turn out the way we expected them to? And how do I explain the results?"



# HOW DO OTHER SCHOOLS COMPARE?

## TUITION

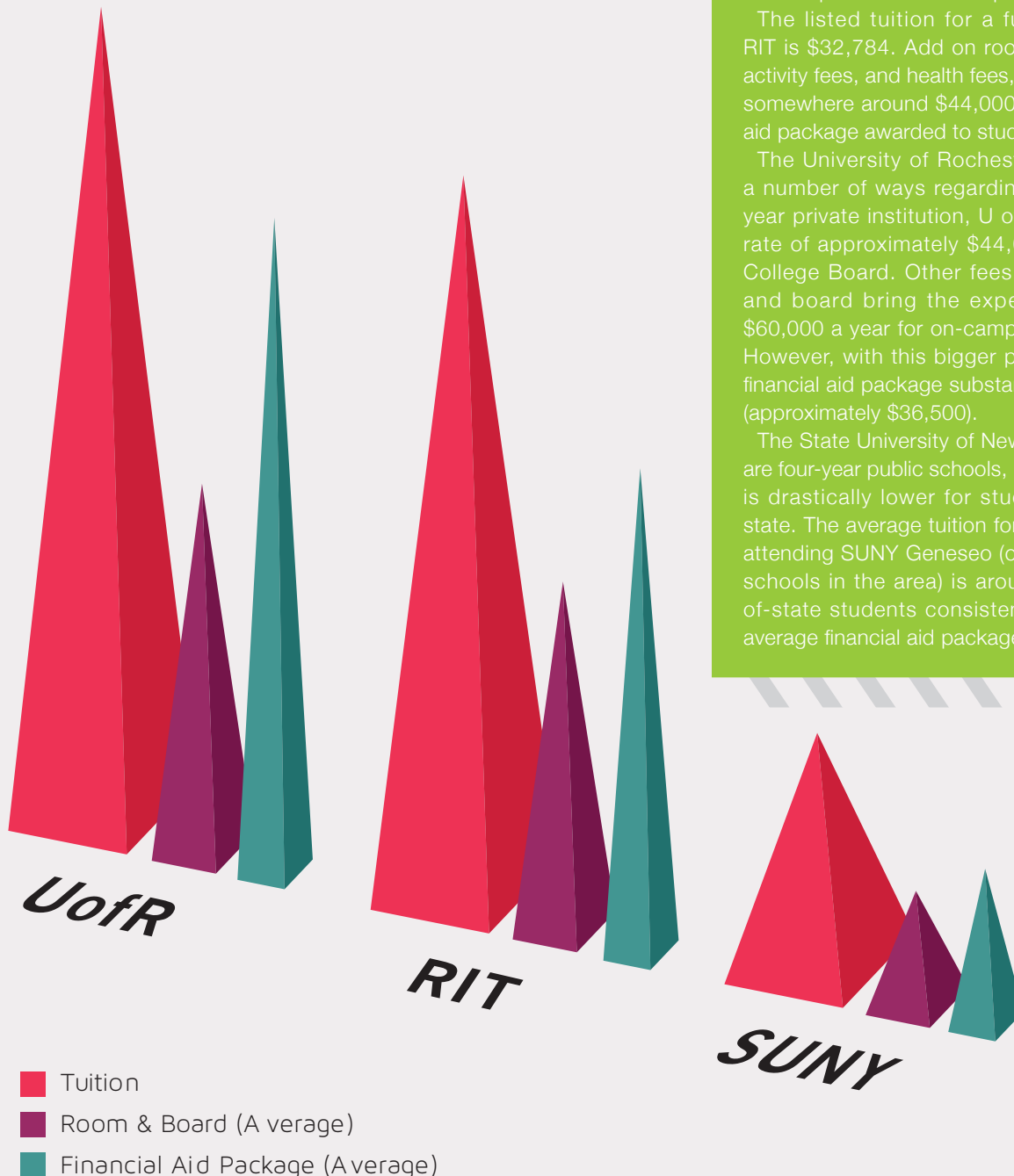
Student Tuition is the greatest income source for most universities. Last year, approximately 53 percent of RIT's operating revenue was generated from student tuition and fees. In fact, tuition has made up between 47 and 53 percent of RIT's operating revenue since at least 2006.

Tuition has consistently increased due to a number of factors, including the economic climate, a decrease in federal contribution, and the increased cost of supplies and materials. However, more financial aid is also being awarded, with over \$133 million spent on scholarships this year alone.

