

WEDNESDAY, MARCH 30, 2016  
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ELON, NORTH CAROLINA

# THE PENDULUM



**LEARNING TECHNOLOGY**  
HELPING OR HURTING STUDENTS?  
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**WEARABLE TECHNOLOGY**  
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**ELON APPS**  
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## 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](mailto: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.

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The Pendulum seeks to inspire, entertain and inform the Elon community by providing a voice for students and faculty, as well as serve as a forum for the meaningful exchange of ideas.

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## ONLINE

To read these stories, visit our website [www.elonpendulum.com](http://www.elonpendulum.com)

### news

**Elon addresses state legislature law restricting LGBTQIA protections**

### style

**Senior releases EP after taking a break from YouTube**

### sports

**Elon baseball faces off with Wake Forest**

## CRIME REPORT

**March 16  
MOONELON DRIVE, ELON  
BURGLARY**

The Town of Elon Police responded to a call at a residence in reference to suspicious conditions. While they were en route, the call became a possible breaking and entering attempt, according to a Town of Elon Police report.

The caller said he heard someone trying to open the front door, and also someone tampering with the bedroom window.

The case is open for further investigation.

**March 17  
SOUTH WILLIAMSON AVENUE, ELON  
FRAUD - CREDIT CARD/AUTOMATED TELLER MACHINE**

A man came to the Town of Elon Police Department to report that he had lost his wallet six days prior while walking on West Haggard Avenue in the Town of Elon. Three days after that,

a charge was made to his PNC debit card at Harris Teeter in Burlington, a Town of Elon Police report said.

The man canceled his card after that, and no other transactions were made. The wallet also had his social security card and Maryland driver's license in it.

There aren't any suspects. The case is closed, leads exhausted.

**March 19  
SHALLOWFORD CHURCH ROAD, ELON  
POSSESSING/CONCEALING WEAPONS**

The Town of Elon Police stopped an Elon man driving on Shallowford Church Road near Elon Ossipee Road for not displaying a registration plate. The man, identified as Robert Lee Hatch Jr., pulled a shotgun from his jacket immediately and turned it over to the police.

Hatch smelled of alcohol, according to the Town of Elon Police report. Upon conducting an identification

search, police discovered Hatch was a convicted felon, and placed him under arrest for possession of a firearm for a felon.

Hatch responded to this by saying, "Oh I forgot about that," according to the report.

Hatch admitted to being drunk and later registered a .12 breath alcohol concentration — .04 above the legal limit of 0.08. He was charged with DWI, issued a citation for DWI and driving a vehicle without a registration plate.

**March 23  
ELON PARK DRIVE, ELON  
BURGLARY**

The Town of Elon Police responded to a report of someone forcing open a front door to what was described as a scenic wooden cabin style building at Beth Schmidt Park in Elon, according to a Town of Elon Police report.

The case has since been ruled inactive.

## GAMES

### Los Angeles Times Daily Crossword Puzzle

Edited by Rich Norris and Joyce Lewis

1	2	3	4	5	6	7	8	9	10	11	12	13
14			15					16				
17			18					19				
20							21			22		
23					24	25			26			
27				28	29			30				
31				32					33			
			34					35	36			
	37	38					39			40	41	42
43				44	45				46			
47				48					49			
50				51				52	53			
54			55				56	57				
58							59			60		
61							62				63	

By Bruce Haight 3/30/16

**ACROSS**

- Vanna's cohort
- Smidgens
- Thicket
- Boston Marathon mo.
- Meat and greet patio party?
- Skylit courtyards
- Yes, to a cowboy?
- Sunday service providers
- Switz. neighbor
- Pollen carrier
- "M\*A\*S\*H" Emmy winner for acting, writing and directing
- German autos
- Women's undergarment, briefly
- Yes, to an architect?
- joint
- Cracker with a scalloped edge
- [uh-oh]
- Provides with a soundtrack
- Components of many tips
- Give in to wanderlust
- Shakespeare's river
- Stockholm carrier
- Yes, to a traffic court judge?
- Author Rice
- Final, e.g.
- Medicine Hat's prov.
- Shoot the breeze
- Org. for docs
- Exited quickly, in slang
- Yes, to the Magic 8 Ball
- "Divine Comedy" poet
- "Fun, Fun, Fun" car in 1960s hit
- Make faces for the camera
- Labor day doc
- Church chorus
- Mini-albums, briefly

