

Elon offense comes up short in first two games of the season
page 10



Yik Yak popularity spells trouble for Elon University students
page 6



THE PENDULUM

ELON, NORTH CAROLINA • WEDNESDAY SEPTEMBER 10, 2014 • VOLUME 40 EDITION 20

www.elonpendulum.com

Finding a balance

Men's soccer looks to spark struggling offense to compensate defense

Kyle Maher
Senior Reporter

There is one glaring weakness, at least in the season's early stages, for the Elon University men's soccer team, and it's on the offensive end.

The unit has no shortage of dynamic playmakers, starting with senior forward Jason Waterman and junior midfielder James Brace. But in the early going, those two, as well as the rest of Elon's go-to offensive options, have struggled to consistently find the back of the net.

Despite the burden of not having an offense to support them, the defense, which the Phoenix considers its calling card, has more than lived up to the challenge. The unit has conceded just four goals in five games, with three of those four coming in the season opener against Stetson University at the John Rennie/Nike Classic in Durham.

Since letting in three goals to the Hatters, the Phoenix has held three of its next four opponents scoreless and has not allowed another goal in regulation. What's more is that Elon's allowing less than a goal per match, a remarkably low number for a team competing at the highest level of collegiate soccer.

"There's a commitment from all 11 players on the pitch to defend," said Elon head coach Chris Little. "The application from the players has been very good. We feel as though we've limited the opposition to few chances."

Little credits his defense's early season dominance to its discipline and organization in the midfield and in the back line. That stringency has allowed Elon to pro-

tect the box with large numbers of maroon and gold jerseys and force opponents to take most of their shots from well outside the box.

"It's the discipline the players have shown, both physically and tactically," Little said. "Players are doing their role and working hard on the training pitch and knowing the standards we expect of them."

It's hardly an aberration. The unit allowed just more than a goal per game (1.3) last season after spending most of the season under one. They conceded more than two goals just three times, once to the No. 1 team in the nation, the University of California at Los Angeles.

Elon's solid defense has become the program's identity and a source of great pride for its coaches and players. It seems year after year that the one common denominator among Elon's most successful teams has been a stout midfield and back four.

"It's part of our mentality. First we defend, then we attack," said junior midfielder Miguel Salazar. "If we're able to keep teams from scoring, that gives our offense a chance to win the game, and that's our primary focus."

On offense, only three Phoenix players have scored — Salazar, who leads the team with two goals, junior defender Nathan Diehl, who has one goal, and Brace, who has found the net twice.

Waterman, who last year led the Phoenix in total points (31), goals (12) and tied for the team-lead in assists (seven), has not contributed a single point this season

See **SOCCEER** page 10



NICOLE OSGOOD | Staff Photographer

Midfielder Taylor Adler has been one key component to an Elon defense that has let in just five goals.

Upgraded printing system more efficient, when understood

Simone Jasper
Senior Reporter

A new campus-wide printing system was installed at Elon University this summer, intending to make the printing process more efficient. Even though users haven't asked for help from Campus Technology, some say the new system is difficult to navigate.

With the old system, users had to download various print drivers to correspond to different printing locations around campus. The upgraded system has universal print drivers that allow faculty, staff and students to "send files to one printer on their computer and be able to print those docu-

ments at any HP or Xerox print station on campus."

Campus Technology began talking about printing upgrades since last spring in an attempt to bring the school's systems up to date as Elon grows.

Users can download the universal print drivers on personal computers using instructions on the Elon Technology Wiki at wiki.elon.edu, while computer labs and common areas on campus already have the new printing system.

"We are so much more efficient now," said Christopher Waters, assistant vice president for technology and chief information officer. "You don't have to know the

See **PRINTING** page 2

Elon application now inquires about sexual orientation, gender identity

Katy Canada
Managing Editor

Beginning this month and for the first time, applicants to Elon University will be given the option to identify themselves as part of the LGBTQIA community on the admissions application.

The decision to ask Elon hopefuls an optional question about sexual orientation and gender identity is part of an effort to create an atmosphere of inclusion on campus before students arrive at Elon, said Matthew Antonio Bosch, director of the Gender and LGBTQIA Center.

"We've created an institutional center, where people feel they belong, and that be-

longing now starts from the first moment of inquiring about the application process," Bosch said.

Elon and Duke University are the first schools in North Carolina to inquire about sexual orientation and gender identity on the admissions application. Duke announced plans to include a supplemental essay question on the Common Application encouraging applicants to write about their cultural backgrounds, including the words sexual orientation and gender identity, earlier this month.

Elmhurst College in Illinois was the first college to specifically inquire about sexual orientation and gender identity on

See **LGBTQIA** page 3

High demand exceeds supply for Argo Tea in opening weeks

Morgan Abate
Senior Reporter

Dan Tart sat on a cushy, green couch in the lounge of Argo Tea, reflecting on an opening week in which demand exceeded supply on more than one occasion. Mid-sentence, a group of students in search of a snack interrupted the manager of Argo Tea and Winter Garden Cafe. Peering through the closed steel shutters to catch a glimpse of the menu, the half-dozen students complained loudly about the closure before leaving, still hungry.

It was 3 p.m. on a Friday afternoon. "The demand is there," said Tart, as the students left, disappointed.

The U.S. tea market has seen a recent surge in profits, with the sale of tea products expected to reach \$25 billion this year, according to Packaged Facts, a consumer goods research firm. Argo now looks to tap into the drink's potential at Elon University.

Tart knew a tea shop with an international flavor would work at Elon, considering the university's push for global engagement and the number of students who study abroad. In keeping with Argo's food standards, Tart oversees imported breads from France, as well as an exhaustive tea list from different countries.

At first, it might not seem that the concept of tea works for everyone, Tart said. Yet those who are not big tea drinkers can find their signature drink, snack or meal at Argo Tea. Tart himself never liked tea before Elon sent him to Chicago for training.

"There is so much variety that anyone can find something for themselves," he said. "And it's really good for you."

The tea and coffee shop, which officially opened on campus in the Global Commons on Sept. 8, opened its doors in Chicago in 2003. Since then, the company has expanded to Massachusetts, Washington D.C., Virginia, Michigan, North Carolina, New York and several countries in the Middle East.



A customer takes his order from an Argo Tea employee. In addition to various teas, the new shop carries pastries, sandwiches and other food items. NICOLE OSGOOD | Staff Photographer

According to Tae Kim, director of business development at Argo, the franchise will continue to explore new locations, with a focus on innovative technologies that are said to better market tea to younger people, especially college students.

"Tea is the fastest growing beverage in the United States," she said. "So how do you make it attractive and taste good?"

"TEA-osks," as Argo calls its own version of the street-side kiosk carts, are common in universities, hospitals and airports because of their convenience and tea's perceived health benefits as an alternative to coffee, Kim said.

She explained that Argo Tea has an advantage on college campuses because students as a whole tend to be more open-minded and willing to try new things.

Tart has seen exactly that during Argo's first week at Elon. When he reviewed the

days' purchases, he noticed that every day was different. With a truck delivering food once every two weeks, it was hard for Tart to determine what to order.

As Elon continues to diversify its student population, it has started to acknowledge its students' diverse dietary needs. Argo offers gluten-free, vegan and vegetarian salads, paninis and baked goods. The small TEA-osk in Global Commons makes it easier for students to find healthier food and is said to be safer for students seeking to avoid common allergens.

"It addresses where campuses are going with their food options," Kim said.

Sophomore Nicky Kratzer and her friends ate at Argo for the first time on Friday afternoon. They were all pleasantly surprised by how good the food was.

"It tasted like real food," Kratzer said. "It didn't taste like dining hall food."

She and sophomore Abbey Maloney praised the staff for being accommodating and easygoing. Maloney was especially impressed by Argo's willingness to substitute swipe options.

Aramark affiliates have been criticized in the past for a failure to make substitutions, something Pulkit Vigg, Aramark's recently hired resident district manager, has said he's trying to fix.

Accommodating the customer is part of the business, according to Tart. If students are happy, they'll keep coming back, and they'll bring their friends. He said sales proved that; on its second day, Argo had more than 100 sales more than on opening day.

And he's not done yet. Soon, he hopes to display student artwork on the walls of the lounge and to have student musicians perform four nights a week from 6-8 p.m.

PRINTING

from cover

printer's names. You can print anywhere."

Waters said the new system also provides Campus Technology with data that reveals how many users print to each location on campus.

"Before, we didn't get that data," he said. "We might learn where we need to put printers or get [higher-volume] printers."

This information also helps Campus Technology to order supplies for printers, according to Dan Harder, director of Campus Technology Support.

"We know when we're going to run out of toner or paper, so it helps us to buy ahead," Harder said.

Another change in the system involves the release of documents. With the old system, users could send up to three front-to-back pages to a selected print driver, and the documents automatically printed. To print documents four-plus pages, users swiped their Phoenix cards and were required to pay.

On the new system, users must enter their Elon username to send documents to the universal print driver. They need to swipe their Phoenix card at the print station to print all documents, including those less than three pages. Students are still required to pay for print jobs more than three pages.

Waters said Elon's old printing system resulted in a lot of wasted paper, so this change helps Elon to save resources.

"My office used to be in Belk Library, and I used to walk in and see stacks of paper without names on them," he said. "We had no choice but to throw them away."

Waters added that the new system is more secure than the old one.

"If you're printing something confiden-

tial, it is printing when you're in the same place," he said. "This is a more secure environment for someone's information."

Sophomore Jasper Thomas said the new system is more convenient than the old one.

"Last year, I'd have to email something to myself and then go to the library, which was a big hassle," Thomas said. "It's convenient to have it over one universal system. I really like it, but I haven't used it much."

But Thomas said he was worried that the system could experience problems.

"If [the system] were to crash, it would be bad," he said. "That's the only downside. If it stopped working for whatever reason, then the whole thing would be down."

According to Waters, Campus Technology tested the system this summer to reduce the likelihood of problems occurring.