The listed tuition for a full-time undergrad of RIT is \$32,784. Add on room and board, student activity fees, and health fees, and the total comes to somewhere around \$44,000. The average financial aid package awarded to students at RIT is \$24,000.

The University of Rochester is similar to RIT in a number of ways regarding tuition. Also a four-year private institution, U of R has a listed tuition rate of approximately \$44,000, according to the College Board. Other fees similar to RIT's room and board bring the expected cost to almost \$60,000 a year for on-campus U of R undergrads. However, with this bigger price tag is an average financial aid package substantially higher than RIT's (approximately \$36,500).

The State University of New York (SUNY) colleges are four-year public schools, meaning that the tuition is drastically lower for students coming from in state. The average tuition for an in-state undergrad attending SUNY Geneseo (one of the closer SUNY schools in the area) is around \$7,000 while out-of-state students consistently pay \$16,300. The average financial aid package is almost \$7,000.



# RIT'S OTHER SOURCES OF INCOME

One can't help but see the construction going on all over campus and wonder where the money to build these things comes from. The money used to expand the campus, buy new equipment, and maintain various areas of campus comes from a number of different places. Projects are funded through one or more of the following sources:

**AUXILIARY:** Places like the residence halls and apartments, dining services and the bookstore are all expected to generate enough revenue to pay all their bills. However, they're not standalone entities. They're expected to pay an overhead back to the university, and should return a surplus. Projects are funded from this surplus.

**CURRENT FUND:** The current fund comes from the operating budget of the university. The operating budget is the budget set aside for current, recurring expenses such as salaries, benefits, supplies, and materials.

**EXTERNAL FUND:** The money of an external fund is largely grant money. Gifts and alumni donations are included in this fund, though there is an important distinction between restricted and unrestricted gifts.

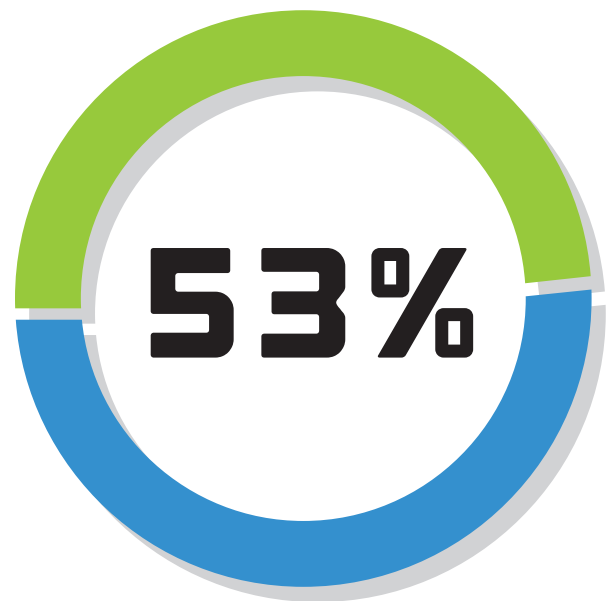
**Restricted gifts** fund very specific projects. Oftentimes the money is given not to be spent but to be invested. Any money the investment makes can then be used by the university, but in keeping with the original intent of the gift, and oftentimes only a portion is allowed to be spent while much of it is put away in a plant fund (see below).

**Unrestricted gifts** are used to fund a specific project, building or program, but can be spent to meet its intended purpose rather than kept permanently restricted.

**PLANT FUND:** A plant fund is the money the university saves up to aid in project costs. It is the leftover money not being spent on salaries and supplies and is often used throughout many areas of the university to make necessary improvements or purchases.

**FEDERAL APPROPRIATION FOR NTID:** The Education of the Deaf Act of 1986 gives the Department of Education the authority to arrange and maintain an agreement with a host institution to provide postsecondary educational opportunities for Deaf individuals. RIT is able to provide NTID students with access to courses from its colleges, health and counseling services, its library and recreational facilities, as well as general services including food, maintenance and security due to these federal appropriations.

**NTID:** NTID is a financially separate entity from RIT, and therefore pays for the construction and expansion of its buildings and space. As Kelly explains, the relationship between NTID and RIT is a "symbiotic" one. The money for NTID is garnered through tuition, as well as external sources in the form of gifts and grants.