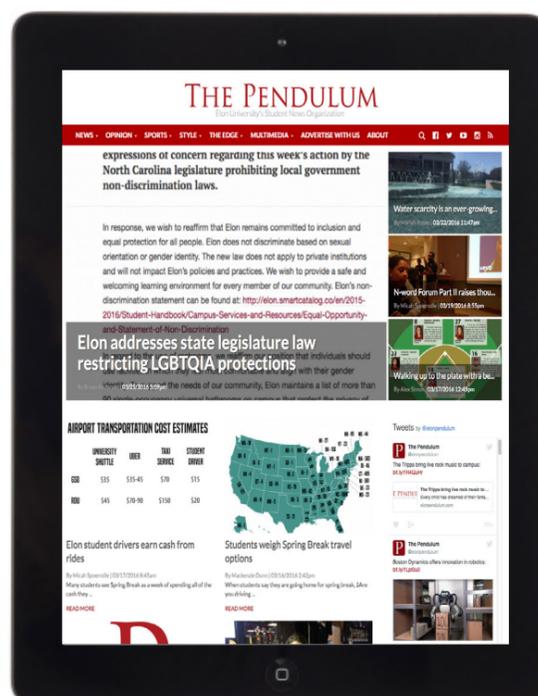
**DOWN**

- Choose paper over plastic?
- Ill-fated 1967 moon mission
- Made even, to a carpenter
- "\_\_ your pardon"
- Cheerios descriptor
- "Give it a go"
- Blood-typing letters
- Kick up a fuss
- Uber competitors
- Platte River tribe
- The majors
- Online guide
- Enter gradually
- Muffin mix additive
- Con job
- Orders with mayo
- "Les \_\_": musical nickname
- PCs' "brains"
- Karen Carpenter's instrument
- Member of the fam
- One who helps you find a part?
- Prom partner
- Fallopian tube traveler
- Rejections
- Drink on credit
- Noise from a 55-Down
- Multi-platinum Steely Dan album
- "I was so foolish!"
- Pays for cards
- Old salts
- Get hitched
- Viral Internet phenomenon
- Two-horse wager
- Go up in smoke
- Yemeni port
- Capital near Zurich
- Supplements, with "to"
- Type of pen
- Tech giant
- Cube that rolls

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YOUR SOURCE FOR:

- NEWS
- OPINIONS
- STYLE
- SPORTS
- THE EDGE



## UPCOMING EVENTS: MARCH 30 - APRIL 5

7 P.M. | Musical group Crosby Lane in concert **30**

3:30 P.M. | Spring Convocation with Walter Isaacson **31**

10 P.M. | Carnival at College Street TapHouse **1**

9 P.M. | SUBCinema: 'Dirty Grandpa' **2**

1 P.M. | Softball vs. College of Charleston **3**

9 P.M. | Maker-Gami Mondays - Maker Meetups **4**

6:30 P.M. | Baseball vs. East Carolina **5**

# Learning technology helps and hinders

*Different programs, websites have changed classrooms*

**Stephanie Hays**

Design Chief  
@stephanehays

With the rise of technology, computer programs and online homework websites have become commonplace in classrooms to help enhance student learning.

Programs such as Microsoft Excel are common in business classes, while lesser-known programs such as Mathematica have a dominant place in Elon's math classrooms. And online homework sites such as Cengage, McGraw Hill, Pearson, Moodle and WebAssign are all used by students for submitting homework and getting homework help. Generally, students strongly support these sites.

**Math classes such as "Matrix Theory," "Differential Equations" and "Numerical Analysis" primarily use Mathematica as a computational and visualization tool.**

Stephanie Lobaugh, a senior Statistics major and Mathematics minor, has used Mathematica in multiple different math and statistics courses and enjoys it because it lets her focus on the application of math concepts.

"For me I think it's been good because I'm more interested in the application of the concepts that I've learned in my classes," Lobaugh said. "So in the real world, I think if you're applying these methods and concepts you will be using some sort of technol-

ogy, so it will be helpful."

Certain Elon math classes such as "Matrix Theory," "Differential Equations" and "Numerical Analysis," primarily use Mathematica as a computational and visualization tool, according to Todd Lee, professor of mathematics.

Kristen Mazur, assistant professor of mathematics, uses Mathematica in her "Calculus I" class and finds it lets her focus on the math concepts instead of the calculations.