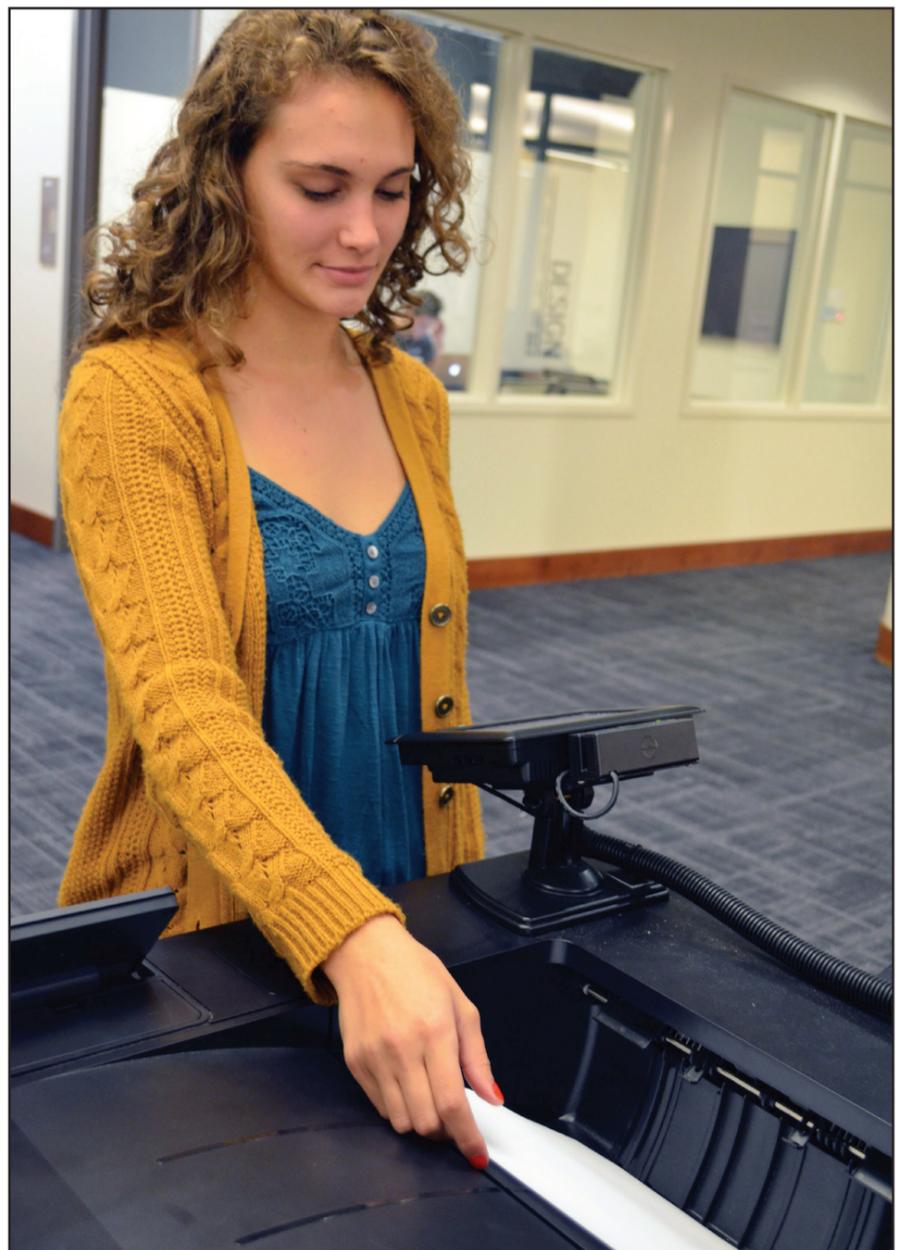
Users might have problems navigating the system at the beginning, but resources such as Belk Elite workers, the Campus Technology wiki and Campus Technology Support are there to help.

"There's a pro and con that, by making it more flexible, you make it more complex for students," he said. "It will take extra time to adjust."

This school year, the printing system went down but was quickly fixed because of help from two workers in Belk Library who promptly contacted Campus Technology Support, according to Harder.

Besides calls from that day at the library, Harder said Campus Technology Support received two or three calls asking for help with the printing system as of Sept. 2. He said that his office has heard positive feedback about the system.

"We've received very minimal calls at the service desk," he said. "We've heard it's convenient to print [documents] from dorms and come back to campus to pick them up."



Sophomore Danielle Brown takes advantage of the new printing system that some have had trouble using. JANE SEIDEL | Photo Editor

Latina sorority looks to be newest Greek organization



A small but enthusiastic group gathered last week to discuss bringing a new sorority to campus soon. JANE SEIDEL | Photo Editor

Morgan Abate
Senior Reporter

Young women interested in joining a Latina sorority at Elon University recently gathered to hear from a representative of the second oldest Latina sorority in the United States.

Elon held its first interest meeting for Chi Upsilon Sigma last spring after two years of researching organizations and reviewing applications.

“There is not enough diversity within Greek Life,” said senior Nikki Payne, who was highly involved in the selection process. “It’s a good means of support for the Latina community.”

LGBTQIA

from cover

the application in 2011, but the University of Pennsylvania began reaching out to applicants who indicated they might identify as part of the LGBTQIA community in their application essays a year earlier in 2010.

College applications traditionally ask candidates to share cultural, religious and racial identity with admissions faculty and staff, but Elon will be the seventh school in the United States to ask about sexual orientation and gender identity.

“People can check boxes for faith identity and race identity,” Bosch said. “This is an area of diversity we should reflect in our application.”

This addition to the application has occurred within a year of Elon’s construction of a new Gender and LGBTQIA Center as well as a new Multicultural Center on Moseley’s second floor. Bosch said these updates make it clear that Elon is distributing resources where they need to be.

Some students wonder if the implementation of the new admissions policy will negatively affect those who don’t answer or identify as straight on their application,

For freshman Josh Plonski, adding the question about gender identity was a good idea, but he harbors reservations about possible affirmative action-related effects.

“It’s really just a matter of if it becomes an affirmative action type thing,” Plonski said. “People already sort of have an opportunity to write talk about sexual orientation on the application.”

But Greg Zaiser, vice president of admissions and financial planning, said the admissions process will be unaffected by this additional piece of information. Whatever type of diversity prospective students bring to the table, they must demonstrate potential for academic success at Elon, he said.

Zaiser added this action is directly in line with Elon’s strategic plan, which outlines the top institutional priorities. In 2014, those priorities involve inclusivity and global engagement.

Some students understand this reasoning for the new sorority, but cannot comprehend why diversity isn’t encouraged within the sororities already at Elon. Others are on board and don’t see diversity in sororities as an issue.

“I think it is a great thing because [Greek Life] might not be very inclusive,” said a student speaking on condition of anonymity because of her role as a Pi Chi. “If it’s something the Latino population wants, then it’s something they should get.”

Even though the new addition will help meet Latina students’ cultural needs, Payne and several other students decided on Chi Upsilon Sigma because of its inclusivity. According to Payne, it is one of the few

“When the strategic plan was launched, most people knew that the No. 1 priority is an unprecedented commitment to diversity and global engagement,” Zaiser said. “If we are going to be what we believe we should be — an inclusive community — we need to recognize that people bring different rich perspectives to campus.”

The decision to add a question about sexual orientation and gender identity to the application required months of planning and research on behalf of the LGBTQIA Presidential Task Force, a temporary group of 14 faculty, staff and student representa-

“SINCE WE ARE AN INCLUSIVE COMMUNITY, WE SHOULD BE ABLE TO FEEL COMFORTABLE ASKING THIS TYPE OF QUESTION.”

GREG ZAISER
VP OF ADMISSIONS AND FINANCIAL PLANNING

tives who worked for one year to improve inclusivity of the LGBTQIA community at Elon.

And earlier this fall, Elon’s GLC received official praise from President Obama and the White House for their efforts.

When members of the task force were asked what an inclusive community should look like, several pointed out the admissions process as a flaw because it lacked the option to provide sexual orientation and gender identity information.

“At that time, we wanted to know what

Latina sororities that allows non-Latina students to join.

“That was very important to us,” said senior Ana Brambila. “They let anyone join, regardless of their cultural background.”

Director of Greek Life Shana Plasters said that in addition to the sorority’s inclusivity, students, faculty and staff liked this particular organization because of its enthusiasm. They wanted to partner with Elon and support the values of the university.

“We’re excited for the diversity it adds to the Greek community,” Plasters said.

Chi Upsilon Sigma was founded in 1980 at Rutgers University in New Jersey by seven Latina women who wanted to promote leadership within the Latina community. The sorority seeks to educate each other and develop, according to its website, “political, educational, cultural and social awareness” within the community. The national philanthropy is the “I Have a Dream” Foundation, which provides school supplies for low-income students, regardless of ethnicity.

The Chi Upsilon Sigma chapter at Elon will fall under the Pan-Hellenic Council, but its recruitment process will look more like that of the National Pan-Hellenic Council. Interested students will attend an information session, apply and interview before becoming a member.

Plasters said Elon is ready for an organization like this because the demand came from students.

But for Payne, it goes a little deeper than that.

“The Latino population is growing rapidly,” she said. “How will Elon provide for this community? Elon needs this.”

the purpose of asking was,” Zaiser said. “It was time to do it. Since we are an inclusive community, we should be able to feel comfortable asking this type of question.”

Applicants who indicate they do identify as part of the LGBTQIA community will receive a letter from the GLC outlining what resources Elon has to offer. Elon also began asking if students identify as part of the LGBTQIA community on its inquiry cards for prospective students this fall. Those who respond in the affirmative will receive a similar response from the GLC.

Campus Pride, an organization that ranks colleges and universities on how they accommodate the needs of LGBTQIA students, reflects Elon’s growth in this area. In 2012, Campus Pride gave Elon two out of five stars and an overall score of 37 percent. In 2014, Elon was awarded 4.5 stars and a score of 83 percent.

In the planning process, the task force grappled with how to make applicants who weren’t “out” feel comfortable with the question without pressuring them to indicate one way or another.

“Not everyone who identifies with the community feels comfortable saying they do. That’s why it’s optional,” Zaiser said.

Claire Lockard, a student representative on the LGBTQIA Presidential Task Force and president of Spectrum, Elon’s student-run queer-straight alliance, said the issue was less about whether Elon should ask about sexual orientation and gender identity on the application but how they should ask.

“There were arguments about how to do it best,” Lockard, a junior, said. “A lot of high school students may not be out to themselves or to their families, so the way we asked it is a good way to reach out and offer support.”

Some Elon students have indicated support for the decision, on the terms that the question will be optional.

“I think Elon is a very open campus, and we need to know those demographics,” said freshman Brittney Nash. “If it [were] mandatory, I think I would have more of a problem with it.”

El Centro celebrates Central American independence with Fiesta de Independencia

Kimberly Honiball
Senior Reporter

To celebrate Central American independence, El Centro hosted a cultural jubilee outside Lakeside Dining Hall Monday evening.

