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**WRESTLERS
RETRUN HOME FOR
NSIC ACTION
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**ART ALUM, TAKES
ON NEW ART FORM
PAGE 4**



THE ADVOCATE

online at msumadvocate.com

Tuesday, January 21, 2014

MSUM's weekly student newspaper

Moorhead, Minn.

Vol. 43 Issue 13

Four hundred students respond to Public Safety survey

JESSICA JASPERSON
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In mid-November student senate emailed a Public Safety survey to the entire student body, and the results are in.

Director of Public Safety, Greg Lemke, teamed with one of his officers, Shane Kelly, who is also the Student Senate's Campus Affairs Chair. With the help of the campus affairs committee, Lemke and Kelly compiled an 11 question survey that was available for about a week for students to fill out anonymously.

After reading through the responses of 400 students, Public Safety is working toward addressing students' issues. A frequent response in the survey is the parking on and around campus — a misconception of Public Safety's control.

"A number of people don't know some of the services that we provide, and what we do," Lemke said. "So that shows me, from my end, that we're not doing a good job of communicating. We need to address that and get the information out."

Many students expressed concern about the ticket amount if a car is parked within a three block radius of MSUM for more than three hours. Public Safety does not enforce street ticketing. The city of Moorhead and the Moorhead police department enforce the parking on the streets.

Another misconception by students is how Public Safety uses permit and ticket revenue freely for expenses. Question 10 of the survey states, "Were you aware that parking lot services are self-sufficient? (Permit and ticket revenue is the only money allowable to be used for lot maintenance, snow removal, etc.)" About three-fourths of students answered, "No, I had no idea!"

After seeing these responses, Public Safety wants feedback on how to communicate with students. Dragon Mail email and the e2campus emergency messaging system are not sufficient enough to reach the entire student body.

"If there's another way we could communicate with students, we'd like to know," Lemke said.

Another response from the survey was about the amount of

interaction Public Safety has with students. However, the limited amount of staff leaves little time during the day and at night to interact with students outside of their duties.

There are five full time sergeants, nine student patrol staff and 10-12 student staff who work in the office.

"Since I've started, I've tried to stress that they should get out into the buildings and walk around, but when you're limited to one or two people, it's not practical," Lemke said. "Plus, we do security for M State, so it's a challenge, but we've got to do the best we can with what we have."

Public Safety is working toward setting up seminars or an open forum in order to communicate with students in a more personal way, Kelly said. After all, the overall purpose and goal of Public Safety is to make MSUM a safe environment. If the students and Public Safety don't have a cooperative relationship with each other, the system can crumble easily.

"Some people probably feel that we have an "us" versus "them" mentality," Kelly said. "I'd like to



Ben Gumeringer • gumeringbe@mnstate.edu

Director of Public Safety Greg Lemke and Officer Shane Kelly view public safety survey responses and look to address student issues.

show everyone that it's a we, it's an us, it's an MSUM. It's not Public Safety versus student body — it never has been."

Kelly wrote a letter addressing the constructive criticism and concerns expressed throughout the survey responses. Student Senate will be sending the letter out through Dragon Digest soon.

"We encourage that just because we did the survey, doesn't mean we're done," Lemke said. "We do want input, and Shane has in his

letter four different ways people can continue to communicate."

Students can visit Public Safety's website, email Lemke at greg.lemke@mnstate.edu, email Kelly at kellysh@mnstate.edu or contact Student Senate with comments or concerns.

"We can't address a problem if we don't know about it," Kelly said. "A closed mouth does not get fed. So, if people have something they have an issue with, it's our job to help them figure it out."

New strategies aim to increase enrolment

MARIE VEILLETTE
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Deficit, buyouts, reduced enrollment: These are three things students of MSUM are hearing about frequently. Though many may think the budget deficit is unique to this university, it is quite the opposite.

Because of reduced enrollment, MSUM has been forced to make cuts in order to balance it's budget and avoid a black hole of debt. This dilemma is not faced by MSUM alone.

Provost Anne Blackhurst explained that enrollment is down throughout the nation, but especially in the Midwest and MnSCU system. She went on to say that spring 2014 enrollment was predicted to be down 2.5 percent at universities, which is exactly what it was for MSUM beginning this semester.

As for the cause of the decline, especially in the Midwest, Blackhurst named

many reasons.

First, she said the oil boom in North Dakota has caused a great deal of out of state students from that area to stay in their home state rather than cross borders. The greater supply of money allows for more appealing scholarships.

A second reason Blackhurst cited was the economy. With the price of college education going up, many students choose to enter the job market right after high school, rather than going to college and entering into debt.

Lastly, the number of high school graduates is declining. Blackhurst said this "demographic issue" is expected to reverse in 2015, but there is still a delay for universities to see an increase in applicants.

With tuition as the college's main source of income, the decline in enrollment paired with fewer prospects is not an ideal situation.

This is where Yvette

Underdue Murph's new Fall 2014 Strategic Enrollment Action Plan (SEAP) comes into play.

Underdue Murph is new to MSUM, but not to the task of finding innovative and creative ways to attract students to a particular college.

Working under the title of vice president for Enrollment Management and Student Affairs, Underdue Murph has revamped all old student recruitment plans.

Underdue Murph has created plans that are all-inclusive for every student type. Not only is the focus on incoming freshman prospects, but also on transfer, international, non traditional, graduate, retaining current students and also students who may have an unfinished degree.

Fall 2014 SEAP is divided into eight initiatives that strive to make MSUM look more attractive to all students.

The first two initiatives focus

RECRUITMENT, BACK PAGE

Frustrated faculty petition for Mac techs

BY MEREDITH WATHNE
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Several MSUM faculty signed a petition last semester to request the re-installation of a Mac Tech Team in the IT department to be lead by Bill Scheffler.