"Before using Mathematica I focused a

"These online programs that textbooks have now really help us practice the problems," Porter said. "So instead of just reading it and seeing pictures of it, you can do hands on experience and actually practice the problems. I think it's a lot easier to learn that way."

According to Catherine Chiang, associate professor of accounting, online sites such as Cengage and McGraw Hill became popular in 2007-2008. The programs are there for students to do their homework on and receive immediate feedback about questions

do something without prompt, some of them don't know how to do it. So I think that's the negative part."

While some students struggle on tests to perform calculations by hand without a prompt, Ray Brown, a junior Finance and Accounting double major with a minor in Economics, makes sure he doesn't rely too much on the programs to learn the material.

"I can calculate it all by hand, and it's not an issue for me," Brown said. "I always make sure I understand the formula before I use Excel. I kind of use technology as a wall to lean on. It's nice and helpful when I need it, but I don't need it to get the correct answers."

Mazur said she and the other faculty do their best to strike a balance between doing calculations by hand and using Mathematica.

"This is something that we as a department are thinking about," Mazur said. "The idea is let's find the balance. Where is that limit. What's the minimum you need to do by hand to understand things before we can move to Mathematica?"

But knowing how to use programming technologies like Mathematica is a good skill to have for after college.

"One of the No. 1 skills employers want is programming skills," Mazur said. "Knowing those computer programming skills makes you that much more marketable on the job market."

As for the online websites, they're a way for students to engage in the class material without being limited by not having access to immediate feedback.

"What I see is that students using technology to get familiar with different interfaces and train them to know that there are a whole lot of resources out there," Chiang said. "They should not limit their pursuit of knowledge to the classroom."

**WHAT I SEE IS STUDENTS USING TECHNOLOGY TO GET FAMILIAR WITH DIFFERENT INTERFACES AND TRAIN THEM TO KNOW THAT THERE ARE A WHOLE LOT OF RESOURCES OUT THERE. THEY SHOULD NOT LIMIT THEIR PURSUIT OF KNOWLEDGE TO THE CLASSROOM.**

**CATHERINE CHIANG**  
ASSOCIATE PROFESSOR OF ACCOUNTING

lot on lots of examples of doing a lot of algebra, of doing complicated derivatives by hand," Mazur said. "But now it's more, 'Let's really think about what a derivative is and what it means to be a derivative.'"

While math students use Mathematica, business students use online homework sites such as McGraw Hill and Cengage, and most students use programs such as Microsoft Excel in their classes as well.

Kelly Porter, a sophomore accounting major, has used both online websites from McGraw Hill and has become Excel certified.

they got wrong and how to fix their answers.

"It's a personalized, individualized learning system, which is really good," Chiang said.