Held on the 193rd anniversary of Central America’s declaration of independence from Spain and at the beginning of Hispanic Heritage Month, the celebration included Costa Rica, El Salvador, Guatemala, Honduras, Mexico and Nicaragua.

The event featured Hispanic food made by El Centro students, including a taco bar, coconut balls, baleadas from Honduras, gallo pinto from Costa Rica and flautas from Mexico.

Students from all over campus came to enjoy the free food and experience the Hispanic culture. Even tour guides were spotted bringing prospective parents and students to experience the cultural side of Elon.

Other students came to the event specifically to represent El Centro as a community.

“I wanted to find [the Latin community] when I got to Elon, and I did,” said sophomore Gisele Nighswander. “I love Latin food, and I’m so glad I get to eat it while I’m here.”

Students attended the event for a variety of reasons — some more personal than others.

“I’m from Guatemala, so I figured I would come help celebrate,” sophomore Jocelyn Smith said.

No matter why students came, it was important to El Centro that they were there.

“We just want everyone to know about the culture and come together,” Dianna Prieto Vinas, assistant director of El Centro said. “It’s a country-wide celebration.”

The event has been a tradition at Elon for a long time, she said, with slight additions and tweaks to the offerings and people in attendance.

“I went last year, and it was wonderful, and the food was delicious,” Nighswander said.

This year, the sophomore decided to bring her friends to experience the culture that has been a part of her whole life.

If students missed the event and want to be a part of El Centro on campus, its office in Moseley Student Center is open from 8 a.m. to 5 p.m. Monday through Friday. It also hosts events throughout the school year including a tailgate and a table at college coffee.

WHAT:
El Centro de Español

WHEN:
Monday - Friday; 8 a.m. to 5 p.m.

WHERE:
Carlton 114

FIND THEM AT ON-CAMPUS EVENTS: El Centro hosts events throughout the school year including a tailgate and a table at college coffee.

HABLE ESPAÑOL: El Centro offers weekly non-credit bearing Spanish conversational classes that are tailored to individual ability in a “laid-back atmosphere.”

TRAVEL: If you log 140 hours with El Centro in a two-year span you will receive \$650 for a plane ticket to the Spanish-speaking country of your choice.

ALL ABOUT EL CENTRO DE ESPAÑOL

Elon struggles to support low-income students, continues to improve

Michael Bodley and Kaitlin Dunn
News Editor and Assistant News Editor

Of the country's academically elite colleges and universities – institutions that graduate 75 percent or more in four years' time – Elon University was ranked near the bottom in terms of economic diversity according to a recent New York Times study. In a U.S. higher education system still first-funded by generations-old endowment coffers, Elon's young alumni base is slowing endowment growth.

Elon ranked second to last out of 100 schools examined by the Times for a College Access Index, a Times measure of "how hard a school is working to attract and graduate poor and middle-class students." The university's endowment, last valued at \$157 million, took home last place in the study.

University officials say the statistics are skewed for Elon under the high bar of the other institutions on the list such as its neighbor, the University of North Carolina at Chapel Hill, which ranked third for improving its economic diversity.

A young alumni base isn't helping. Though many may not be in a position to donate yet, the endowment has increased more than tenfold in the last 20 years from since 1990. Back then, the endowment was less than \$15 million.

The growth is something to celebrate, according to Patrick Murphy, associate dean of admissions and director of financial planning.

"I perceive it as Elon is doing well, as far as our diversity is concerned," Murphy said. "If you look back at where we were, we've grown so much, and given the amount of our endowment, the fact that we're on the list shows we are making the effort."

Still, Elon's endowment ranks at the bottom, with \$10,000 of funds per student. Princeton University, on the opposite end of the spectrum, has a rate of \$2,280,000 per student.

Also a work in progress, average financial aid awarded to Elon students has seen growth in past years, too. According to Elon's Common Data Set, 1,902 students were found to have financial need. Out of this set, 1,887 students were awarded financial aid. The average amount of need that was met was 61.7 percent.

In addition, Elon has increased the number of students who receive Pell Grants – federal assistance for low-income students – by 3 percent since 2008,



Sophomore Iris Sullivan is a Watson and Odyssey Scholar. The scholarship was established by an endowment left by Leon and Lorraine Watson.

Jane Seidel | Photo Editor

placing the university near the middle of the pack of those getting better.

Of the endowment, much is focused on providing for existing scholarships and creating new ones, with a large chunk of available funds going to the Watson and Odyssey Scholars Program, a division of the Center for Access and Success that gives low-income students a chance to attend Elon that many wouldn't otherwise have.

The program was established from an endowment of \$2 million dollars donated by Leon and Lorraine Watson in 2000, which was the largest gift the university had received at the time.

The Watson and Odyssey Program consists of 34 scholarships awarded annually, ranging from \$7,500 to \$21,000. Scholarships include the Watson Scholarship, the Honorable Thad Eure N.C. Achievement Scholarship, the John L. Georgeo Scholarship, the Margaret Ann Hall Scholarship, the Gail H. LaRose Scholarship, the Mac Mahon Family Scholarship and the Susan Scholarship. Each is paid for by a separate endowed fund and has its own set of qualifications.

Students who are a part of the Watson

and Odyssey program are required to do community service, participate in classes with the other scholars in their year and go on retreats.

Sophomore Iris Sullivan and Junior Kimberly Beale are Watson and Odyssey scholars.

"I think it's a wonderful up-and-coming program because most of us couldn't afford Elon without it," Beale said. "It's not just for people who can't afford it though. All of us worked really hard and deserve to be here."

Sullivan said she couldn't imagine being anywhere but Elon, and the scholarship made her dream possible.

Esther Freeman, director of the Watson and Odyssey Program said the students are "talented accomplished men and women who not only make the most of their Elon education but are also making Elon a better place."

This year, the program had more than 400 applicants.

Applicants must fill out an application that requires multiple essays and letters of recommendations. Students must also complete a phone interview.

According to Jean Rattigan-Rohr, director of the Center for Access and Success, one of the biggest efforts put forth each year by Elon is how to make the incoming class more diverse. A key part of this discussion is economic diversity.

"Elon should reflect the rich diversity of our society," Rattigan-Rohr said. "It's for this reason the university has and will continue to make endowment fund rising a priority. It's a slow process but I'm proud of the fact that we are making real progress."

According to Jim Piatt, vice president for University Advancement, donations to the endowment must be at least \$50,000. The return from the endowment is usually 4.5 percent per year. The money is continually invested, so there is a return each year.

Because the investment portion of the fund is never touched, each endowment will continue to grow indefinitely.

According to Piatt, approximately 64 percent of Elon's alumni base is younger than 40.

"While our alumni are very generous, most of them are still building their lives and careers and just not in a point where

they can afford to leave an endowment." Endowments are typically estate gifts, meaning they are donated after a person dies.

"Elon, at 126 years old, is relatively young and has grown significantly since its founding," said Greg Zaiser, vice president for admissions and financial planning, in an email. "In fact, 92 percent of all alumni are alive. This is why planned giving is an important part of any university's future – and certainly at Elon."

Because Elon's alumni base is so young, much of the funding comes from parent donors.

Murphy said for every 30 cents donated by an alumnus, parents donate a dollar. This is the opposite of how most larger schools get their donations.

Donors can choose to create their own endowment scholarship separate from the Watson and Odyssey program. For example, if an alumnus were a communications major from Maryland, he or she could establish a scholarship eligible to communications students from Maryland.

According to Rattigan-Rohr, the university's strategic plan calls for the investment of university resources to endow the Watson and Odyssey program and increase need based financial aid.

Sullivan doesn't see much economic diversity around Elon's campus.

"Elon is full of a lot of rich kids, and that is fairly obvious," Sullivan said. "There are a lot of students who do know the struggle, but overwhelmingly, it is a rich kids' school. A lot of kids act like they have money even if they don't, just so they can fit in with the attitude."

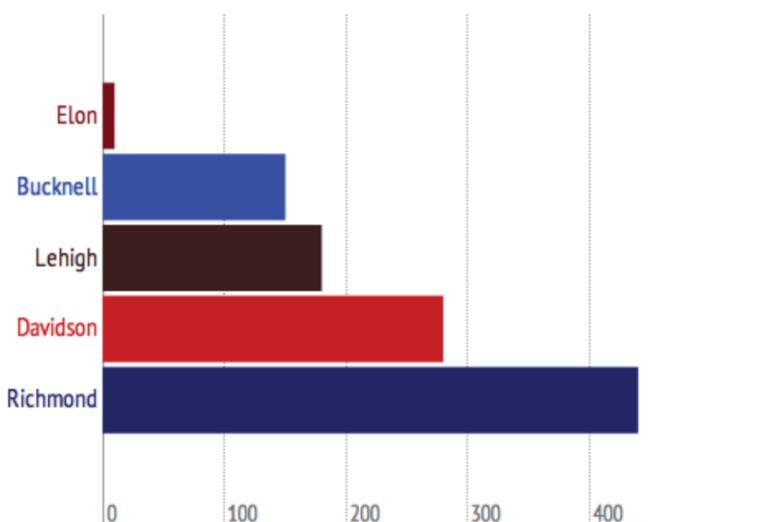
Murphy said the facts don't bear the assertion's weight.

"If you look at student aid, the majority of students have something, be it loans or scholarships, or a combination," Murphy said. "We are putting a lot of effort into this, and if you look at a lot of the programs in the last five or six years, the push towards Watson and Odyssey funding, it really shows how far we've come."

It's a challenge to keep costs low and aid high, but the goal is one Zaiser and the university are embracing.

"Our No. 1 financial aid policy is to keep costs as low as possible while providing the highest quality educational experiences," Zaiser said.

University endowment per student (in thousands)



Statistics courtesy of the New York Times

Visiting professor brings agricultural roots to neuroscience

Michael Papich
Assistant News Editor

Daniel Herr, nanoscience department chair at the University of North Carolina at Greensboro, sees potential for better technology all around him, from the feet of a fruit fly to the DNA replication of his granddaughter.

“A baby is assembling bio-bits a million times faster than a factory can put the same amount into a transistor,” Herr said, referring to blocks of biological information. “If you compare the joules in that factory to the calories that baby intakes, it’s just as efficient. It’s amazing functionality. We’re not there yet.”

Herr spoke to a crowd of several hundred students gathered at Elon University’s first Voices of Discovery, a speaker series designed to bring scientific minds to campus, in McCrary Theatre Sept. 15 to talk about the work being done in nanotechnology around the world.