Mass communications professor Jody Mattern spearheaded the initiative last fall, nearly six months after original complaints were lodged with the IT department and faculty association. Nearly 125 signatures are on the petition, which passed unanimously by the faculty senate, that states the issues, along with a request to have "Scheffler or someone with comparable Mac skills and experience" lead a re-instated Mac Tech Team in the IT department.

In the past, Scheffler, who was unreachable for comment at the time of publication, handled most Mac issues because he's the most knowledgeable. After several discussions by the University Technology Committee, the three

full-time desktop/computer lab resources were condensed to one team, said Dan Heckaman, the chief information officer of Information Technology. Heckaman took the committee's recommendation of cross-training the current staff instead of an alternative plan to hire more desktop staff. The recently formed team provides support to over 3,000 devices on campus.

"Teamwork is the key," Heckaman said. "Our student workers are great. They work hard and are eager to learn, and it's our hope that when they graduate with whatever degree they pursued, they also take with them some IT knowledge that can help them in their future."

Mac operating systems are complex and highly integrated, which makes knowledge consumption difficult, although all IT workers are trained on the software. While these students are educated on an array of devices, adequate Mac assistance is still not

PETITION, BACK PAGE

Briefs

Campus Calendar 1.22 - 1.27

1.22	Wednesday 7 p.m. Climb Theatre presents "A Deeper Look," CMU Ballroom
1.23	Thursday 4 - 6 p.m. M.A. Papanek-Miller & Jenni Brant Exhibition Reception, Art Gallery
	6 p.m. Student Senate Meeting, CMU 205
1.25	Saturday 7:30 p.m. Ethel with Robert Mirabel, Gaede Stage



Story idea?
advocate@mnstate.edu

The Advocate

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The Advocate is published weekly during the academic year, except during final examination and vacation periods. Opinions expressed in The Advocate are not necessarily those of the college administration, faculty or student body.

The Advocate encourages letters to the editor. They should be typed and must include the writer's name, signature, address, phone number, year in school or occupation and any affiliations. Letters are due by 5 p.m. Friday and can be sent to MSUM Box 130, dropped off at The Advocate office in CMU Room 110 or emailed to us at advocate@mnstate.edu. The Advocate reserves the right to edit letters and refuse publication of letters omitting requested information. It does not guarantee the publication of any letter.

"(Orc noises)."

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The Advocate is always looking for talented writers, photographers, columnists and illustrators. Contact the editor for more information

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MSUM Briefs

Public Safety sponsors Rape Aggression Defense class

Rape Aggression Defense (RAD) is a nationally recognized self-defense program that teaches women to recognize, avoid and defend themselves from being physically attacked. RAD is a combination of simple, effective physical techniques specifically designed for females along with mental and emotional awareness and preparation.

This program is open only to our female faculty, staff and students. You do not have to bring any special skills or abilities to the training. The only requirement is that you bring a positive attitude, a willingness to learn and a commitment to defending oneself.

Classes will be offered Jan. 27, Feb. 3, 10, 17 and 24, and March 3. Each session is from 7 to 9 p.m. Due to the progressive nature of the training, it is important that students attend all classes.

The training will be conveniently and privately held on the MSUM campus. There currently are openings for 15 participants. Please email baetsch@mnstate.edu to confirm your attendance, or if you have any questions or fears before committing to the program.

Financial Aid Office encourages submission of FAFSA

Students who submit their 2014-15 FAFSA by February 15, 2014 will be eligible to receive maximum consideration for all aid programs, including work-study. Students are encouraged to submit the FAFSA online at fafsa.gov. 2013 taxes DO NOT need to be filed prior to submitting your FAFSA. Submit with estimated income by selecting "Will File" and update to actual figures once your tax return is accepted by the IRS.

Students can contact the Financial Aid Office at 218-477-2251 or finaid@mnstate.edu with questions.

Upper Class Scholarship deadline Feb. 3

The deadline for the Upper Class Scholarship is fast approaching. Students pursuing their first undergraduate degree who have completed at least 12 MSUM semester credits by the end of fall semester with a cumulative GPA of 3.25 or higher may be eligible to apply. The deadline is February 3, 2014 by 4:30 pm. Information and application form are available on our website: mnstate.edu/financialaid by clicking on the scholarship tab.

Tack recognized for announcing more than 1,000 events

David Tack was recognized by the National Association of Sports Public Address Announcers (NASPAA) for announcing over 1,000 events in his career. Tack is currently the PA announcer for Dragon football, and men's and women's basketball. He is in his 21st year as a public address announcer.

TOCAR to sponsor Climb Theatre performance tomorrow

The award winning Climb Theatre from the Twin Cities will perform "A Deeper Look" at 7 p.m. tomorrow in the ballroom. The play invites audience members to think about diversity. The event is free. Students are asked to bring Student IDs. This performance is made possible by the voters of Minnesota through grants from the Lake Region Arts Council, thanks to a legislative appropriation from the Arts & Heritage fund.

Dragon Frost nominations close Jan. 27

It's Dragon Frost time once again, and that means it's time to start nominating peers for Dragon Frost Court. Nominations will close Jan. 27 and interviews will be the 27 through the 29. Nominees must be a freshman or sophomore with a GPA of 2.5.