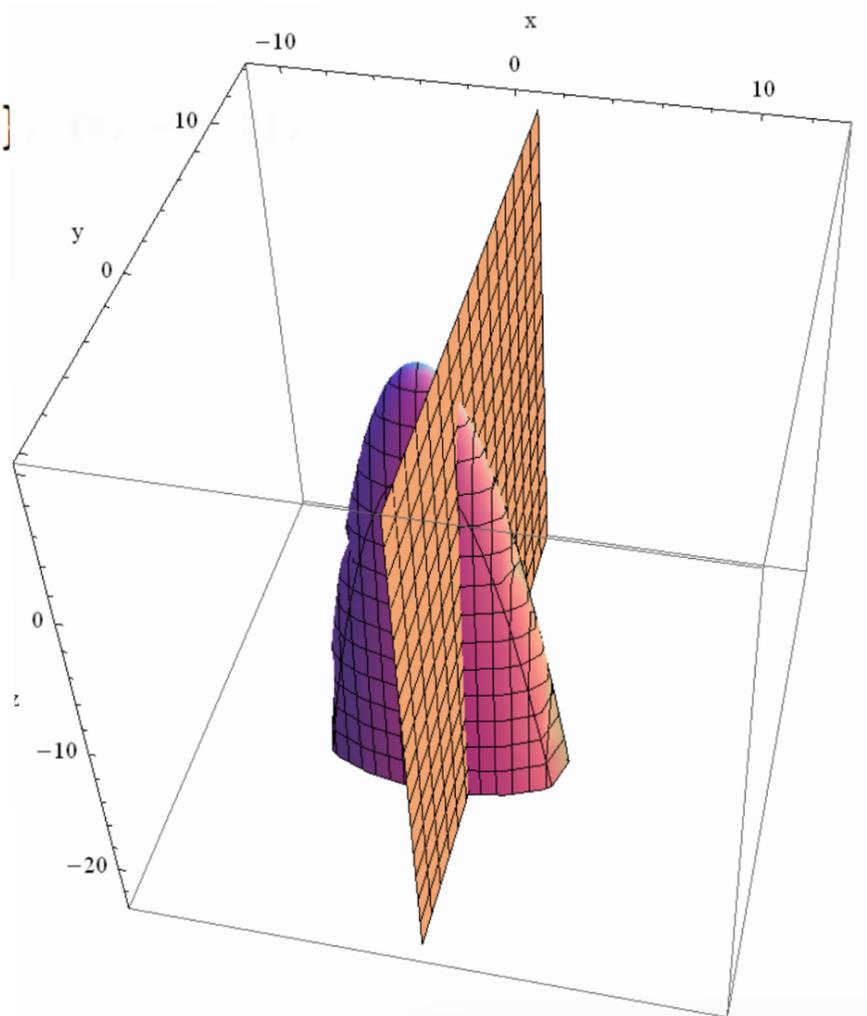
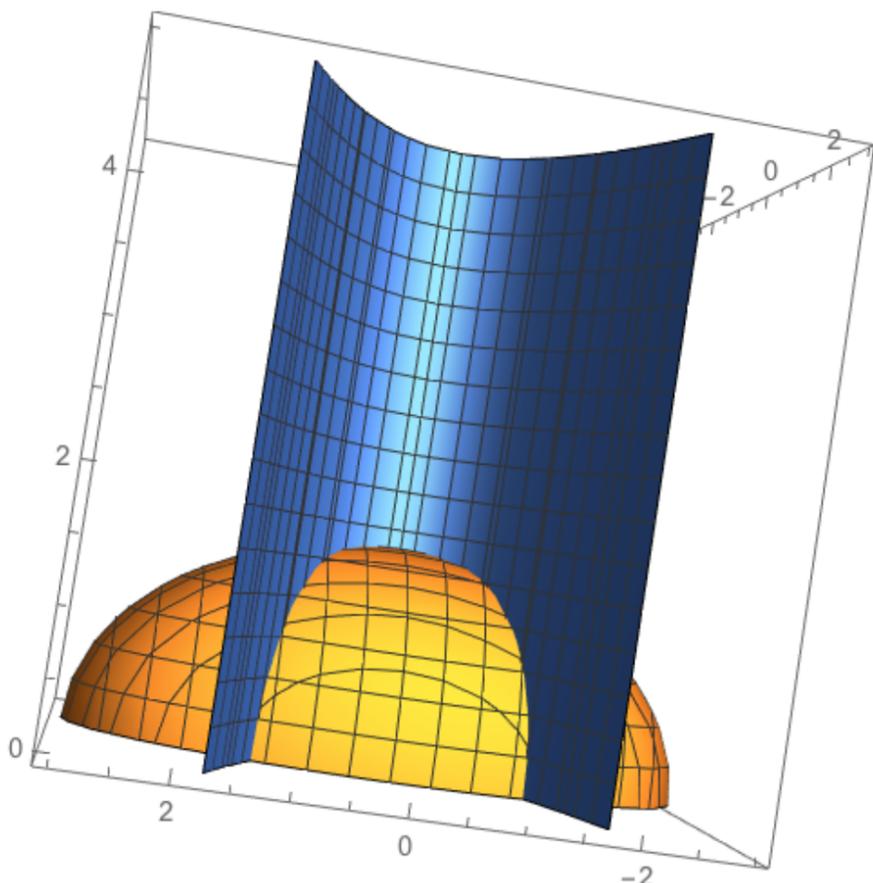
But there are concerns that students aren't learning how to do calculations as well as they should be. According to Chiang, the technology often gives students prompts during their homework, and sometimes students rely too heavily on those prompts to be able to perform calculations.