One of the clearest examples of processor power growing Herr gave was Moore’s Law. Every three years, the number of transistors in an integrated circuit doubles. Thus, the size of technology has gotten smaller and smaller to accommodate.

“If you bought 80 gigabytes of data in 1976, it would cost around \$9 million,” he said. “Today, you can buy three terabytes of data for less than \$150.”

As the power of processors has grown with incredible speed, so has the cost increased to produce them. Herr referenced a recent factory built in South Korea for \$11 billion.

“How many companies can afford that

much for a factory, with the need to reinvest that every three years just to stay competitive?” he said.

Herr’s solution to the problem is finding new ways to develop and manufacture in nature, which he described as full of marvels of bioelectrical machinery. He attributed part of his interest to his unorthodox upbringing for an engineer. Herr’s father was born in an Amish community. After leaving, he worked on the first large-scale electronic computers.

“My dad’s paper was one of the first devices to do algebraic formulas,” Herr said.

Farm life remained close to Herr throughout his blossoming scientific career. He recounted a time when he had to develop a solution to a cow that was giving birth while its calf was in a breach position. Herr whipped together a pulley mechanism to pull the calf out and described it as a problem-solving test that “you can’t learn in a book.”

In looking for methods for more efficient production, Herr looked at a variety of natural phenomena. One area of particular research is the different quantum effect on metals when they reach a certain size.

“If you get around three to five nanometers, there’s the same number of atoms on the inside a piece of metal as there are on the outside, so the properties begin to change,” he said.

Particularly, this is being used in lead soldering to manipulate the melting point of the metal, while also controlling its toxicity, when it is put into various electronics.

Biological organisms, particularly cells, are more efficient compared to even modern nanotechnology. Herr pointed to the ability of a white blood cell to track a bacterium



Herr’s agricultural upbringing separates the scientist from peers in the field.

JANE SEIDEL | Photo Editor

or DNA to self-replicate as a goal. The way transistors and circuits are largely built now, through “subtractive programming” is too wasteful, according to Herr.

“In February, IBM created a self-assembled complex circuit that was a few 1000’s of atoms across,” he said.

The small size of these pieces is necessary as technology becomes more advanced. Herr compared modern phones and tablets to multi-purpose devices like tricorders in Star Trek and said if everyone from doctors to engineers to the average user wants more applications loaded on, “if you don’t want to lug around a big box, we’ll need smaller processors.”

The obvious limit to manufacturing new and improved technologies with such abilities is price. Herr said building smarter devices will have to look to “adjacent states” beyond power, like sensitivity or communicative ability.

“Within 10 years, traditional manufacturing in transistors is going to end,” he said.

Herr spoke to a mostly full auditorium, attracting students who weren’t all focused on nano-engineering.

“It was really fascinating. It started off being over my head, but once he started getting into the applications, it became very clear,” said freshman Maddy Wetterhall.

Herr’s talk on the use of nanotechnology did not just focus on manufacturing and spanned all disciplines, from antibacterial surfaces to prosthetics for amputees.

“The talk made me think about all the ways nanotechnology can be applied, especially in medicine since that’s my focus,” said freshman Kaylyn Brock.

Herr’s research is located in Greensboro, the second-largest food desert in the country, where affordable and nutritious food is difficult to obtain, according to the Food Research Action Center.



One of Burlington’s *oldest* and *most respected* restaurants
Locally owned and operated since 1969

Salad bar that is included with most entrées

All grilled items still cooked over hickory charcoal

Broad menu of desserts—many homemade



Elon students, grab your parents during Family Weekend and receive

50% off
with a Student ID

2699 Ramada Rd. Burlington, NC 27215

This offer is not valid with any other discount.



Thurs., Sept 18th through Sunday, Sept. 21st

Addition of LGBTQIA question is right decision

The small collection of universities that mention sexual orientation and gender identity on their admissions applications grew this week. Elon University has provided an optional question for applicants to check a box indicating whether they identify as a member of the LGBTQIA community.

The addition of the item on the application makes it clear these topics, which high school seniors may be reluctant to share, are open for discussion at Elon.

As more campuses across the nation strive toward a more inclusive community, adding this component to the admissions application is the next logical move.

Traditionally, applications have asked for information about race, religion, gender and income. Giving LGBTQIA students the chance to specify their sexuality and gender identity legitimizes aspects of their lives that have historically been discredited. The question offers an entry point into a discussion that didn't exist previously.

Opponents of this action have argued that students who aren't ready to be forthcoming with that information will struggle to respond on the application. But the question is optional. No applicant should feel obligated to answer.

From an admissions standpoint, not asking about sexual orientation and gender identity on the application marginalizes applicants from the LGBTQIA community and can dissuade them from choosing Elon. Sexuality wasn't explicitly off-limits in the college application process beforehand, but it also wasn't openly recognized. Acknowledging LGBTQIA students before they arrive at Elon generates an environment of inclusion, from the time of admission until graduation.

Asking about LGBTQIA identities on the application allows Elon to quantify its progress in regards to creating a more accepting campus. Without a method of tracking how many students identify along the spectrum, admissions officers can't address what demographic is being excluded.

Elon has become more inclusive of the LGBTQIA community with the recent addition of the Gender and LGBTQIA Center (GLC) as well as resource rooms

for Hispanic/Latino, African American and Asian communities. Now, incorporating sexuality and gender identity into the admissions application solidifies Elon's efforts toward a more diverse and accepting campus.

Episodes of intolerance at Elon, including incidences of racial slurs that incited the "Not On Our Campus" movement and the debate over Chick-Fil-A's presence on campus, remind students that discrimination is still a reality at Elon. The administration's actions toward inclusivity will encourage a dialogue among students and build a more educated, accepting student body.

Elon's LGBTQIA task force, a group of 14 students and alumni, surveyed members of Elon's LGBTQIA community. Some participants said those who weren't "out" before college may not feel comfortable answering the question. The majority of others said they were in favor of the change and would have chosen to respond, according to Matthew Antonio Bosch, director of the GLC.

The same survey indicated that Elon's admissions process needed to do a better job of reaching the LGBTQIA demographic. The effort to reach out to Class

of 2019 applicants from the LGBTQIA community shows that Elon's administration cares about strengthening its admission process.

Inside Higher Ed reports that in 2012, when the University of Iowa added a similar question to its application, 353 of its 21,600 applicants checked the box. The second year, 870 of 24,000 applicants chose to respond. That increase indicates that including the LGBTQIA community in the admissions process and initiating a conversation before these students arrive on campus will increase the willingness to be more open in the applicant pool.

The change to Elon's application is reflective of progress nationwide. Duke University announced earlier this month that it would prompt applicants to share experiences relating to cultural background, specifically mentioning sexual orientation and gender identity, in an optional essay question. Duke will be the first university to add this component to the Common Application.

Elon's new question adds to the traditional, heteronormative demographics section of the application and sends the simple message: All are welcome.



Elon students can show their alliance with the LGBTQIA community by sporting bELONG buttons.

JANE SEIDEL | Photo Editor

THE PENDULUM

Established 1974

The Pendulum is a daily operation that includes a newspaper, website, magazine and multimedia. Letters to the editor are welcome and should be typed, signed and emailed to pendulum@elon.edu as Word documents. The Pendulum reserves the right to edit obscene and potentially libelous material. Lengthy letters may be trimmed to fit. All submissions become the property of The Pendulum and will not be returned. The Pendulum is located on the third floor of the Elon Town Center on Williamson Avenue.

Editor-in-Chief
Jonathan Black

Managing Editor
Katy Canada

News Editor
Michael Bodley

Opinions Editor
Nick Foley

Features Editor
Abby Franklin

Arts & Entertainment Editor
Meghan Mahoney

Sports Editor
Tommy Hamzik

Social Media Editor
Leah Channas

Photo Editor
Jane Seidel

Design Chief
Kristen DeMaria

Copy Chief
Libby Gormley

Multimedia Editor
Kathryn Jeffords

Assistant News Editor
Kaitlin Dunn

Assistant News Editor
Michael Papich

Assistant Opinions Editor
Erin Valentine

Assistant Sports Editor
Matt Mallian

Business Manager
Lizzie Guillaume

Public Relations Director
Sophie Pearson

Webmaster
Tom Neas

Adviser
Colin Donohue

For a complete list of our staff, please visit ElonPendulum.com/staff.

Recent rise in hacking demonstrates importance of caution online

Since the introduction of the Internet to the general public, it has become a major aspect of modern society. And in some ways, this should not be a problem. The Internet is, in many ways, a major step in efficiency in terms of communication, as well as a place of storage for a near-limitless amount of data and information. We can look no further than the standard response to something we don't know — "Google it" — to see how much we value the Internet for its veritable treasure trove of information.

But just as often as we use the Internet to access public information, we also use it to store our personal information, such as private messages, pictures and more. Clearly, we are trusting more and more that this information will remain confidential, but there is an increasing amount of evidence to show that our data may not be as safe as we would like. This brings us to what many consider to be the dark underbelly of the Internet: network hackers.

A "hacker" is anyone who obtains private information through the use of specialized programs. Usually hackers can be distinguished rather easily, such as the

random email you find in your spam folder. Other times, attempts at hacking can be much more subtle.

Network hacking came to the forefront of public attention when more than 200 nude photos of female celebrities were released online. Then, last week, Gmail faced controversy as millions of account passwords were leaked. More and more private information is finding its way to places it does not belong. The sad truth is that hacking is an everyday occurrence on smaller scales, often only noticed by the affected.

What is amusing about the recent publicity of network hackers (especially the aforementioned celebrity nude scandal) is the constant threat of legal recompense — that the people who steal pictures or passwords will someday face the consequences. But the Internet is the ultimate space of anonymity, where these threats are empty. Simply put, as long as we have the Internet, we will have people who seek to abuse and steal personal information. Sadly, we have no realistic way of stopping them at this point in time.

The good news is that many hackers are not interested in every piece of your personal information they can find. They generally look for information that will lead to some financial gain, such as bank account and credit card numbers.

Taking measures, such as frequently

changing passwords and updating Internet security software, can go a long way in preventing the acquisition of private information. Obviously, personal information is required to perform certain actions online, but you shouldn't confidently assume that your data is secure simply because it's marked as such.

For the most part, though, this issue is a matter of common sense. If you want to keep personal information private, don't depend on the computer to hold it for you. Most hackers depend on carelessness — even the smallest trace can be enough for them to steal.

By withholding personal information whenever possible, we can deny hackers information of value. In short, the best thing that we can take away from hack attacks is the value of caution. We cannot change that terrible damage has been done on account of hackers, but we only let them win by remaining passive.