MSUM briefs from Dragon Digest and submitted at advocate@mnstate.edu

Security Update

Director of Public Safety

Greg Lemke

12.8 Suspicious activity in G-10 Lot, one referred to Campus Judicial	12.17 Empty alcohol container found in M-5 Lot, disposed of by Public Safety
Noise complaint in Grantham	Suspicious person in Owens, identified and asked to leave
Suspicious activity in Nelson, found knife turned over to Public Safety	12.18 Noise complaint in Dahl, verbal warning given
12.9 Marijuana odor in CMU men's bathroom	12.19 Vandalism in Livingston Lord Library
Theft in East Snarr	Noise complaint in South Snarr, one referred to Campus Judicial
Marijuana odor in Grantham, five referred to Campus Judicial	12.21 Assist Moorhead PD in East Snarr
12.10 Theft in MacLean, property later recovered	12.23 Motor vehicle crash in G-1 Lot
Medical near Wellness Center, one transported by FM Ambulance to local hospital	12.26 Noise complaint in Nelson
Alcohol Violation in Holmquist, one cited by Moorhead PD for minor in possession and referred to Campus Judicial, four others referred to Campus Judicial for various offenses	1.1 Fire alarm in Holmquist, false-burnt food
12.11 Marijuana odor in Grantham, unable to locate source	Medical in Grantham, one transported by FM Ambulance to local hospital
Fire Alarm in East Snarr, false-burnt food	Suspicious activity in G-5 Lot
Burglar Alarm in the CMU, Moorhead PD responded, false-mechanical	1.6 Noise complaint in Nelson, four verbal warnings given
Motor vehicle crash in R-5 Lot	1.7 Auto boot placed on vehicle in R-6 Lot for outstanding citations
Noise complaint in East Snarr	1.9 Noise complaint in East Snarr
12.12 Smoking violation near South Snarr, one referred to Campus Judicial	1.10 Empty alcohol container in Hagen, disposed of by Public Safety
Motor vehicle crash in G-5 Lot	Fire alarm in King, false-burnt food
Theft in East Snarr	Assist Moorhead PD with warrant arrest in MacLean
Noise complaint in Grantham, one warned	Noise complaint in Nelson, warning given
12.13 Fire Alarm in Nelson, false	1.12 Alcohol violation in Grantham, five cited for Minor in Consumption by Moorhead PD
Suspicious odor in Hagen, Maintenance contacted	1.13 Marijuana odor complaint in Dahl, two referred to Campus Judicial
12.14 Marijuana odor in Dahl, one referred to Campus Judicial	Noise complaint in Holmquist, two referred to Campus Judicial
Noise complaint in Dahl, nine warned	Medical in G-10 Lot, student fell on ice, no ambulance required
12.15 Smoking violation outside South Snarr, one referred to Campus Judicial	1.14 Marijuana odor in Dahl, one referred to Campus Judicial
12.16 Medical at Hendrix Health Center, one transported by FM Ambulance to local hospital	1.16 Suspicious person in Grantham, gone on arrival
Suspicious activity in Owens, delayed report	Marijuana odor in Grantham Hall, one cited by Moorhead PD for possession of drug paraphernalia, referred to Campus Judicial

To report a problem contact Public Safety at 218-477-2449

Now Hiring!
The Advocate is seeking a copy editor for the spring 2014 semester. Individuals must possess a strong knowledge of AP style and have a meticulous eye for detail. Interested applicants can pick up an application from The Advocate bulletin board in the CMU or inquire at advocate@mnstate.edu.

125th Anniversary Token Hunt
MSUM is sponsoring a monthly token hunt around campus. One token will be placed in a location around school grounds each month. We'll reveal a clue each week until the token is found. Find the golden token and redeem it at the bookstore for a \$50 gift card. The clue can be found below:
"You'll walk past the token every day, on your way to the Dragon Cafe."

MSUM: Home of rumored Idol contestant

BY ELLEN ROSSOW
rossowel@mnstate.edu

From Kelly Clarkson to Carrie Underwood, American Idol has been pumping out star vocalists since 2002.

Like over 100,000 other musicians who auditioned for this season, MSUM freshman, Andrina Brogden, wants to be one of these stars.

Last summer, Brogden traveled to Omaha, Neb. to audition along with thousands of other people for a chance to appear on the Emmy award winning show's 13th season. Backed by an army of supportive friends and family, and armed with her one-of-a-kind voice, Brogden was ready to confront her dream head-on.

Because of American Idol's concern for media leaking spoilers of any kind, Brogden is unable to give out any information about

the outcome of her audition before the episode airs on Jan. 30. We do know, however, that Brogden's name is spreading through the area like a wildfire.

After stories were published by The Fargo Forum, The West Fargo Pioneer, various other publications as well coverage by various radio stations in the F-M area, rumors are flying about her experiences in the show, including rumors of her being a semi-finalist.

Her success as a performer shouldn't come as a surprise. Brogden has been performing for years. As a student of West Fargo High School, Brogden had involvement in choir and theatre, among other activities. Brogden played the title role in her high school's production of Rodgers and Hammerstein's "Cinderella" in 2011, and was also involved in a variety of other plays during her four years at West Fargo High School.

Brogden also had involvement in Just For Kix, a youth dance studio that offers dance classes and competition for dancers of all ages.

Brogden also competed in the local "Fargo Star" competition in 2012, which is a singing competition similar to American Idol. Her audition for this competition can be found on Youtube.com along with various other videos showcasing her vocal abilities.

While we cannot say for sure just how far Brogden went in the competition, we do know that she has the support of her family, friends and community.

American Idol continues Wednesday and Thursday nights on Fox.

Those interested in watching a local student possibly become the next Jordan Sparks, should be sure to catch Jan. 30's episode at 8 p.m. on Fox.



Photo courtesy of facebook.com





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Theatre alumnus publishes fantasy novel

BY ELLEN ROSSOW
rossowel@mnstate.edu

After graduating in 2012, theatre department alumnus, Alexander Holmquist, has put his degree to use in a unique way.

Holmquist has just published his first novel titled, "Left to Wander." A novel which, according to Holmquist, is a "dark fantasy" in which the three main characters wake up in a "dark and dangerous world" and are forced to fight off various monsters and terrors in their efforts to escape.

Holmquist graduated from MSUM in 2012 with his degree in theatre arts with emphases in acting and directing. While this degree doesn't tie directly in with creative writing, Holmquist said he puts what he learned during his experiences with acting to work when he writes.

"With acting training, you learn to understand the character you're portraying," Holmquist said.

Holmquist believes this deep understanding of a character's motives and feelings is very important in writing as well.

"If you understand the character, you can make them act in a way that makes sense," he said.

Holmquist said his having to read a plethora of scripts throughout his schooling at MSUM helped him become a better writer, as well as various creative writing courses he took during his last couple years as an MSUM student.