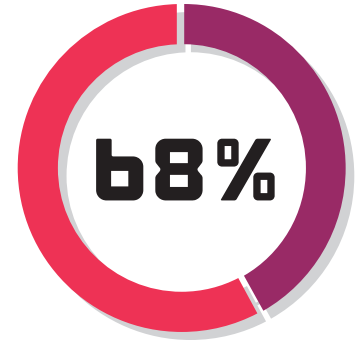
**OF RIT'S REVENUE IS FROM TUITION**

# PAYROLL

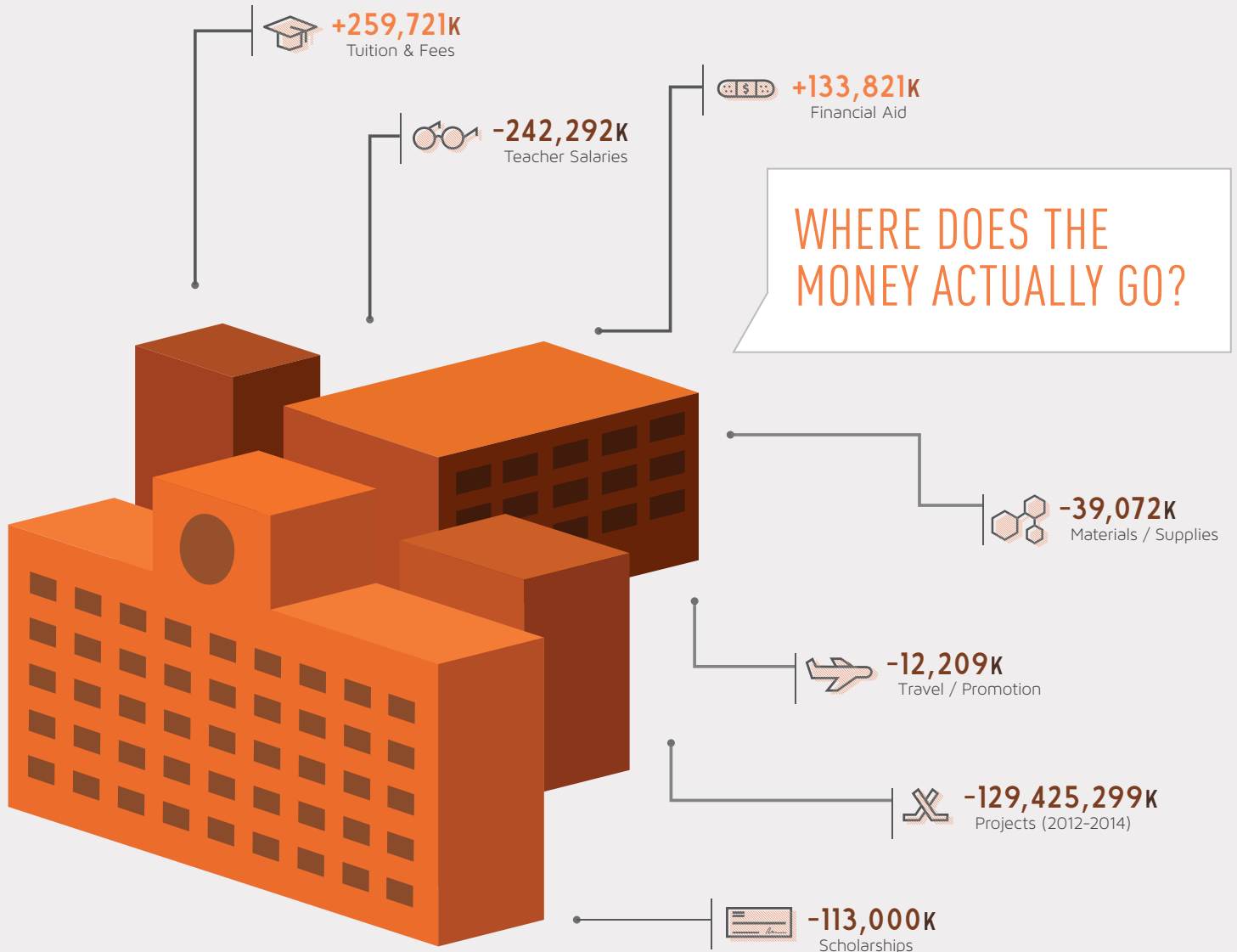
So where then do the collective millions of tuition dollars paid to the Institute end up? Professor salaries consistently make up approximately 50 percent of RIT's operating expenses. This means that practically all tuition dollars are going towards student education.

According to computational engine FindTheData, the average instructor salary at RIT is \$84,196 while the national average annual salary of university professors is \$54,055. Kelly and others pay close attention to these numbers. As she puts it, "We have to stay competitive to attract and retain the best faculty, yet we don't want to have to pay more than the market says." U of R instructors receive an average salary of \$109,465, while instructors at SUNY Geneseo are paid an average of \$73,538.