"It takes away the thinking part of it from students," Chiang said. "When I give them a blank sheet of paper and ask them to

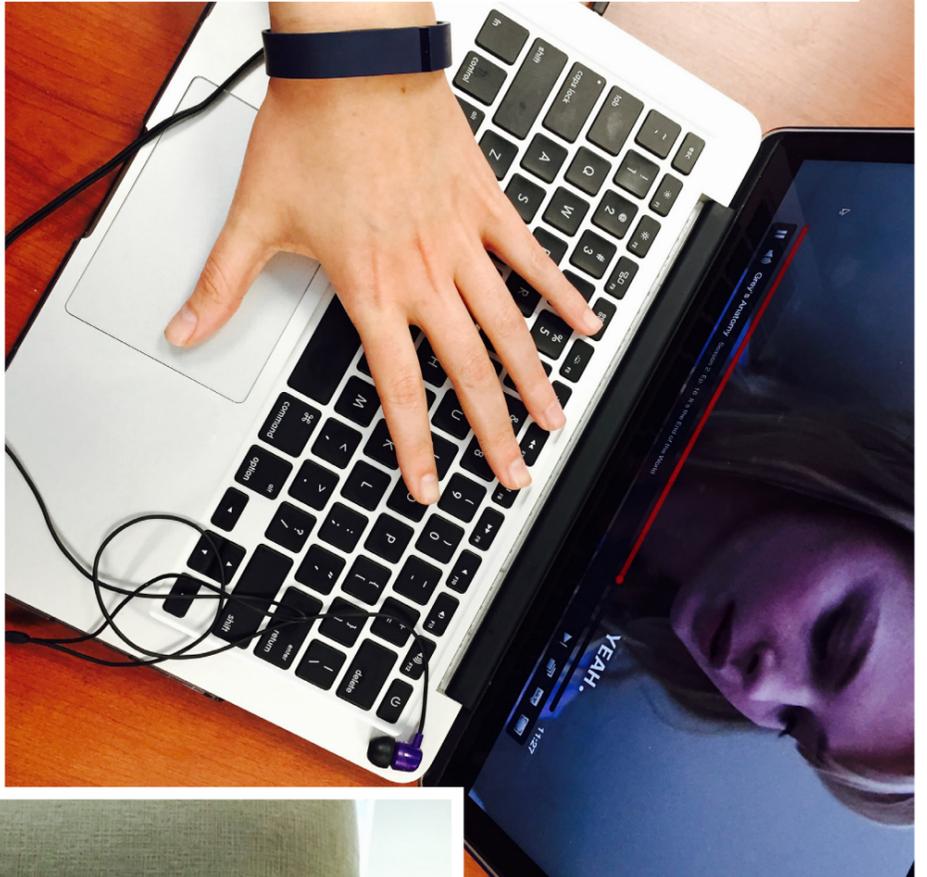
## 13.1.14

Top half of an ellipsoid

`ContourPlot3D[{x^2 + 3 y^2 + 3 z^2 - 9 == 0, y == x^2}]`



# Counting steps but not counting health



*Wearable tech provides convenience for students, staff*

**Courtney Campbell**  
Style Editor  
@courtcamps

Students across the country are using wearable technology to track their steps and access apps from the convenience of their wrist with products like Fitbit, Apple Watch and Garmin Vivoactive.

Some universities have taken this appreciation so far as providing the advanced wristbands for students. Oral Roberts University freshmen were all given Fitbits to track their health and promote fitness.

At Elon University, the activity trackers can be seen on the wrists of many students, but to a lesser extent, simply being used to track steps and activity.

"I don't know if it's a health thing or a fad," said junior Haley Ghelfi, who wears a Garmin Vivoactive watch. "I know people who don't exercise at all, but they have a Fitbit because they like hitting their 10,000 steps."

## Connecting and disconnecting

Ghelfi got her tracker as a gift for her birthday because she enjoys running. Usually, she only uses it for tracking the length of her runs, reaching her step goal — which will change depending how much she walked the previous day — and the watch function.

The Garmin also has the option to sync to her phone to receive calls and notifications from other applications, but Ghelfi turned this function off because it drained her phone battery. She did, though, like the ability to have access to notifications without having a phone on her.

Though she doesn't utilize all the functions on her watch, Ghelfi loves the advanced tracking technology.

"It's fun to keep track of that sort of things," Ghelfi said. "It's convenient. It's also accessible and functional as a watch."

For the most part, Ghelfi hasn't noticed too many students with advanced watches like hers, which she thinks is because they are expensive and have the same basic function as a cell phone.