Holmquist's novel is available on Amazon.com right now as an e-book. He published his novel with Amazon Kindle Direct and encourages others wishing to publish works to do so.

"It's a free way to publish e-books, and you can get away with 70 percent of the royalty," he said.

The only downside he found with going through Amazon was that authors are forced to do all of their own advertising.

"It can be a challenging process. I'm a writer, not a salesman," he said.

While having his book available as an e-book

is good enough for now, Holmquist plans to go through a print publisher eventually.

For now, "Left to Wander" is available on Amazon.com for \$4.99. While the publication is intended for reading on a Kindle, Holmquist assures future readers that they will still be able to read it.

"Amazon Kindle for PC offers a free 'virtual kindle.' You can enjoy all the e-books you want on your personal computer," he said.

Amazon Kindle is also available for most smartphones.

"Left to Wander" is not going to be the end of Holmquist's writing career. He is currently in the process of writing his second novel which, according to him, takes place in the same universe, but is not a direct sequel to his first book.



**LEFT TO
WANDER**

ALEXANDER HOLMQUIST

"Left to Wander" a dark fantasy novel by Alexander Holmquist (above) is available for sale on Amazon.com

Features

MSUM grad pursues unconventional career with art degree

BY ALISON SMITH
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Making a living while pursuing a creative endeavor may seem unreachable to some, but five individuals at one of Fargo-Moorhead's newest tattoo parlors have found a way to combine what they love with a career to provide financial stability.

No Coast Tattoo opened in downtown Fargo last May, and the dedicated staff is growing quite the customer base due to their creativity and passion for their art.

Megan Felix graduated from MSUM in May 2013 with a Bachelor of Arts, emphasizing in painting. Felix knew at age five she wanted to be an artist. By senior year, "I just knew that I was really passionate about painting," she said; "and I didn't know what the hell I was gonna do with it afterward."

For the first two years at MSUM, Felix pursued art but was undeclared in an emphasis. Eventually, she decided to focus on painting and became more and more interested in the idea of

tattooing.

"Tattooing kind of became more of my lifestyle as far as what I listened to (music) and people I hung out with," Felix said. "I started to get more tattoos myself, began to draw tattoos for other artists."

She started to notice the connections between painting and tattooing and began marketing her talents to Noah Kilsdonk, co-owner of No Coast, who was doing a lot of her and her husband's tattoos. When Kilsdonk, Tim Lund, Brice Schneider and Justin Moen decided to open their own shop, they took Felix on as an apprentice.

Felix has been at No Coast since its opening last May and is thankful to have found a trade where she can grow as an artist while still building up financial stability. "I definitely see tattooing in my future for a long time," she said. "As long as I can probably physically do it, and then probably paint and be a freelance artist at that point when you have a little bit more stability."

When it comes to the debate of

tattooing as an art form, Felix has an educated standpoint.

"When I was still in school, I was writing a lot of papers about the argument between seeing tattooing as an art form, and why there is so much difference; how society kind of sees them as two different things.

"I think there's something really exciting about tattooing, and it's very personal . . . This is a living canvas that, when they die, it goes with them . . . I think it's something that's really valued as an artist," Felix said. "I definitely view it as an art form."

While there is a debate on whether or not a formal art education is helpful in a tattooing career, Felix is grateful for what her education at MSUM taught her.

"For me, I definitely think that my art education provided a lot more of knowledge overall because I can kind of use my information that I accumulated over the years," she said.

However her education didn't stop when she received her diploma. The other artists serve as Felix's mentors, with over 25 years of combined experience in the industry.

"I still have so much to learn and I want to . . . I'm excited for when I can kind of work more on trying to relate my paintings to my tattoos," Felix said.

Moen, a 2010 graduate of MSUM with a Bachelor of Arts in political science and self-



Submitted photo

Surrounded by her own paintings, Felix paints at No Coast Tattoo during the Corks & Canvas Art & Wine Walk in October 2013, an event where downtown businesses can open their doors to the public while offering wine tasting and an art exhibition.

proclaimed "nerd" of the shop, credits his education at MSUM for helping him with his current position as general manager of No Coast.

"It taught me discipline and organization . . . if you want to be the numbers guy, you gotta know those things," he said.

He praises all the artists at No Coast for their devotion to their art.

"It's a phenomenal group of individuals dedicated to their craft and passionate about what it is that they do . . . It's really a

different atmosphere than other places," Moen said. "That's why they brought me in . . . I do the nerd thing; they do the art thing."

The shop has a comfortable balance between art and business, providing great customer service while still upholding creative standards for the trade.

For more information on No Coast Tattoo or to schedule a consultation, call 701-212-1087 Tuesday through Saturday between noon and 8 p.m., or visit their facebook at facebook.com/nocoastfargo.



ALISON SMITH • smithal@mnstate.edu

Felix tattoos Trevor Thompson with some traditional tattoo flash.

CAREER X

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Features

Computer science major analyzes social media for senior project



Kyle Finneman

BY DANNY THOMPSON
thompsodan@mnstate.edu

With more than a billion people using social media to express themselves, computer science senior Kyle Finneman created a social media feedback site that gathers people's posts and tweets. He wants to use this data to determine the average opinion on any single topic.

"My goal is to provide a useful application to people that will allow them to have a one-stop place to get feedback on subjects," Finneman said. "If you want to know the public opinion about a phone you are thinking about buying, you can search for it in my application and get an overall rating of it."

Finneman's project relies on mining data from Twitter. Tweets are publicly available and are a vast resource for people's opinions.

The 400 million messages tweeted per day is too much data for any one person to comprehend, which is why Finneman will be processing this data with a semantic analyzer.

"This is a relatively new concept in computer science that allows a computational process to determine the semantics of the human language," Finneman said.

This software determines the context of someone's tweet by

looking at patterns of words and ranks it by the degree of emotion. By performing this analysis on such a large scale, Finneman hopes to show the public opinion of any topic.