Then there are student workers. Last year, 8.6 percent of RIT's earnings went directly back to student employees, amassing \$20.9 million in student salaries. All in all salaries and benefits account for over 68 percent of RIT's spending.



**68% OF RIT'S EXPENSES ARE FROM STUDENT/TEACHER SALARIES**



# SPENDING

Projects involving RIT's spending fall into one of four categories: expansion, adaptation, code and deferred maintenance.

Expansion refers to the physical extension and growth of the campus. Two notable expansion projects include the Golisano Institute for Sustainability currently being built, as well as the NTID Sebastian and Lenore Rosica Hall. Each of these projects is funded externally, as well as with money from the plant fund and NTID, respectively. Another designated expansion project is a dissection microscopy system to be used by Biomedical Engineering students in the Kate Gleason College of Engineering.

Projects designed to directly support and improve instruction, as well as enhance student life and existing structures such as lecture halls, classrooms and computer labs are considered adaptation projects. Projects that further research opportunities are also considered adaptation. Notable adaptation projects include Jefferson Road Lighting Design paid for by a New York State grant and GeneSIS, the Student Information System replacement. Improvements to the Red Barn, as well as various classroom and lab upgrades are also underway, most being funded by RIT's current adaptation fund.

Code and safety compliance projects are necessary in maintaining a safe environment for students and faculty to live and work. Installation of sprinklers, fire alarms, and projects that specifically address the Americans with Disabilities rehabilitation standards are included in this category.

Finally, deferred maintenance refers to the correction of building problems to address damages and prevent further deterioration or loss of building use. Roofing, HVAC, waterproofing and restoration all fall under deferred maintenance projects, most of which are funded by an auxiliary source.

In total, \$129,425,299 has been approved for projects in the fiscal years 2012 – 14. As Kelly states, "Over the life of a university, programs and buildings need to change. It's our obligation as management to have a healthy institution." For many, a healthy institution includes cable TV and wireless and comfortable furniture; says Kelly, "The market — the students — demand some of these things ... some people want windows!" And for the alumni who want windows and are willing to give their hard-earned money to the school to make it happen, it becomes an obligation for the university to carry that out. Sometimes that means that money might go towards building a fountain instead of purchasing new audio equipment. "Balance is the most important thing," notes Kelly. "We're not frivolous, but things cost money."

# DETERMINING SPENDING

Before any money is shelled out to fund a particular project, it must first be presented in full detail in a February meeting, then again in an April meeting. Even then, projects aren't fully approved until a November board meeting. Several hierarchies and committees — and piles of paperwork — exist to ensure that money is being spent appropriately and conscientiously at all times.

There are at least four committees solely monitoring financial efficiency, working to spend less on outside materials, researching new models for productivity within the workplace and determining what things are worth spending money on and presenting to the board. Furthermore, every department has a budget with its own set of rules — salary guidelines, discretionary spending policies, etc. — to ensure the costs are meaningful. "We don't want to be overly bureaucratic," states Kelly, "but there are lots of things. We have to constrain spending."

At the top of all the committees that exist, there is the board of finance. The board is comprised of 74 people from all over the country, primarily "business types" according to Kelly. None of them work for a profit. "They do it because they believe in [RIT's] mission," says Kelly; Board members come and listen to various proposals from management and committee members, approve or deny them, and ask questions to make sure money is being spent responsibly and in ways that will better the institution. According to Kelly, there is currently a strong push from several members for more money spent on online education. While not everyone agrees on all items, there are always people there to challenge the committees and ask why they are or are not doing something. In this way, there can be input from all facets of the institution while still keeping necessary constraints on spending.

For the most part, the money students spend on their education is coming back to them in some way or another. RIT's money is first and foremost going towards providing students with an education and providing educators with deserved compensation for the work. To Kelly it's a simple concept: "knowing that our primary goal is to reinvest in the university." As the Institute grows, the campus has to grow with it; needs change, technology advances, and the school does its best to keep up. At the end of the day, the school is accountable to its students, its faculty and its alumni. **R**



# TIGERS GIVE TOO LITTLE TOO LATE

by Ali Coladonato | photographs by Rachael Franks

# W

ith the Clark Gym a quarter full of orange-clad spectators, half a dozen cheerleaders waving pompoms, music blaring overhead, and Destler looking on in his athletic-windbreaker best, the RIT men's basketball team should have been rearing to go at the start of the Liberty League opener against Union College. Instead, the Tigers came out slow, losing the tip-off and allowing the Dutchmen to strike first after a clumsy foul. Before the Tigers could turn around, Union was up 5-0, the sole scorer Kevin Donohue of the Dutchmen. Donohue would go on to score 14 points before the night was over, punctuated by two assertive dunks against the Tigers.