According to Michael Vaughn, instructional technologist, there is a large push for design with wearable technology, particu-



larly with the Apple Watch, which was presented as a more of a fashion accessory. The product also took advantage of the fitness market that Fitbit already set up

Staci Saltz, lecturer in communications, has found a way to incorporate the Apple Watch into her daily life and actually disconnect herself from technology more so than before wearing it.

Originally, Saltz thought her purchase

One of the main factors that convinced Saltz to buy the watch is that it connects to all her Apple devices. This allows her to see her calendar and text messages as well as answer calls without having to pull out her phone.

"I don't like having my phone out a lot," Saltz said. "I think it's disruptive to the environment. I think its kind of disrespectful to the people I'm around. Since its

IT'S THAT QUANTIFICATION OF SELF . . . BEING ABLE TO SAY I WALKED OVER 10,000 STEPS TODAY, THAT'S PRETTY COOL.

**MICHAEL VAUGHN**  
INSTRUCTIONAL TECHNOLOGIST

was frivolous, considering she had her phone on her most of the time, but it has been proven to be quite beneficial.

"I think it's a bit of a niche product," Vaughn said. "I'm not sure a smart watch is for everybody, but if you do get a lot of notifications and have an active fitness routine, I think you would really enjoy it."

wearable it's not disruptive. I can look at my watch really quickly and see if I have a notification."

If she's teaching a class or in a meeting, Saltz can quickly look at her wrist to check a text or email without disturbing anyone — if it's important, she'll then leave the room to respond.

PHOTO ILLUSTRATION BY HALI TAUXE | Photo Editor

**Most Fitbit users stop wearing the tracker after four months because they become deflated not seeing the results they expected.**

Usually, when Saltz is looking on her phone for a text, she gets sucked into checking her other social media accounts. But with the Apple Watch this temptation doesn't exist.

"I could live without [an Apple Watch], absolutely," Saltz said. "I feel connected. So if someone's trying to get a hold of me, I'm not disconnected and I don't have to pull my phone out."

## Making use of the data

In addition to using his Apple Watch for checking his notifications with a light tap on his wrist, Vaughn also utilizes the fitness features daily. He particularly enjoys watching using the Activity App and watching his exercise, move and stand circles fill up throughout each day.

Vaughn can then go back and see how long his streak has been. It's that addiction and visualization that tend to make these expensive, not completely necessary gadgets so popular.

"It's that quantification of self," Vaughn said. "People just want to quantify things about their day that they're doing because there's something cool about it. Being able to say I walked over 10,000 steps today, that's pretty cool."

Though fitness bands and smart watches are most common, there are other products such as smart socks and smart belts that say when you've eaten too much. Additionally, Vaughn said there are more experimental products that will become more popular in 10 or 15 years.

For example, the Microsoft HoloLens creates holograms to interact with content and an Israeli company called Deep Optics are developing omnifocal glasses with self focusing lenses.

But without utilizing the data created by these wearable devices, they essentially become useless. According to Vaughn, most Fitbit users stop after four months because they don't see the results they want.

"If you don't research it and learn what it can do, it doesn't end up having as many benefits," Saltz said. "I haven't spent the time to learn everything [the Apple Watch] can do, but I've figured out how it fits into my life even on the most simple level."

# ELON APPS

**Kim Honiball**  
Senior Reporter  
@KHoniball

Apps on smart phones are becoming an increasingly popular way for students not only to get information, but also to send it. Apps on campus are geared toward safety, dating, job searching and more.

Elon students are immersed in campus life online and off. The applications available for download are just some of the perks that further life on campus in ways that wouldn't have been possible many years ago. These apps help students connect, further their safety and provide them with opportunities on and off the web.

## LIVESAFE

LiveSafe, is on many college campuses and allows students to report tips to their campus' safety officials, access safety resources and virtually watch friends walk home late at night to ensure their safety.

"I always like to mention the SafeWalk feature where users can invite friends to watch them walk from one point to another and message them when they arrive safely to the destination," said Dennis Franks, Director of Campus Safety.

The app has been available for download at Elon's campus for about a year, and students have found it to be a beneficial use of their limited gigabytes.

"I downloaded it when it first came out because of my RA position," said junior Shay Thomas. "My supervisor encouraged all of us to download it because it could be a useful tool for our position."

Thomas said she has used the app a handful of times to report incidents anonymously as well as watch her friends walk home late at night.