Several companies provide this type of analysis but charge up to \$25,000 a year. Finneman wants to make this type of data available to everyone for free.

Making this software publicly available is an obstacle for Finneman. He has to find open source software for semantic analysis and for mining data from Twitter. Software that is open source is available for anyone to use and modify for free.

Semantic analysis and data mining are new topics in the field of computer science, which led Finneman to this project.

This is not just a senior project for Finneman. After completing the course he plans to keep refining his software.

Finneman is an associate software engineer for Fargo Public Schools. He hopes the knowledge gained from this project, and the final product, will help him find full time employment after graduation in the spring.

"I think the project will not only be beneficial for using in a portfolio of work, but it will also be very marketable because, I think, it improves upon anything out there," Finneman said.

Students grow skills through Emerging Leaders program

BY KRISTIN MILLER
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"There are all different kinds of leaders," Katie Kelly said. The MSUM graduate student is the director of Emerging Leaders, an eight-week leadership program offered to students.

The program gives the chance for any student, regardless of year or major, to gain leadership knowledge and experience. Through small group sessions, students learn about leadership styles and how they can develop into better leaders themselves.

"It's based off of the social change model," Kelly said. Students learn about individual leadership, leadership in a group and how they can apply their leadership for meaningful social change. The program centers on the model's "seven C's" of leadership: consciousness of self, congruence, commitment, collaboration, common purpose, controversy with civility and citizenship.

Students also use the Myers-Briggs personality test and StrengthsQuest to assess themselves and their strengths.

"I learned a lot about myself," said Jordan Pepple, senior criminal justice major and former participant in the program. "What makes me tick, what my strengths and weaknesses were."

Through their varied and individual strengths, participants find better strategies for both leading and participating in a group. Groups are led by facilitators, who are often undergrad or graduate students themselves.

A commitment to service is another unique aspect of Emerging Leaders, extending the reach of the group into the Fargo-Moorhead community.

"We try to incorporate a service learning project," Kelly said. "Last semester . . . we met and wrote letters to sick children, and I dropped them off at the Sanford Children's hospital."

The program, which has



Katie Kelly

been at MSUM for five years, also gives students a way to get involved on campus and meet other students, while developing their leadership skills and resumes. Former participants agree.

"These lessons are universal," said Lindsay Marosi, a graduate student who has worked as an Emerging Leaders facilitator for two and a half years. "An opportunity like this doesn't happen when you leave college."

"It's a great way to meet new people," Kelly said, adding that

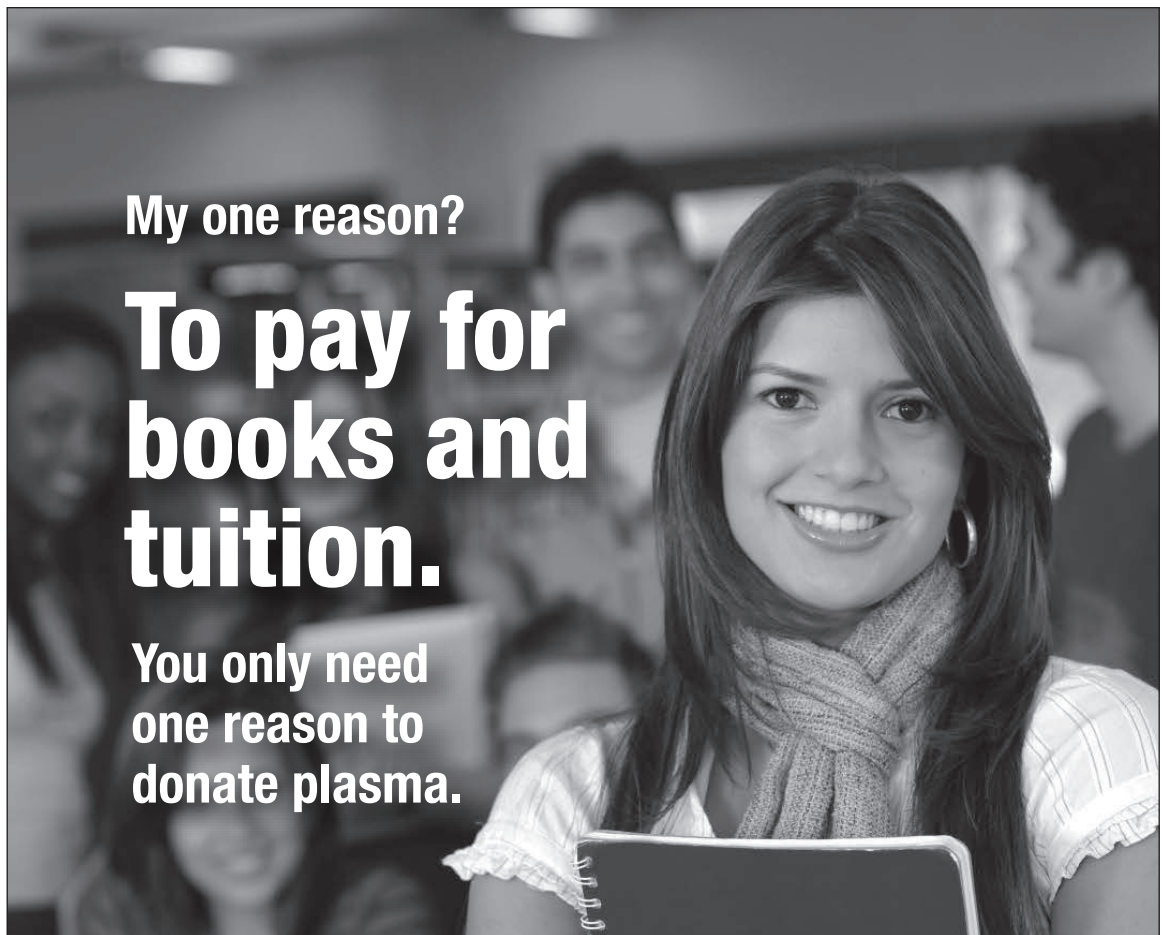
a diverse group of students from varied majors enroll in the program each semester.