From the beginning, it was apparent that RIT's game plan was not very effective against the Union team. RIT's offense became stagnant against Union's aggressive and calculated defense; the Dutchmen were so effective in stalling the RIT players that on more than one occasion coaches and teammates had to remind players to "move the ball." The RIT players were able to avoid being totally dominated by the Union team but the slow start greatly hurt the Tigers. Head Coach Bob McVean said after the game that having six freshman players and being only four games into the season, the team is "still finding out about each other." "It'll take some time," he stated. "Some of it is getting them to relax."

There was however a glimpse that RIT was beginning to catch on to this fast-paced style of play when the 6-foot-5 first year Mechanical Engineering Technology major J.P. Reagan intercepted a long ball from a Union player and passed it back to third year Electrical Engineering major Jameel Balenton who went on to score. Balenton became the Tiger's lead scorer for the night, earning 17 points and two assists. Other top scorers included fourth year Hospitality and Service Management major Eric Travis and first year Mechanical Engineering Technology major Kamron Davis with 11 and nine points, respectively.

Still, the Tigers continued to be outplayed. The Union offense could only be described as explosive and dynamic, with Coach McVean calling them a "savvy" and "patient" team. By the end of the first period, the score stood 20-36 in favor of Union; each team had committed six fouls. In the first period RIT trailed by as many as 18 points, with Union amassing 11 turnover points to RIT's six. Additionally, the Dutchmen shot 56 percent in the first half compared to the Tigers' 32 percent.

Balenton was aware of the lack of aggression from himself and his teammates, also citing Union's effectiveness in the zone as part of the reason they were able to dominate. "[The Dutchmen] were able to make us stand around and give the ball up ... they made us settle for a lot of jump shots."

The start of the second half seemed the same as the first, but with a change of defense the Tigers were able to keep fighting. At one point, Coach McVean had four freshmen on the floor, and was impressed with how they held their own against a veteran team such as the Dutchmen. The team got within 10 points of Union on several occasions, but never any closer. Union's players were able to control the floor, scoring an almost unheard-of 10 three-point baskets.

Still, the Tigers held on and were able to keep pace with the Dutchmen through most of the second; each team scored 37 points in the second half. However, it was not enough after the Tiger's slow start, leaving the final score at 73-57 Union.

While the Tigers are sure to improve as the season goes on, they will have to learn to bring all the ferocity they are capable of at the start of the game in order to take on the teams of the Liberty League.

The Tigers will host the 28th Annual Harold J. Brodie Tournament Friday, December 14 beginning at 6 p.m. Competing teams include Manhattanville, D'Youville, and Keuka. **R**

*Business Management major Nick Dobson keeps hold of the ball while facing Union defense.*



# TIGERS SNAP WINLESS STREAK

by Kayla Emerson | photographs by Josh Barber

This season, the RIT Men's Hockey team has had their worst start since moving to Division 1. With RIT's loss to Air Force on December 2, their record became 2-8-3. The Tigers were on their worst Division 1 winless streak with six games lost or tied in a row. Tigers' Head Coach Wayne Wilson said, "We've lost for a variety of different reasons, but it hasn't been the same reason. We're just going through a tough time right now." He could not give an overarching cause for the ugly start, saying, "There hasn't been a common theme where our defense has to be better or our offense has to be better or we're not scoring enough goals — it's just been one thing after another."

According to Wilson, culprits include poor goaltending and ineffective backchecking, or defensive man-to-man coverage. There are bright spots in RIT's playing, however. Wilson reported that the Tigers power play percentage is at 27 percent; "anything over 20 percent is very, very good. Our penalty kill is at 89 percent; anything over 80 percent is very, very good." The power play percentage gives the number of times that RIT has a one-man advantage (power play) and scores per power play. The penalty kill (two-man advantage) percentage is calculated similarly.


The string of winless games, Wilson said, has affected the team's confidence. Since the Tigers have 19 games remaining, they do have the opportunity to end the season with net wins, but it's going to take some serious work. Wilson gives this advice to his team: "[The players] can't be worried about other teammates and how they're playing; they have to worry about themselves and keep playing strong." The Tigers have the potential to pull together. "It's important now for us to be positive, keep working hard, and try to get to the other side," said Wilson.