Network hacking will never truly die. There will always be miscreants looking for the perfect opportunity to seal personal information. If the public uses a higher degree of caution with regard to what is kept online, we could possibly see drops in illegal hacking.



Frequently changing passwords can help prevent personal information from being stolen.

JANE SEIDEL | Photo Editor

Buy responsibly, consume happily

Buy local. Buy organic. Buy cage-free. As a student on a tight budget, this can translate to money, more money and



Erin Valentine
Columnist

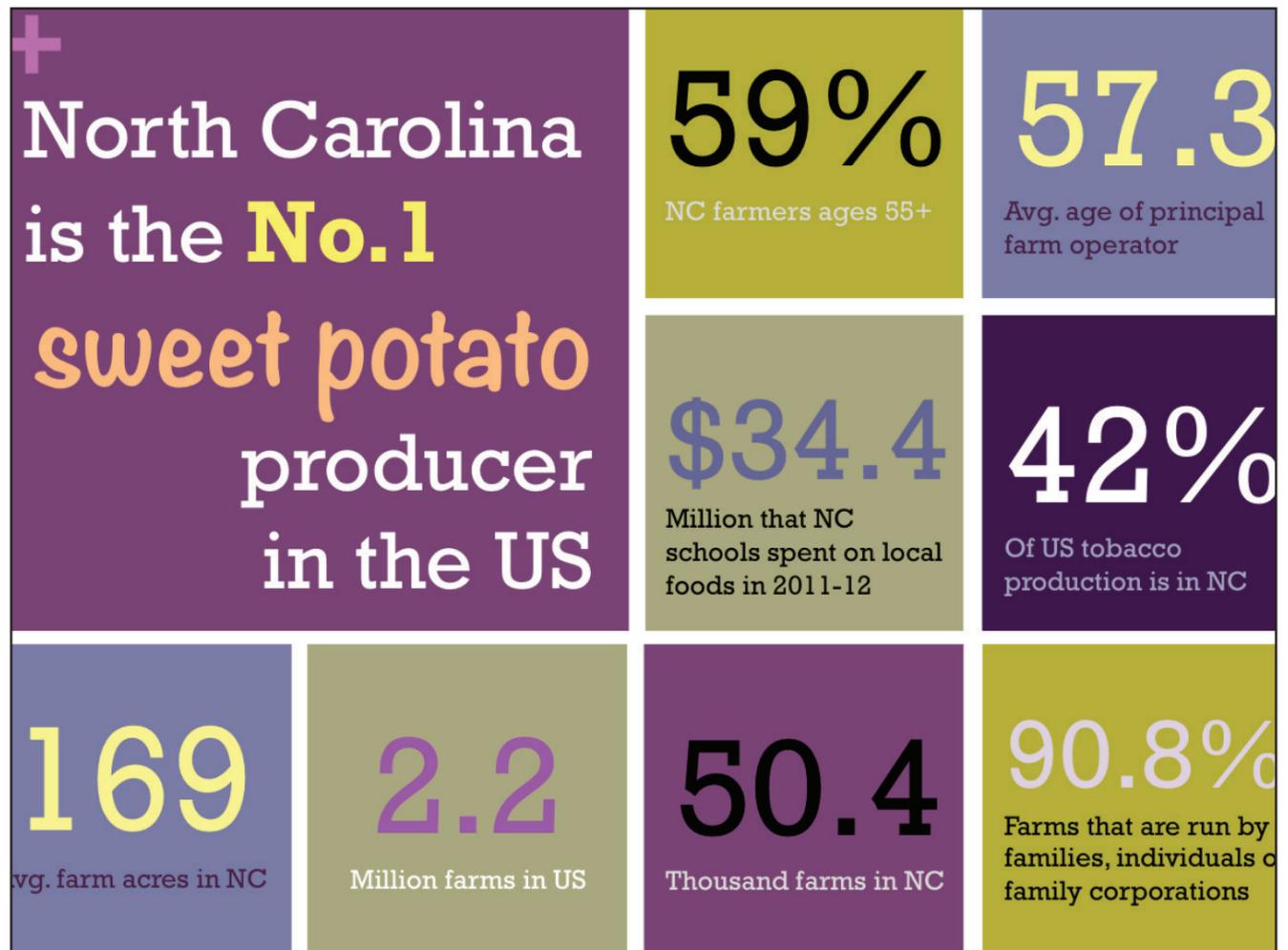
even more money. The assumption that organic, local and humane food costs more is often true. Yet, as college students beginning our adult lives, we need to start setting standards for ourselves that will aid us and the community around us in the future.

According to the North Carolina Department of Agriculture and Consumer Services, as of 2011, North Carolina has been home to around 50,000 farms. Of these farms, more than 90 percent are run by families, individuals or family corporations. We live in a hotbed of easily accessible local farms that produce fresh food. Access to these local farmers is easy. You can go to the Thursday afternoon farmer's market next to the Elon Community Church or stop by the Company Shops Market in Burlington.

Buying organic, humane and local makes a big difference for you, the local farming community and the environment. Making a simple change in your shopping habits can affect more people than you think.

Don't be fooled by the dollar signs. You are not just paying for the same food as the one dollar-cheaper equivalent sitting two containers down. You are financing a farmer in a North Carolina community, supporting the humane treatment of animals, and encouraging farmers not to use harmful pesticides on their crops.

As college students, we can skip that extra Cookout run or Panera sandwich to buy health-conscious, responsible food. Buying organic, local and humane



GRAPHIC BY ERIN VALENTINE | Assistant Opinions Editor

food is not something that requires an in-depth knowledge of the agricultural industry. It's about choosing one product over another and taking the time to really look at what you are picking up at the grocery store.

For example, just about every student on campus buys eggs. Instead of just picking up the first carton you see, go for the one that says free-range. Go for the one that's not made of plastic foam so you can recycle it. These simple choices can lead to a much more knowledgeable and rewarding purchasing process that also spreads awareness of buying environmentally responsible foods.

Taking the time to pick out your groceries can also improve the value of the

food you consume.

Instead of buying all your vegetables in the freezer section, go to the produce section and buy fresh vegetables that are higher in vitamins. In the place of processed, sugar-filled jams and jellies, buy products made by those in your community. Try to get to know the person who made your food.

Another category of food to look out for is humanely raised food. This includes terms such as "free-range," "cage-free" and "certified humane." Foods with these labels are supposed to be positive forces for animal welfare, in that animals should be able to move around and exercise.

Most of these labels also include the

prevention of the use of growth hormones, cages and crates. Be aware buying foods with these labels is a step in the right direction, but not all labels are necessarily regulated. Some allow beak cutting and forced molting through starvation. The absolute best thing to do is to see where the chickens are raised.

Not only will you be a positive force for local businesses, you will also be doing something good for yourself. Consuming foods without added preservatives benefits your body in both the short and long term. Spend that extra dollar on a local farming community and get the most nutrition out of what you eat.

Fresh is always better than frozen. Help yourself and help the community.

A LETTER FROM UNIVERSITY CHAPLAIN JAN FULLER

Last column, I wrote that our Multi-faith initiative at Elon begins with you and a deep exploration of



Jan Fuller
University Chaplain

who you are spiritually, religiously, and culturally. We all begin with what we have inherited and what we choose as meaning systems. This goal is often overlooked in anticipation of the second major movement of religious life at Elon — which is to help our community know and understand religious and world view traditions that are different from their own.

What is the point of knowing about other religions?

For a start, it's good for us and for this small world we live in. When you leave Elon for a study abroad experience or for your dream job, you will —

inevitably — live and work alongside people who are very different from you. You will want to understand why one colleague is not available for assignments on their Saturday Shabbat or why another disappears into the break room several times a day to pray or why another crosses herself before a meal or a big decision. Education about religions will make you a better colleague and a better hire. Deeper understanding will help build bridges that will make this a better world.

The more you know about religions the more successful you will be. You will be prepared to understand someone's actions in the context of a set of larger commitments. You will be able to ask better questions and to hear the answers to make you a better colleague. You will be able to put yourself in another person's shoes.

Education will prepare you for more compassion and less bias. You will understand that no religion is a monolith

and that religions are complex systems of human community that take on and interpret elements of culture. Stereotyping will be harder when you know more.

We also learn about others because that's what we do in community, especially in a community like Elon, where we value each other as we are. The people around us are unique and wonderful human beings. You will surely be curious as to what makes your friends who they are, what motivates them at the deepest levels, what defines their success, their moral systems and their understanding of relationship.

And finally, as you learn about religions that are different from your own commitments, you see yourself in a mirror. You ask yourself: Why do I believe what I believe, or practice what I do? Why am I different or similar in this way? Learning about others also helps us see ourselves. That, in turn,

makes us better community members, friends, colleagues, life partners and practitioners of our own religions. Some may think that knowing about different religions will water down your own tradition, but it will make you better at who you are.

Knowledge is the first step to understanding and respect. The Truitt Center offers programs that will increase your knowledge about those who are not like you. You can add to your education by engaging in other fun events like this fall's celebration of Diwali, Eid al Adha, Hannukah and Advent. You can also approach this kind of knowledge through a myriad of fabulous religious studies courses. Across campus, we hope you learn as much as you can about religion.

Chaplain Fuller can be reached at jfuller3@elon.edu. Sign up for Truitt Center news and events at truittcenter@elon.edu.

Attack of the Yak

Yik Yak grows in popularity, targets students

Leena Dahal
Senior Reporter

There's a cyber-beast living in devices across the country. Its users are nameless but its name is famous. Yik Yak celebrates harmless anonymity and has transformed into a space for cyber bullying. Some Elon University students are paying the price of participation.

First, students are enticed by Yik Yak's lack of sign-up requirements — the app does not require a login or username. Next, it disguises itself as a social media application that, like Facebook and Twitter, has a bulletin board, newsfeed-esque interface allowing individuals to share posts with people within a five-mile radius — their "friends." Once they're signed up, identity boundaries are gone, and "Yik Yakkers" can be whoever they want to be, targeting anyone they choose.

The campus is already acquainted with the cyber characters "Elon Confessions" and "Gossip Squirrel," but Yik Yak takes anonymity a step further by allowing students to post without a middleman. Though people across the nation have had mixed feelings about this lack of filtration, one thing is clear: While some are "riding the yak," others are being trampled by it.

Last week, first-year Jamison "Katerina" Moore, became the target of several Yik Yak users. Comments such as, "Wait that Katerina b***h hasn't left yet?" and "Nobody cares Kat," inundated the feed, prompting varying reactions from the community.