"You get to meet new other students who are interested in leadership and making the most of their time here at MSUM," Pepple said.

Kelly has seen positive reactions and development from participants and encourages those interested in developing themselves as leaders to enroll.

"My advice is: 'Just go for it,'" said Jennifer Felch, graduate student and program facilitator. "Even if you think you are a great leader already, there is always room to grow and improve."

Registration for this semester is still open. Hour long sessions run once a week for eight weeks. Kelly advised the best way to get involved is by applying on the Office of Student Activities (OSA) MSUM website, under the "leadership" tab.



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Opinion

Advocate Editorial Board

Martin Luther King Jr. Day

Yesterday was a very special day. The day to honor, remember and celebrate all that the Rev. Martin Luther King Jr. did for our country to bring us hope and healing.

We as students need to remember that this is not just another day off, but an important part of a relocation of American history. This holiday honors the life and contributions of America's greatest champion of racial justice and equality. This leader not only dreamed of a color-blind society, but also lead a movement that achieved historic reforms to help make it a reality.

I challenge you to commemorate the holiday this week by making your personal commitment to serve humanity with the vibrant spirit of unconditional love that was his greatest strength, and which empowered all of the great victories of his leadership.

"Love is the only force capable of transforming an enemy into friend."— Martin Luther King Jr.

The opinions expressed in The Advocate are not necessarily those of the college administration, faculty or student body. The Advocate encourages letters to the editor and any submissions. They should be typed and must include the writer's name, signature, address, phone number, year in school or occupation and any affiliations. Letters are due by 5 p.m. Friday and can be sent to MSUM Box 130, dropped off in The Advocate office or emailed to advocate@mnstate.edu.

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Interested in being a columnist? The Advocate wants you! Contact Jessica at jaspersoje@mnstate.edu

Celebrities are not role models



MAGGIE OLSON
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Miley Cyrus, once adored as the darling of the Disney Channel, is now slandered because she has taught tweens about twerking. On the other end of the admittedly limited pop culture spectrum, Jennifer Lawrence is hailed as a hero for promoting the importance of a positive body image. Both women have become the extreme examples in society's discussion about the responsibilities of celebrities as "role models."

Each individual on the planet tries to live their life in the way they believe is best. We live the way we think is best because if we thought another way to live was better, we would try to live that way instead.

Celebrities do the same thing, but

with a larger audience. A celebrity can wield an enormous amount of power, and Spider Man tells us, "With great power comes great responsibility."

Personally, I disagree with Spider Man's mantra when it comes to celebrities. It is not the responsibility of any celebrity to be a role model.

Celebrities operate on a large budget when indulging their vices, which means the manifestation of those vices can be extreme, and the media can paint even the most harmless behavior to seem malevolent. The extremes of their lives make even the best celebrities into bad role models because their behavior often does not fit into the context of a "normal" life. Emulating celebrity behavior in everyday life can disrupt normal social functioning because it is outside of a celebrity's social context.

Behavior is socially constructed. By watching the behavior of others, we learn what each of our roles in life entails. We learn what it means to be a sibling, a student and a customer in a grocery store by a kind of social osmosis. The constant barrage of media we are exposed to every day is a major factor in the formation of social identity, and children are especially susceptible. In the case of children, the responsibility falls to family,

teachers, day care staff, etc. to set positive examples and to help children understand what constitutes socially acceptable behavior and what does not.

If a young girl learns how to twerk from watching the VMAs, Miley is not responsible. If Jennifer's promotion of a positive body image helps a young girl find confidence, Jennifer isn't responsible. That's right, even a good role model shouldn't be held accountable.

Certainly, there was some participation from the hypothetical girls in question. There must be something in each girl's life that reinforces the idea that the behavior of Miley and Jennifer is positive. To blame a celebrity for the behavior of a child is to absolve the child's family, teachers, and friends from responsibility for the child's upbringing.

In order for Miley Cyrus to be responsible for the emotional and mental well-being of a child, the child would need to spend more time watching Miley than they spend with parents, teachers, friends and all other human beings combined.

Unless a court declares otherwise, each person is responsible for their own behavior. Celebrities should be held accountable for their own behavior, not the behavior of others.

MSUM can't afford to cut the Write Site



JESSICA JASPERSON
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Students are not magically perfect writers when they step onto a college campus. In fact, students frequently have challenges when writing college essays compared to their less challenging writing expectations in high school.

The English classes students are required to take freshman year can help with this gap of knowledge, but the Write Site can help throughout an entire college career.

Some professors also have an expectation of college students who write essays; an expectation that they will not need to teach how to write well. If the Write Site closes, qualified writing tutors will not be available to help students.

For those of you who aren't familiar with this free service on campus, the Write Site provides a trained staff of tutors who help students during any

stage of writing.

In order to work at the Write Site the director, Michael McCord, needs to approve the student after completing tutoring writing (ENGL 395). I've been a tutor at the Write Site since September 2012, and I've worked one-to-one with dozens of students to help them become better writers.

Different from what you may hear regularly during tour groups, we do not take your paper and "correct" it for you. We do not simply proofread papers for grammar and spelling, it is not our job to bump your grade up from a C to an A, and we cannot get fired for not helping you get a better grade.

The Write Site mission is, "To assist students in improving their writing proficiency and independence during the various stages of their writing assignments. To provide a supportive environment where writers and readers work efficiently one-to-one. To train writing tutors to become effective readers of and responders to texts from various disciplines."

The Write Site provides what our mission statement describes and more.

After working with students, tutors begin to build relationships and trust between the tutor and the client. International students and English as a second language students benefit from working with one tutor usually throughout the semester.