### REPORT TIPS

Users can anonymously report tips to Campus Safety and Police about crime on campus.

### EMERGENCY OPTIONS

If users have this option open on their phones while walking alone, they can call 911, call Campus Safety and Police or message them.

### SAFETY MAP

This feature allows users to see where incidents have occurred in the last seven days. They can also map their route home or out to their destination safely.

### GOSAFE

Users can have a friend see them walk home safely with the SafeWalk feature or they can call for a SafeRide quickly and easily.

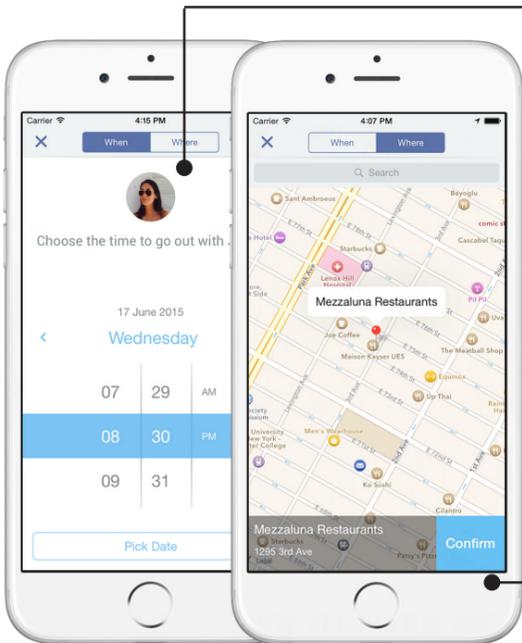
## WHEN & WHERE

### CHOOSE A TIME

Before users can chat with their matches, they must first pick a location to meet. Users can be as creative as they want to be choosing places like "Under the Oaks" or as conventional as they want choosing "The Oak House."

### CONFIRM

Once users confirm a time and place to meet, they can hold to the meeting or just choose to chat using the apps conversation feature.



Apps aren't all work and no fun, though.

Senior Devin Mehra launched the new dating app, "When & Where" in fall 2015. The app, different from other dating apps, forces people to pick a location and a time to meet before they can begin chatting. This feature of the application encourages creativity and honest conversations.

"It serves as an ice breaker," Mehra said.

Though the app makes participants pick a time and place, they do not have to hold true to those decisions, which has gotten some users in trouble.

"I accidentally stood up a couple of people," said senior Caroline James. "They were actual dates. I had people waiting on me, and I never showed up."

James was the first girl to download Mehra's app, and she's found it rings true to the intended purpose.

"I fully agree that a lot of dating apps are for playing around, but this app doesn't allow for that," James said. "People are looking for the same thing — they are actually looking to go on a date."

"When & Where" has been downloaded more than 450 times on Elon University's campus, and it is only looking to grow from there.

While Mehra tried to begin marketing the app in the Boston area in late January, he discovered that it would be a lot easier to market the app to other schools in the Elon area.

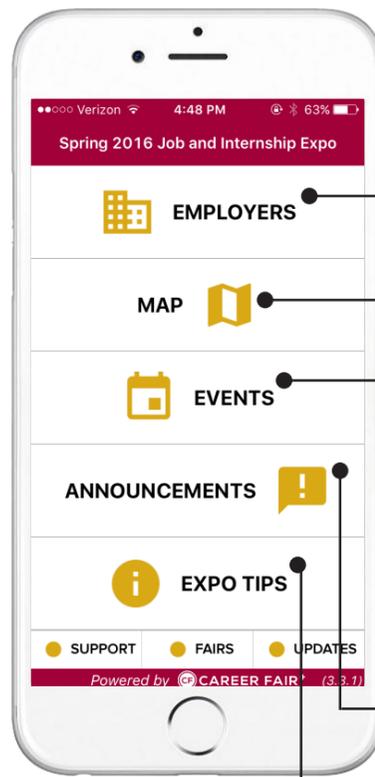
"Because I'm [at Elon], it's easy to start out here," Mehra said. "I figured out that people liked it. I could iron out the cobwebs, and I've started marketing the app at other schools nearby."

Mehra has reached out to students at Duke University, Wake Forest University, University of North Carolina at Chapel Hill, and other large North Carolina schools to get the word out about the app.

"I want to find people passionate about this," he said.

After graduation, Mehra is working with Teach for America and is looking to find people who are willing to dedicate time to furthering "When & Where" on Elon's campus and others.