Moore said the targeting was in response to her emotional posts on the "Class of 2018" Facebook page regarding her excitement to go to college and her mother's role in deciding her major. The first-year student said she did not expect the harsh response from her classmates.

"I just thought people would be willing to listen and relate to some of my struggles, but it just turned into something big," Moore said. "I was mainly shocked because after all, this is college. We are supposed to be more mature than we were in high school."

Yik Yak is set up with game-like features, attracting users to stay on the app

and build up their scores. The app gives users the power to "control what is hot," according to the website, by "up voting" and "down voting" other peoples' posts. The running tally of your "up votes" is called your Yakarma score, and users are encouraged to "create quality content" in order to get a higher score.

If a post receives five "down votes," the user's Yakarma score is decreased and the post is deleted. While this serves as a method to avoid cyber bullying, the model can also aggravate the issue since users can "up vote" a harmful comment and thereby provide negative reinforcement.

Moore said it wasn't the hateful remarks or up votes that left a lasting impact on her, but the positive support from friends and strangers who backed her by down voting, reporting and posting encouraging comments.

"The anonymous Yaks that were kind to me helped me gain the confidence to defend myself," she said. "I have really supportive friends who were there to remind me that there is nothing wrong with being myself, and that I shouldn't let anonymous people hurt me."

Maritza Gonzalez was one of those friends. Though Gonzalez had never met Moore in person, she publicly defended her by posting several supportive comments.

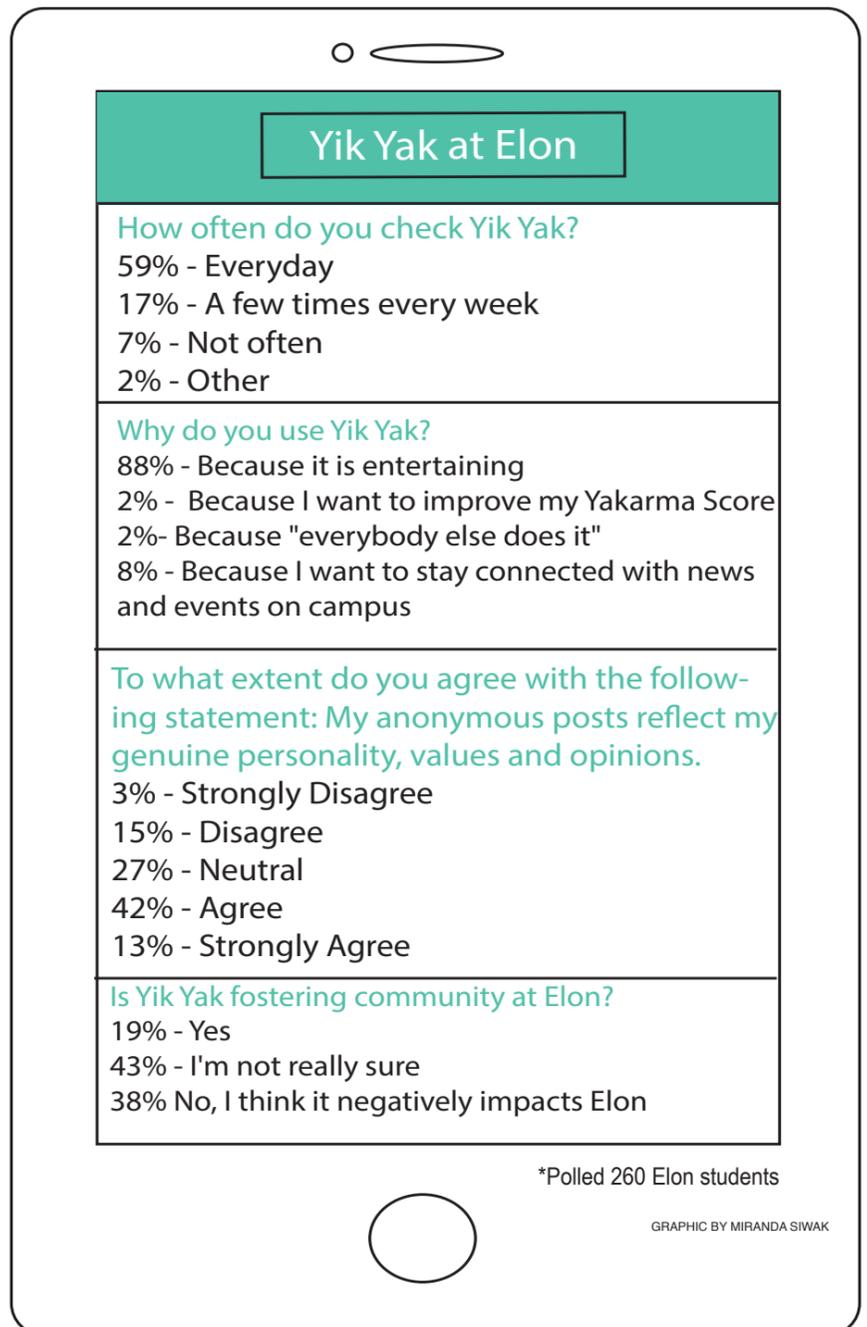
"I have seen too many people suffer from being bullied just for being themselves," Gonzalez said. "So when I saw that people were judging her and harassing her, I reached out to her."

In a Pendulum survey of 260 Elon students, 24 percent had been cyber bullied in their lifetime, 14 percent were targeted on Yik Yak and 18 percent had targeted somebody else on the app.

While these numbers show that Yik Yak has been used as a hurtful tool, many respondents admitted in the comment section of the survey that being cyber bullied has not changed their opinion on the app itself.

"It's all fun and games. It's just an app," wrote one student.

But 37 percent of students surveyed indicated that they think Yik Yak negatively impacts the Elon community.



"If any administration saw what went on on Yik Yak, they'd be appalled that they let such terrible kids into their school," wrote another student.

Despite this awareness, 88 percent of students claim they use Yik Yak primarily for entertainment.

Dr. Mussa Idris, assistant professor of anthropology at Elon, said that the central issue is anonymity's removal of classic social constructs.

"When responding or reacting to a comment, understanding the context is an important part of the way we form interpretations. When you post something anonymously, that whole context is removed," Idris said.

Many respondents said posts that don't target specific people but offer anecdotes on "Elon-related problems," help to foster some level of community at Elon.

"Yesterday, someone yakked about free cupcakes in Moseley, and sure enough, there were free cupcakes!" said a surveyed student.

On the anniversary of 9/11, users united with commemorative messages about the event. Some students also shared that they have turned to Yik Yak for comfort and to support.

"I feel like when we're all anonymous, the Elon community is even more tight-knit and does a better job of taking care of our own," said another surveyed student.

Communications Professor Amanda Sturgill said the responsibility to change the tone of anonymous messages relies on

its users, not on the app.

"If more people were willing to use the platform for messages of support, it could change the tone of the medium and how it is used," she said. "Any communication channel has both positive and negative uses. I think the channel is neutral — it is the communicators and the audience who create the issues. It's not the app's fault."

More than half of the surveyed students indicated that they "down vote" hurtful comments targeting a specific person or group. Six percent of students said they report these comments while 10 percent indicated that they would "up vote" these posts if they agreed.

This level of community-building interaction and self-policing is what Yik Yak co-founders Tyler Droll and Brooks Buffington envisioned for the app.

In response to the targeting of Moore, Yik Yak released the statement: "We continue to build this technology to ensure positive interaction, but as it relates to instances such as the one you mention at Elon, we are finding that as more users sign up and start using the app, each community begins to self-police itself in a positive way."

When asked, "Do your Yik Yak posts reflect your genuine personalities, values and opinions?" nearly half of students surveyed said yes.

One surveyor confessed, "Yik Yak is a danger to any community and no good can come from it, but I will hypocritically continue to 'ride the yak' in an effort to not fall behind."

WWW.GLOWSS.COM

Glow Hair Salon & Spa
(336)584-1533

- \$5.00 OFF HAIR**
Take \$5 off any \$10 or more HairCut, Color, or Chemical Service. Limit 1 per customer, per month. Cannot be combined with another offer. Expires 10/31/2014
- \$5.00 OFF WAXING**
Take \$5.00 off any \$10 or more Wax Hair Removal Service. Limit 1 per customer per month. Cannot be combined with another offer. Expires 10/31/2014
- 10% OFF RETAIL**
Take 10% off any 1 Hair, Nails, or Tanning retail item. Limit 1 per customer per month. Cannot be combined with another offer. Expires 10/31/2014
- FREE TANNING**
1 FREE Tanning session! Approved eyewear required. 18+ only. Limit 1 per customer per month. Sunless not included. Cannot be combined with another offer. Exp 10/31/2014

Welcome to the Limelight

Limelight Music Group holds auditions, signs fresh Elon talent

Diana Stancy
Senior Reporter

Limelight Music Group, Elon University's record label, just concluded its annual auditions last Thursday in its new location

at Trollinger House. Limelight plans to sign approximately three musical groups.

The audition process included musical groups performing several songs for Limelight staff and executive board members. Immediately afterwards, the board mem-

bers asked questions from the musicians regarding their goals, if original content had been produced and what music inspired them.

"We want to be diversified and appeal to all types of people, but overall, what's going to matter the most is the talent type," said Limelight president, senior Dean Shapero.

Final decisions will be announced later this week.

Patrick Gunning, senior and head of Limelight's marketing and public relations, expressed similar sentiments.

"We definitely want to get a band, a rapper and possibly a DJ," Gunning said. "Honestly, it really depends on who sounds the best and who we think we can really market to the Elon community and beyond."

Since becoming an official club in the spring of 2013, the record label has increased its efforts to prepare Elon students for careers in the music industry. Shapero is dedicated to expanding its role, not just as a club, but as a network.

Shapero became involved with Limelight the fall of his sophomore year in 2012, two years after it began as an unofficial organization in 2010.

"I've known my entire life that I wanted to go into music," Shapero said. "I feel like that is the case for a lot of kids here."

Likewise for Gunning, Limelight provided an outlet to stay involved with music while at Elon. He previously had played in a

band during high school, and Shapero connected him with Limelight staff to become involved musically in college.

With Limelight increasing its professional endeavors, junior Valerie Reich, head of management, said she hopes to continue building its brand and find a "fresh group of talent" this year.

"As long as the musician is driven and unique, they have a place with us here at Limelight," she said.