An array of students visit the Write Site daily, including students whose

first language is not English. The Write Site has been extremely helpful in aiding these students, not only with writing but with speaking English. To be able to speak to a person face-to-face is not taken for granted by these students who are learning to speak and write a second language.

Tutors help students in any step of their writing. Whether the appointment is used for outlining, brainstorming about a topic, using correct MLA formatting or revising a rough draft we are there.

Many people think the most important aspect of writing is grammar, but the content and whether it meets the assignment requirements is important for another set of eyes to read over and to get feedback.

This academic year has been extremely busy. Almost all appointment slots were booked, which illustrates the need for the Write Site to remain a resource for students.

Professors from all majors across campus rely on the Write Site as an aid for students to become better writers. The reality is professors can hand out all the writing assignments they want, but there is not enough time for the professor to sit down with every student to improve their writing skills.

If writing tutors are not available for students, professors will see a decrease of writing improvement, not only in English courses but across all curriculum.

msumadvocate.com

Sports

Swim and Dive teams dominate Dragon Invite



BEN GUMERINGER • gumeringbe@mnstate.edu

Freshman Maris Jahner swims in the 200 yard breaststroke at the Dragon Invite on Friday for MSUM. The Dragons won the invite by nearly 600 points ahead of Minnesota-Morris, Northern State and Concordia-Moorhead. During the invite the team honored it's six seniors. Next up for the Dragons are the Northern Sun Intercollegiate Conference Championships in Rochester, Minn. Feb. 6-9.

Wrestlers look to improve NSIC record

BY BREANN LENZMEIER
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A busy winter break for the Dragons wrestling team saw the team travel to Arizona, and begin Northern Sun Intercollegiate Conference dual wrestling. This was the second time the team has taken part in the Grand Canyon duals and went 1-3.

The Dragons defeated Simon Fraser University (B.C.) 33-8 but fell to Colorado Mesa, California Baptist and Grand Canyon.

"It's a lot of wrestling in one day," head coach Kris Nelson said.

After the trip the team went back to practice and continued to work on things to improve. Nelson said that the lineup has changed quite a bit from the beginning of the year, and that they have had to overcome injuries throughout the season.

The Dragons had their first NSIC dual against Northern State on Jan. 11 and came out with a 27-16 victory. Gerad Fugleberg, who won by pin in the match, led the team. The Dragons dual record was now 4-4 and 1-0 in NSIC action.

Next up was a trip to Mankato to

take on the Mavericks in conference action. Blake Bosch got the Dragons started on the right foot with a pin in his match and the momentum carried throughout the dual. Both the Dragons and the Mavericks won five matches each, but it was the bonus points that pushed the Dragons to victory, winning 24-16.

Nelson pointed to wins by senior Connor MacGregor and junior Connor Monk as sparking the team to victory.

"Those two matches were big for us," Nelson said.

This was the first time Nelson and the Dragons beat Minnesota State Mankato since he took over in 2009.

"Anytime you can beat Mankato is great ... it helps our team build confidence, and it was one of our better duals," Nelson said.

After the win the team travelled to Fayette, Iowa to face No. 10 Upper Iowa in NSIC action. Coming off their second straight NSIC dual win, the team looked to make it three in a row but fell short losing 28-12.

The Dragons did win four of the matches in the dual but gave up bonus points in a couple matches that gave the momentum to Upper Iowa.

Connor Monk won a hard fought match in the dual against Upper Iowa coming away with a 6-5 decision. Monk had built up riding time in the match and held on for the victory.

"Connor is strong in the top position, and he is a pinner which is always good," Nelson said.

Senior Matt Lewellen continued his strong season with a 2-0 decision in the match. Shane Novak and Issac Novacek also won by decision in the match.

With the loss the Dragons dropped to 5-5 overall in duals and 2-1 in NSIC action.

The team returns home this week when they host Southwest Minnesota State and No. 3 St. Cloud State. Despite the loss to Upper Iowa, Nelson said he thinks the momentum going into

Thursday's dual is good.

"Our attitude is good, and there are a lot of competitive matches," Nelson said.

The team won't have to travel the rest of the regular season, and five out of the six remaining duals are NSIC duals. The team takes on cross town rival Concordia in the middle of the stretch of conference action.

Nelson said that it is a tough conference, and you have to bring your best every time you step out on the mat.

"You have to be ready to go every night, and there aren't any easy wins in our conference," he said.

With a young team the Dragons are looking to continually improve each day in the practice room and look to carry it over when they step out on the mat.

Match time is 7 p.m. on Thursday, as the team takes on Southwest Minnesota State. The Dragons close out the week at 2 p.m. on Saturday hosting No. 3 St. Cloud State. Both are NSIC duals.

Dragon calendar:

Thursday, Jan. 23

- Wrestling: 7 p.m. vs. Southwest Minnesota State, Alex Nemzek Fieldhouse

Friday, Jan. 24

- Women's basketball: 6 p.m. @ Minnesota Duluth

- Men's basketball: 8 p.m. @ Minnesota Duluth

- Track and Field: @ St. Thomas Showcase, St. Paul

Saturday, Jan. 25

- Wrestling: 2 p.m. vs. St. Cloud, Nemzek Fieldhouse

- Women's basketball: 4 p.m. @ St. Cloud

- Men's basketball: 6 p.m. @ St. Cloud



Advocate file photo

Dragons look to find stride

BY TURNER BLAUFUSS
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The Dragons' men's and women's basketball teams have had an up and down winter break, and both squads are hoping to find some consistency and improve their defensive play.

Head coaches Chad Walthall and Karla Nelson stressed the need to improve following a six game stretch that saw both teams go 3-3.

"We've had some good moments, and then some moments where we haven't had a lot of good. We're just not playing very good right now," women's coach Karla Nelson said.

Coach Chad Walthall's team has the same struggles with their play, as they can't string together runs of consistent play.

"We do some things very well some nights, and some nights we're not as consistent," Walthall said.

Both MSUM squads show promise on the offensive end, but struggle in their defensive efforts in the recent stretch of games.