Fortunately, the Tigers had an excellent opportunity to create some wins this past weekend at Ritter: their opponents, the Sacred Heart Pioneers, have not won a game yet this season. And if RIT's performance against them last year was any indication, this game was a sure win: In the 2011-12 season, RIT won two shutouts against Sacred Heart, 3-0 and 10-0. The opportunity was ripe for RIT hockey to change the pace of their season.

So, despite the Tiger's record, fans expected a win in Frank Ritter Ice Arena on December 7. The team packed in tight around the goaltender in his net before the game, rallying for the contest. Both schools wanted — needed — to win, but the Tigers proceeded to dominate. RIT made 22 shots on goal, two scores, in the first period alone, while Sacred Heart only mustered seven shots and no goals.


Play got rough in the second period, when seven penalties were called on RIT and four on Sacred Heart. At 19:31, third year Business major Nolan Descoteaux was struck and lay on his stomach on the ice, motionless. Two RIT players were given minor penalties, including Descoteaux, and Sacred Heart sophomore Chad Barthelmess received a double-minor. RIT fans perceived a bias against RIT. At the opening of the third, the fans expressed their disapproval: pep band did not play when the refs


skated out on the ice, and corner crew kept up their chant of "bullshit!" for an extended period of time. The Tigers, however, were in no danger of losing, and defeated Sacred Heart 5-3. After RIT cinched their victory with a goal at 17:56 in the third period, a benched Sacred Heart goaltender smashed a stick against the wall and snapped it. Sacred Heart suffered another frustrating loss, but RIT's winless streak was finally over.

The second game of the series against Sacred Heart was also a victory for the Tigers, 5-2. Their record is now 4-8-3. Descoteaux was conspicuously out that night. 

*The Tigers play at Ritter again on January 11 at 7:05 p.m. against Bentley.*



Referees separate RIT third year Adam Mitchell and Sacred Heart University first year Beau Walker in a fight during RIT's 5-2 win at Ritter Arena Friday, December 7. A large fight began after Mitchell was taken down by two Sacred Heart players in retaliation for hitting their goaltender following a rough first-period play. 

RIT players congratulate goaltender Jordan Ruby after RIT's 5-3 win over Sacred Heart University. The win broke RIT's six-game winless streak since their victory against American International College on November 3. 





# WOTS

WHAT WOULD YOU  
LIKE TO SEE RIT SPEND  
ITS MONEY ON AND  
WHY?

| photographs by  
Elizabeth Stallmeyer

Kyle Sleggs  
Fifth year Mechanical Engineering

Jeff Wojtusik  
Fifth year Industrial Systems Engineering

# FOUNTAINS

Ryan Brown  
Fourth year Applied Networking  
and Systems Administration.

Sam Lucidi  
Fourth year Software Engineering

**Making more parking spaces.**

Jason Yeh  
Third year Electrical Engineering





1



NO COMMENT

2



3

4

5

1 Maureen MacGregor  
Second year Photojournalism  
**Making the buildings liveable for students who stay there all hours of the day.**

2 Saige Simon  
First year Advertising Phototography  
**Improving old buildings.**

3 Maria Romero  
First year Biomedical Engineering  
**Connecting tunnels from the dorm to the academic side.**

4 Tyler Roneker  
First year Biomedical Engineering  
**Microwaves.**

5 Amanda Shepard  
First year Biomedical Engineering  
**Connecting tunnels from the dorm side to the academic side. ☺**



# THE WORTH OF PRIVATE EDUCATION

by Adam Balbi  
illustration by Corinne Newbegin

*The opinions expressed are solely those of the author and do not reflect the views of REPORTER.*

The importance and relevance of education has been under the scrutiny of students and parents since its inception, and the college experience is not exempt. At the forefront of the decision is the question of whether or not privately funded education is more beneficial to the student's future, despite a much-increased initial cost. Many students choose (or have their parents choose) a school based on religious denomination or on the basis that the school's "brand name" degree will ensure an easier route into professional work and high pay. Private schooling will yield a better education, as well as more motivated students who put more of a stake into their own education.

In the United States, public education below the college level is compulsory. Although this omission of choice on the student's end is almost universally lauded as a good way of increasing the national education level as a whole, many individuals do not wish to be enrolled in our schools as their current format stands and are prone to strike out — sometimes even violently — at peers or the administration for what they interpret as a poor investment of their time or energy. Those who willfully enroll at a private institution are much more likely to be focused on their schooling due to the immense yearly cost — tens of thousands of dollars in some cases — required to attend, all of which are wasted if the student fails to perform.