Limelight intends to release several albums, produce music videos and hold festivals and showcase performances this year. Many of its artists worked on creating their own music this summer and are now ready to record and produce their material.

Shapero noted that he would like to involve Limelight in professional experiences and assist those who are graduating with their launch into the music industry.

"We got a lot of great traction last year, so I say we'll carry on our artists," he said.

The ultimate goal is to find talented artists and provide them with the resources necessary to succeed. Gunning said he felt Limelight was obligated to seek Elon musicians and guide them through the early stages of their music careers.

"There's so much talent on this campus, and, personally, I think it's Limelight's duty to give these talented artists a medium to get their voices out there and be heard," he said.



JANE SEIDEL | Photo Editor

First-year Matt Cesari performs in his audition at Limelight's new studio in Trollinger House.

Preview: HOLLYWOOD comes to Haggard

Casey Brown
Senior Reporter

Every year, the students in the Elon in Los Angeles program produce a number of film projects, but their work isn't as well-known back on Elon University's campus. This year, Study USA is changing that with a new event, Hollywood on Haggard.

Created by Director of Domestic Programs Mark Dalhouse with professors Jason McMerty and Jen Guy Metcalf, this event is the program's way to make Elon in LA students' work more noticeable on campus.

"We want to conceive an opportunity to publicize Elon in LA and honor those who have worked so hard," Dalhouse said. "It came from a conversation between Jen, J. McMerty and I, trying to brainstorm ways to become more visible. Now, we have this program."

Senior Kelly Foran, an Elon in LA summer alumna, acts as the technical director for the premiere event. Foran said that among the spring and summer films from last year, Elon audiences will get a good look at what the students in the programs work for during their stay in LA.

"I'm essentially gathering all of the films that were made in the spring and summer and compiling them together in order to showcase them to all who attend our event," Foran said. "The audience can expect a variety of really impressive and diverse films made by Elon students. The event will also give people an awesome look at the Elon in LA program and all that it entails."

Hollywood on Haggard, to be held Sept. 17 at 8 p.m. in Pardue Court (between the Performing Arts Center and Lakeside), is a picnic-style outing where students can

bring blankets and watch the student films under the stars.

The program encourages its students to film all over the greater Los Angeles area. With such an array of settings, Dalhouse said attendees will see some unbelievable scenes of LA through the lenses of hard-working Elon students.

"Students on campus can see through these films the incredible diversity of LA, the beauty of LA and the ability to be creative in LA," Dalhouse said. "The films are both funny and poignant, and they really show the excellence to which the students dedicate themselves."

Metcalf, the professor of the program's dance class, is proud of the work the students have done, and believes this event is the time for the students to be recognized for their achievements.

"I am really excited for student work to be shown back on campus," Metcalf said. "You'll see final projects, collaborations between dance, film production and music students, all of which are very dynamic. I am so proud of the work the students did this summer, and I'm thrilled that work has an opportunity to be displayed."

Beyond highlighting the diverse work of the program's students, Hollywood on Haggard provides an opportunity for more people to see just what the Elon in LA program is about. Foran added the event will convince more people to check out what the Study USA program has to offer.

"This event is important because it will help spread the awareness to other Elon students as well to the Elon community that this great program exists," Foran said. "We hope that the featured films can help inspire students and motivate them to apply."

North Carolina's
AMTRAK[®]
ncbytrain.org

Simple and stress free.

SAVE
15%
on 10 rides with our
NC MultiRider
ticket

TEN RIDES. ONE TICKET. ONE LOW PRICE.
Save 15% on 10-ride ticket between paired NC cities. MultiRider ticket holders don't need reservations. Present your ticket to the conductor each time you ride, then climb aboard — no lines, no waiting, no kidding.
Book online today.

Red-zone troubles haunt Elon in 0-2 start



Mike Quinn (No. 7) had an impressive start to the game, but wasn't able to pioneer the Elon offense to any touchdowns against North Carolina A&T. ASHLEY KING | Staff Photographer

Matt Mallian
Assistant Sports Editor

Generally, if the kicker is the most impressive player on your football team in a game, it means something went wrong in the other offensive phases.

That was the case Sept. 13 at Rhodes Stadium, where the Elon University football team took on North Carolina A&T State University.

The Phoenix had multiple drives that stalled out deep in Aggie territory, leading to sophomore kicker John Gallagher booting a career-high four field goals in Elon's 17-12 loss.

The game was reminiscent of Elon's season opener at Duke University Aug. 30, when the Phoenix had many of the same issues on offense.

"One thing for us was trying to score," said junior wide receiver Andre Davis heading into Saturday's game. "It was a lot of times we had drives that ended up stalling because of a drop, or someone didn't execute a block, so just trying to execute and score more points can take a lot of pressure off the defense."

After the game, Davis noted the similarities between the team's performances in the two games.

"We just didn't execute the way that I think we should or could have been able to execute," Davis said. "Pretty much the

same thing, just execution."

Against Duke, the Elon offense looked serviceable and was able to finish a drive with a touchdown, scoring 13 points on the Blue Devils. The drive-killers on that night were usually drops, but against the Aggies, basic execution was the issue.

"To me, there are five elements of winning football, and it's turnovers, big plays, first down, third down and red zone," said Elon head coach Rich Skrosky. "And that's a probability that I've been studying for a long time. If you hold a team to field goals, you're going to be in the game. And credit to A&T. They did a good job in the red zone."

Skrosky added he met with his captains on Friday night before the N.C. A&T game to discuss these five elements. But on the field, problems persisted.

Senior quarterback Mike Quinn threw two interceptions, the Phoenix were 3-of-16 on third down, and the offense failed to score a touchdown despite consistently threatening to score in the red zone.

"[We] just didn't get the ball where it needed to go," Quinn said. "We didn't establish the run game as [well] as we should've, and once you do that it opens up the passing lanes, and we're off to the races, as you can see with our yards after catch. It literally all comes back to execution. There were more opportunities this game to actually score, and we just have to capitalize."

In all, the Phoenix had the ball inside N.C. A&T's 20-yard line five different times. Four of those drives ended in field goals, while one attempt was blocked.

"On offense, the obvious thing that sticks out is the red-zone productivity, or lack thereof — being held to four field goals and then having the one blocked," Skrosky said. "That has an effect on the rest of our team, when the defense sees the offense not getting in the end zone."

Once deep in Aggie territory, the Phoenix tried a variety of different plays to punch it in for a touchdown. But everything from a run to a corner fade to a slant route was snuffed out by the Aggie defense.

"There were more opportunities, and I give them credit because they played man coverage down there, and we got the one-on-one battle for the most part," Skrosky said.

Despite Elon's inefficiency in the red zone, Skrosky was pleased overall with the progress he saw from his players, namely Quinn and Davis.

"You move ahead," Skrosky said. "That's what gets you excited. When you see a kid reach his potential and keep getting better on a daily basis, it validates what you tell him. There's not a day that goes by that I don't believe we're going to go on the field and do it consistently. You just have to keep working at it."

SOCCER

from cover

despite leading the team in total shots and shots on target.

It's something that has backed him up a bit, as he wants to do everything he can to contribute to his team's victories. He remains patient, knowing that the goals he covets will come with time and as a result of his hard work.

"It's definitely frustrating when you're

not producing offensively like you'd like to," Waterman said. "Even when I'm playing well offensively, I want to do better, but I've played long enough to know that you can fix anything with hard work and repetition."

The problem, as Salazar sees it, has been finishing the quality looks they've garnered and, just as important, making quality passes or moves that lead to those looks.

"We've been a little bit unlucky," Salazar said. "We're getting the ball into good areas. We're just missing the last pass or the last run that we need to make. If we just make that last play, we can find the goals."

Elon is creating a number of quality chances in every contest, but they haven't been able to finish enough of those opportunities.

"If we weren't creating chances, I'd be worried," Little said. "But we are creating chances, so it's just a need for more quality and execution on our part, but it'll come. As long as we keep creating chances they're eventually going to drop."



Nathan Diehl scored one of Elon's goals during its Aug. 29 loss to Stetson in Durham. NICOLE OSGOOD | Staff Photographer

Upcoming Fall Sports Schedule

Wednesday, Sept. 17

Volleyball vs. North Carolina A&T

Friday, Sept. 19

Men's Tennis at Charlotte Invitational

Volleyball vs. Western Carolina
5 p.m., at Wake Forest

Women's soccer
vs. Gardner-Webb
7 p.m., Rudd Field

Saturday, Sept. 20

Men's tennis at Charlotte Invitational

Football vs. Charlotte
7 p.m., Rhodes Stadium

Volleyball vs. Winthrop
11 a.m., at Wake Forest

Volleyball at Wake Forest
7 p.m.

Sunday, Sept. 21

Men's golf at Rees Jones Invitational

Men's tennis at Charlotte Invitational

Monday, Sept. 22

Men's golf at Rees Jones Invitational

Tuesday, Sept. 23

Men's golf at Rees Jones Invitational

Volleyball at NC Central
7 p.m.

SATURDAY, SEPT. 20

@ Radford
6 p.m.

FRIDAY, SEPT. 26

@ Coastal Carolina
6 p.m.

For additional coverage of Men's Soccer and all other Elon sports, follow @pendulumsports on Twitter.

Cross country thrives during home meets



Both the Elon men's and women's cross country teams won the home meets they hosted: a dual meet against UNCG and the Elon Invitational. PHOTO COURTESY OF ELON ATHLETICS

Matt Krause
Reporter

Weaving throughout the South Campus intramural fields, the Elon University Cross Country Course is home to many Phoenix cross country practices. But the facility hosts more than just workouts.

On Sept. 13, Elon hosted the fifth annual Elon Invitational on the course. Both Elon teams took the team win at the event, with senior Jenny Gallagher taking the women's individual title and senior Luis Vargas winning the men's individual title. The four-team event followed a dual meet at home against the University of North Carolina at Greensboro Aug. 30.

Running at home provides numerous benefits for Elon, both on the course and off. A significant aspect of the preparation for a cross country meet is familiar-

ity with a course's terrain and elevation changes. For Elon, that preparation is taken care of when running at home.

"We train on this course every day, so they're familiar with it," first-year head coach Nick Polk said. "They know every up and down on the course."

According to the athletes, the setup of the Elon course is comparable in quality to courses they run on later in the season in more prestigious races.

"This one is a lot more grassy, and there's a few rolling hills," Gallagher said. "But it's mostly flat. We like it as a course."

A light rain was falling throughout the entire meet. This caused wet conditions throughout the course, including slick grass. Despite the weather challenge, the runners said they were pleased with the way the course held up.