"We haven't been very good at times on the offensive end, and there are times where we have been good. Defensively, we haven't been close to our best," Nelson said.

"We're a pretty good shooting team, but we've been having trouble stopping people. We just

need to figure out how to guard and get better moving forward," Walthall said.

A positive side of the stretch of games was Megan Strese's 1,000th point, forever etching her name in MSUM history.

"It's a great milestone for her to hit. I think she's the 20th person in the program to pass 1,000 points," Nelson said.

Nelson emphasized the need for Strese and the other Dragon leaders to step up their play as a whole.

"We need our players to all play consistently well. Our players shoot well, but overall they all need to play better," Nelson said.

Like the women's team, Walthall knows the entire squad needs to get better, and play consistent to improve their team's record.

"I think we're a deep team, the issue with that is we need to be more consistent. We're just not consistent collectively or individually," Walthall said. "We've got a long ways to go, and somehow we need to get a little more consistent."

The Dragon men and women continue conference play on Friday at the University of Minnesota Duluth. The women tip off at 6 p.m. and the men at 8 p.m.

The teams return to Nemzek Fieldhouse on Jan. 31, hosting Upper Iowa in Northern Sun Intercollegiate Conference action.

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News

PETITION, FROM FRONT

available to staff on campus. "Several times I've called for help, and a student comes over and they look at it and go, 'You've got a Mac, I don't know, I'll have to go ask somebody else,' and they just don't know what to do because they are not actually Mac people," Mattern said.

Over the course of the last year, several faculty members have addressed their concerns to university executives, citing that teaching abilities are hindered due to unresolved Mac issues.

"I (started the petition) because I had everybody talking to me about it — how unhappy they were — and they didn't know what to do," Mattern said. "Some people had already gone and talked to Dan Heckaman and nothing changed. I thought what the heck, nobody wanted

to be the first name signed on the petition, so it's me."

Some faculty members have written letters to IT voicing their complaints, and Mattern said that a letter-writing campaign was even considered, but they wanted to see how successful the petition was first.

Besides the day-to-day issues, another problem mentioned was the issues Mac users faced at the start of the year. After the installation of the new printers, all those using Macs couldn't print because they were set up to print with only PCs. All the Macs had to be individually diagnosed and fixed so they could print. Mattern attributed this oversight to the fact that no one involved with planning has Mac knowledge, which is the "core of the problem."

According to Heckaman, 45 percent of the computers on

campus are Macs. There are still Mac specialists on staff, but there is no team specifically for Mac related difficulties. The University Technology Committee as well as staff members from other areas of IT are well aware of the problems and concerns from staff and are working together to develop a resolution.

"Certainly, when we are not hitting the mark, we need to make adjustments," Heckaman said.

Mattern and the rest of the Mac-using faculty hoped a solution would be proposed at the meet and confer tomorrow, but Heckaman is expected to have answers at the next meet and confer on Feb. 20.

"This was a hot button issue last spring," Mattern said. "Now it's a red-hot smoking button."

ENROLLMENT, FROM FRONT

on incoming freshman and transfer students.

"We are shifting the paradigm from traditional models of recruiting to building sustainable relationships with high school guidance counselors and principals," Underdue Murph said.

Underdue Murph and her team identified six locations that are the top "feeders" to the application pool. These six locations will be host to a special recruitment event that will highlight past graduates from the area. Underdue Murph also wants to offer a sort of mock classroom experience in addition to a campus tour to show what the MSUM experience is really like.

The third initiative is similar to the first two, but focuses on building relationships with administrators at community colleges in the six areas identified. There will be a big focus on utilizing MSUM's current scholarship portfolio to find ones that are tailored to students in these community colleges, thus making MSUM more appealing.

Another initiative includes a focus on the current students of MSUM. Financial aid can get confusing, even for the most organized students. Financial aid awareness workshops can clear up any questions students may have as well as "create an environment where students know how to manage their academic financial aid portfolios," Underdue Murph explained. The workshops would also aim to increase the number of students submitting their FAFSA renewals early, gaining them the biggest aid packages possible.

One initiative is dedicated to students with unfinished degrees. Going back to data from fall 2012, Underdue Murph and her team plan to identify students with unfinished degrees that are eligible to return to campus. She has created a specialized outreach program using both email and phone to attempt to bring those students back, not just for the sake of the university, but in an attempt

to enrich the academic community of the Fargo-Moorhead area.

Almost all of the initiatives rely on revamping the communication methods of telephone, email and direct mail to be continuous with prospective students of every type. A big focus will be placed on "outreach through telephone campaigns to prospective students as well as new students not yet on campus to keep them engaged before they get here," Underdue Murph said.

Underdue Murph also explained that it would be beneficial to have an international student currently attending MSUM to make calls back to their region to either encourage other students from their area to consider studying at MSUM or as a follow up with international students who are not yet on campus, but plan to study abroad at the University.

Graduate students are not left out of the new recruitment plan. Underdue Murph stressed that the University is not "marketing in its own backyard." She plans to implement a more aggressive strategy for reaching out to students graduating with their bachelor's degree by showing them the graduate school options MSUM can offer.

Underdue Murph emphasized the design of all of the initiatives and the whole plan itself is based on integrated, data driven enrollment management methodology. "We are using real-time data and making decisions in real time," she said.

"Sometimes to build enrollment, you've got to drop. We have to see a decline in enrollment to get it back," Underdue Murph stated.

While the number of applicants continues to drop, the number of applicants accepted increased, possibly showing that the targeting of recruitment efforts is paying off, despite all the obstacles.

"There has never been a plan like this before," Underdue Murph said.

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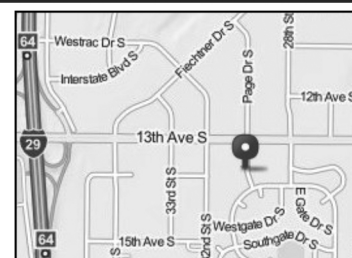


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