In our global economy, a college education has become a necessity for most fields. Minimum wage provides barely enough to survive, and although public college in America is not free by any means, a larger portion of the populous is capable of accepting the cost of tuition, books, and boarding arrangements necessary to live a higher quality of life down the road. According to CNN Money, the average private school student pays an extra \$22,000. This number explodes to a whopping \$43,000 without financial aid. Many students begin their first full time job with upwards of \$20,000 in debt, according to the Huffington Post. One area where a private education is clearly a superior avenue is in the realm of high-powered professional jobs that have traditionally required an advanced set of skills only attainable at the most elite universities. Even with higher initial student loans, many medical, engineering, or legal professions have such large salaries that the financial encumbrance required to obtain the initial degree becomes less relevant.

The demographic for whom a private university would be most beneficial for is young professionals that are seeking careers in a highly specialized or complex field with little to no doubt about their paths — particularly those who are involved at the graduate level. The additional motivation earned from a large monetary investment is also a significant bonus to many people, who will choose a private school to ensure they will do the work necessary to launch their career. RIT is a good match for people with these characteristics. It may be an intelligent economic decision to obtain a bachelor's degree at a local state college and then work very hard in order to be accepted at a more expensive well-known university that will better cater to their specific career needs. **R**



# EARNING YOUR MARKS

by Peter LoVerso | illustration by Katherine Dayton

The opinions expressed are solely those of the author and do not reflect the views of REPORTER.

**R**eceiving a bad grade on an exam or a term paper is a jarring experience. In college, when grades are incredibly important — determining scholarship money or job opportunities — poor class performance can completely change the course of a person's life. College students are under an enormous amount of pressure to do well in their classes, for a variety of reasons, and an unexpected bad grade can be devastating to students' GPAs or futures. Desperate students often turn to many methods to recover from these poor marks, from abusing drugs such as Adderall, to cheating or worse in an attempt to pass their classes. However, a new trend seems to be emerging, a simple solution to the grade problem which is even more disturbing and harmful. Some students have found themselves able to simply ask for a better grade.

It isn't difficult to see why a student might try to ask for a higher grade. Faced with a huge workload at the end of a quarter, students become overwhelmed and exhausted. If they can be assured of an acceptable mark in one class, they can devote more energy to their other classes, bringing those grades up as well. When a \$10,000 scholarship is on the line, it's very difficult to fault a student for doing whatever is in their power to try to maintain the necessary GPA to keep that money, and when grades are already in, there isn't any other chance to raise that F to a C. Students will often reason that overtly asking for a higher grade is better than cheating, or taking a drug to enhance academic performance. However, when they do this, they actually undermine the entire education system.

The American education system is built upon a premise of ensuring that people who go through certain classes are able to understand and retain a certain amount of the information presented, and apply it in appropriate ways. Grading systems are in place to measure how well a person understood certain material, and though they have their flaws, grades are usually an accurate metric of a person's competency. However, there seems to be an idea growing in our society that effort is all that is required of a person. Awards are given to all who participated, regardless of performance.

Self-esteem is held in high regard in our society, and no one is made to look or feel worse than another person. Many children are subjected to this their entire lives, and when they get to college, they expect the world to be the same. They assume that by putting forth an effort, they deserve positive results, but that effort itself is not deserving of any reward.

One cannot fault the students for attempting to save their grades, or for the expectation that they might be able to; they have been brought up to believe that their actions are reasonable. Instead, those at fault are the professors who allow these requests to go through, which only reinforces the behavior and facilitates its persistence. Most of all, though, the fault lies on the society which raised people to believe that this behavior is acceptable, and to have brought about this expectation that high academic performance is a right. This behavior is harmful to a society, as it emphasizes quantity over quality; that is, enough persistence will make up for an absence of true understanding or even intelligence. This attitude will be reflected in the actions of the members of this society, and will put a halt to innovation or scientific progress. This trend of removing responsibility for oneself should be stopped, and no one should receive a grade they did not earn. **R**



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compiled by brett slabaugh | illustration by maggie nielsen

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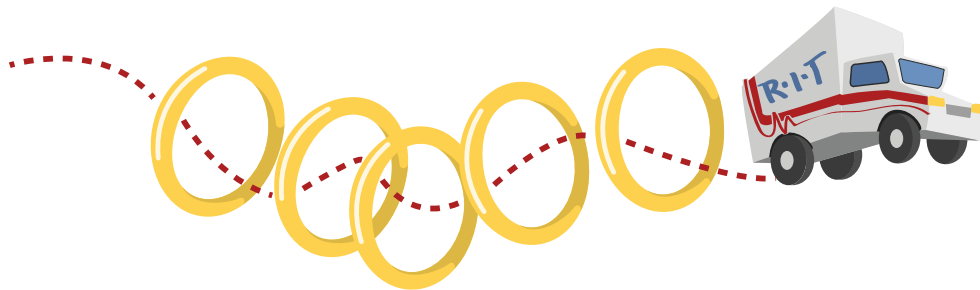
**TUESDAY, 2:50 P.M. (FROM TEXT)**

show me five golden *RINGS*.