"This grass is pretty short, so it's not

too sloshy," Gallagher said. She also pointed out that part of the course is a gravel path, which can easily withstand a weather-induced beating.

"We love the rain. It was nice that it wasn't too muddy," Vargas added.

Cross country athletes are quick to sing the praises of rain, because it makes for easier running conditions as long as the course holds up.

Not every meet can be at home, though.

College teams in every sport deal with travel concerns as they try to balance their schedules with athletics and academics. Travel often means missed class time and hours spent on buses or planes. With a home meet, all of those concerns are avoided.

"We didn't have to stay in a hotel, lose a lot of sleep and class to [have the meet]," Polk said after the Elon Invita-

tional. "We were able to get this in, and now we'll focus on our travel schedule."

On Saturday, Vargas claimed the win while his family from Angier, North Carolina was in attendance. Vargas won the event in 2013 and placed second in 2012, making it clear the impact competing at home has for him.

Many other families, alumni and faculty braved the weather to watch the meet.

"It's really great to see faculty and parents and students come out to support us," Gallagher said.

As Elon continues to gain regional and national attention, the Phoenix continues to have a leg up on the local competition. Polk sees benefits in being able to "run up front and gain some confidence" before his team heads to meets hosted by major universities. Elon will compete in the Adidas Invitational and Three Stripe Invitational hosted by North Carolina State University as well as the Notre Dame Invitational hosted by the Fighting Irish.

Wherever the season takes the Phoenix, the players appreciate the facility they are provided. The home course gives confidence and stability during meets and practices.

"Elon provides us with a great course," Vargas said. "They take really good care of it, and we really are thankful for that."

FRIDAY, SEPT. 19

Adidas Invitational
Cary, NC

FRIDAY, OCT. 3

Notre Dame Invitational
South Bend, Ind.

For additional coverage of Cross Country and all other Elon sports, follow @pendulumsports on Twitter.

NEXT CROSS COUNTRY MEETS

Elon women's tennis shows promise with strong group of freshmen

Bryan Anderson
Reporter

The Elon University women's tennis squad surprised many teams by capturing a Southern Conference title last year.

But the Phoenix now faces new challenges with a younger, inexperienced roster while entering the more challenging Colonial Athletic Association. Nevertheless, head coach Elizabeth Anderson is excited about her program's future.

"I think [our freshmen] look very good," Anderson said at Elon's fall tournament Sept. 12-14. "They're a very talented group and very hard-working. We've just got to continue getting them used to college tennis and college in general."

In an effort to generate team bonding, assistant coach Bob Owens gave the freshmen a nickname: The Fab Five.

"I've been looking for a nickname for them, but it didn't take us long to see that this was an extraordinary group of young ladies," Owens said. "I'm hoping that [this nickname] helps with the camaraderie of the team and to identify with Elon tennis. They have high tennis IQ and are hard workers."

Five freshmen, one junior and two seniors currently account for the team's active roster. During the Elon Invitational, the team shined.

Erica Braschi, who was placed into the

A-2 Singles Flight, won her first matches handily. She is from Puerto Rico and entered Elon with a 5-1 record against 4-star opponents, according to the Tennis Recruiting Network. Her one-handed backhand, wicked slice and strategic thinking make her a force to be reckoned with.

"I was very nervous before the first match and before the first doubles, but I think it went pretty well," Braschi said. "Doing tennis before college is always so individual, and now it's with a team."

Freshman Olivia Lucas also asserted her dominance throughout the Elon Invitational in the A-3 Singles Flight. In the first day of the tournament, she outscored her opponents 24-6 in terms of games won. On the second day, she landed a spot in the finals.

"It feels great [to be playing well], and my confidence is getting so much better from this tournament," Lucas said. "All the freshmen are really good this year, and we gel really well, so I think we're going to have a great season."

While the freshmen were impressive, returning players proved themselves capable of competing at a high level as well.

Senior Barbora Lazarova went 2-1 in singles play during the first two days of the tournament. Junior Taylor Casey was victorious in a decisive 6-1, 6-0 victory in the opening round of singles play.

Through three rounds of singles and one round of doubles play, the Phoenix posted a 13-5 overall record.

To improve during the course of the season, Elon will need to build on its success and prepare itself as best it can for conference play.

"We're used to a lot of the teams [in the CAA] because we've played them for the past few years," Anderson said. "We need to continue working on our strategy

and just building points. That comes with experience and time."

With the foundation laid last year and the freshmen that are making their mark, it's not out of the realm to consider Elon a contender for the conference title once again.

For game recaps, features and everything else Elon athletics, please visit elonpendulum.com.



Kirsten Ward was one of multiple freshmen that saw success during Elon's fall invitational. NICOLE OSGOOD | Staff Photographer

Agae brings consistency to table for Elon

Tommy Hamzik
Sports Editor

When Kayla Agae played in just one set in Elon University volleyball's season opener and none in the team's second game, she wasn't frazzled.

She didn't look down on herself. She wasn't frustrated. She wasn't angry.

Instead, she accepted what was handed to her. She looked around and saw the strengths of the team and took on her role of supporter for the first weekend of the

season.

"As a team, we're so dynamic," Agae said. "We can put anyone on the court and win. Those six that were on the court that first week were going to do that. I was going to be a teammate."

Now, Agae is the furthest thing from someone who supports her teammates from the bench. Agae has played the entirety of Elon's last few games, including some five-set matches. The sophomore outside hitter gives Elon a dependable presence in multiple spots on the court.

In Elon's last five games, Agae has hammered down 64 kills, dug 70 balls and posted eight blocks.

"Kayla's killing it," said junior outside hitter Megan Gravley. "We can trust her so much on the court. The fact she can play back row then go front row and just kill it is really, really awesome. It's hard to find that in a player."

Agae, from Las Vegas, played in all 33 matches for Elon a year ago, so it's odd that she barely saw the court in the first two games of this season. Through five games

this season, Agae had managed just 16 kills while playing nine sets.

She quickly stepped to another level Sept. 6 against the University of North Carolina at Asheville. Agae recorded a career-high 15 kills while hitting .265.

It didn't take long for her to shatter that high kill total — she posted 19 while hitting .444 Sept. 12 against the University of North Florida.

But it's not just her hitting that makes her a valuable asset and keeps her on the court all matches. Agae reached a game-high 20 digs against High Point University on Sept. 10, while recording 11 against North Florida and 10 in a three-set loss to South Carolina University on Sept. 13.

Against Campbell University Sept. 13, Agae not only had 15 kills but also tallied a career-high 23 digs and was named to the All-Tournament Team of the Hampton Inn & Suites of Holly Springs Invitational.

"Kayla's been playing awesome," said junior setter Ana Nicksic. "She's just very, very consistent all the way around, in her digging and swinging."

When Elon head coach Mary Tendler was asked what she likes about Agae's play, she answered quickly, "Consistency." Tendler has singled out that aspect as something Elon needs to work on to improve its current 3-7 record.

And right now, Agae is providing more of it than anyone.

"That's what we're looking for in players — to be consistent from match to match," Tendler said. "That takes a lot of focus. We asked her to do a lot, and she came through."

Agae hasn't gotten caught up in her recent hot stretch.

"Having my chance to play was awesome," Agae said. "Overall, for the team as a whole, what we really want to do is be successful. No matter who's on the court, we want to be successful. No matter if I'm on or whoever's on."



After not playing much during the opening weekend of the season, Kayla Agae has emerged as a key component for the team.

ASHLEY KING | Staff Photographer

Volleyball notebook: Smith, Klein helping Elon in the middle

Tommy Hamzik
Sports Editor

Danielle Smith doesn't let her size bother her while playing middle blocker.

The Elon University senior stands at 5 feet, 9 inches tall, but she remains effective going up against players who are typically 6 feet tall or bigger.

"I'm used to being the small one in the middle," Smith said. "I'm quick, which helps me against blockers who are taller than me."

Smith's attack in the middle helped power Elon's five-set victory against High Point University Sept. 10, when she recorded eight kills at a .333 efficiency. She had a season-high 13 kills against the University of North Carolina at Asheville Sept. 6.

Smith plays multiple positions for Elon, rotating from the middle to both outside positions. She has 77 kills and 20 blocks so far this year.

"She's one of the most versatile players I've ever seen in my life," said junior outside hitter Megan Gravley. "Last week, she played outside in one set, middle in one set and right side in one set. People who can do that, I have so much respect for."

Klein Climbing

Elon freshman middle blocker Michelle Klein is seeing the floor more after not playing at all in the team's first three games.

In six games, Klein has amassed 28 kills

while hitting .262 and 11 blocks.

"I think I've definitely improved a lot," she said of the transition from high school to college. "At first, I was really timid and I couldn't hit down to save my life. Now, I'm getting a little more used to the intensity and the pace of the college game."

Elon head coach Mary Tendler said Klein has taken some lumps, as any freshman does, early on. But overall, she likes where Klein is headed with her improvements.

"The middle blocker position is tough because you need to do a great job of reading the ball coming off the hands of a setter," Tendler said. "If you guess wrong or move in the wrong direction, you're going to leave an opening for the defense. She's a very confident player."

Let's play five

Elon has seen its fair share of five-set matches, even this early in the season. The Phoenix has played four matches — including a stretch of three straight — that went the distance.

In those four, Elon went 2-2, beating Kennesaw State University and High Point University while falling to the University of North Carolina at Asheville and the University of North Florida.

"We're getting some good experience," Tendler said.

Injury update

Gravley and junior middle blocker

Catherine Head have each missed games recently because of injury.

Head got hurt during Elon's trip to Kennesaw State the weekend of Sept. 6-7. She did not play against High Point but saw action in three sets against North Florida before sitting out both Saturday games at Campbell University. Gravley wore a boot on her left foot during the second day of the Campbell tournament and didn't see the floor.

Seeking consistency

If there's one thing that's bothering Tendler through Elon's first 10 matches, it's consistency.

Tendler singled that out as a definite need for improvement, particularly starting off sets on a good note.

Elon is currently 3-7 overall. After two of Elon's three victories, the Phoenix was swept in its next contest.

"We'll play a really great match, then the next match we struggle," Tendler said. "The key to our team right now is starting out each set in a positive way, not making errors right off the bat. What we're finding is we make a few errors right off the bat and we struggle coming back from that."

Follow @PendulumSports on Twitter to stay up to date on the latest Elon sports news and for live coverage of games.



The volleyball team has managed to win just two games at home so far this season.

ASHLEY KING | Staff Photographer