---

**WEDNESDAY, 4:33 P.M. (FROM TEXT)**

you say RITA isn't a real ambulance? those *[medics]* save lives!



---

**TUESDAY, 12 A.M. (FROM TEXT)**

my roommate just asked where I put "mario kart wii" so she can drink and drive.

---

**SATURDAY, 3:47 P.M. (FROM TEXT)**

see you *[blitzers]* in the airport the weekend before xmas. thanks for the great break schedule this year, RIT.


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**FRIDAY, 7:12 P.M. (FROM VOICEMAIL)**

I'm not doing no-shave november. *it's just week 1.*

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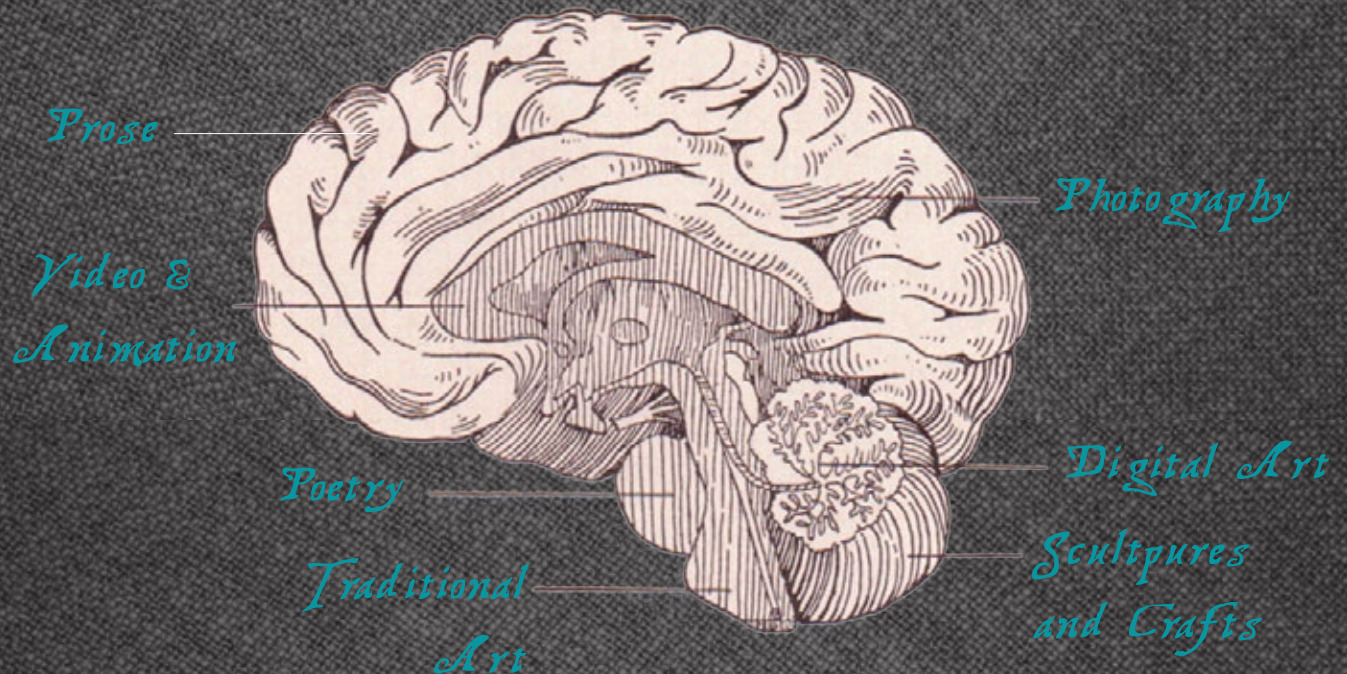
**WEDNESDAY, 2:50 P.M. (FROM TEXT)**

just got *[balloon]*-slapped by the wacky-waving inflatable arm-flailing tube man. 



*call for*

# SUBMISSIONS



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