## JOB & INTERNSHIP EXPO



### EMPLOYERS

Students can look at the employers that will be at the Expo before attending and learn more about the company as a whole as well as conduct their own research before approaching them at the booths at the Expo.

### MAP

This section allows students to see a map of the area the Expo is hosted in to more easily find employers.

### EVENTS

Elon University or participating employers will host seminars or talks about how to land an internship, meet and greets, and more. Go here so you don't miss a thing.

### ANNOUNCEMENTS

Students can look here to see if an employer has canceled their attendance or see important tweets from Elon Career Services.

### EXPO TIPS

Career Services gives users tips here on how to use the app, dress appropriately for the event or an interview, how to connect with the SPDC and more.

Departments on campus are investing in apps to strengthen their connection with students.

The March 10 Job & Internship Expo had its own app that was dedicated to helping students find the right job or internship for them.

"I hope students will see how interactive the app is," said Kristen Walker, Recruiting and Event Coordinator for the Student Professional Development Center (SPDC). "You can write notes in the app, mark favorites... It's an interactive app, which is hard to reproduce on a piece of paper. There's only so much a list can tell you."

This spring was the third semester the app has been in use for the event, and it keeps improving to better students' search experience.

"We have made changes to the actual content we are putting in about each organization," Walker said. "We added different filters to search through the employers."

Walker said the SPDC was initially interested in developing the app to reach out to students in the best way they knew how — on their phones.

The app has been downloaded 447 times and can be used by students to access information prior to the event, make notes on employers during the event and more.

"We have worked so hard in this office to find opportunities for students, I'm hoping that the app is just one additional piece that raises awareness of these efforts," Walker said. "You've got to take a second to look and figure it out, but the app helps [students] see those opportunities."



Mail ▾



More ▾

COMPOSE

Schoenefeld's  
Safety Tips:

- Never respond to emails that ask you for any username or password.
- Never share your Elon username and password with anyone.
- Never respond to emails that ask you to verify, update or validate information the organization should already have.
- Don't reply, click on links or call phone numbers provided in emails, even an unsubscribe link.
- If you are ever unsure whether an email is legitimate, do not respond to it. Instead, contact the Technology Service Desk at 336-278-5200

# Phishing for victims

Inbox x



**Hannah Silvers, Managing Editor** <@hannah\_silvers>  
to me

Imagine receiving an email from techservices@elon.edu. The email, complete with the new Elon University logo in the header, says you won't be able to access your transcript on OnTrack anymore unless you register your OnTrack login and password with Technology Services at the link below.

Would you think twice before clicking on it?

According to Chris Waters, assistant vice president for technology and Chief Information Officer, you should think twice — or else you could become a victim of the latest of many phishing scams that plague Elon University email users every semester.

"They happen so often, we'd be sending out emails every day [if we notified users of every attack]," Waters said.

## Gone phishing

Phishing emails, which many students might know better as spam emails, are emails sent by attackers that usually ask a target to click a link or enter credentials. Phishing emails are a common form of social engineering, a human-based form of hacking.

"At its simplest form, social engineering is just tricking someone into doing something that they otherwise wouldn't normally do," said Information Security Director Keith Schoenefeld.

While many email users might consider phishing emails just annoying, Schoenefeld said these emails pose a more serious threat than they seem to — especially if the addressee clicks the link in the email.

"Either they infect your system, at which point they could install a keylogger and log all of your keystrokes and steal your usernames and passwords," he said. "Or, most often, what phishing attacks are doing is convincing you to go to a website that looks like an Elon website and type in your username and password."

Once an attacker has access to either a computer or a user's credentials, it's impossible to know what might happen next. Attackers can discover sensitive information or even money by accessing sites like OnTrack, online banking accounts and email archives.

Schoenefeld, though, said the most common target of an attacker is an email user's address book.

"If they have your email credentials or your university credentials, they're generally just trying to steal access to an email account that they can send more phishing messages from," Schoenefeld said.

Email users are getting better at recognizing phishing emails. They're used to deleting Viagra coupons and Nigerian prince money transfer requests. But attackers are getting smarter, too, and Schoenefeld said attackers have found ways to target Elon users specifically.

"It's all about tricking the user, right?" Schoenefeld said. "The more realistic you

can make it, if you can put that Elon banner at the top or put those Elon images at the top, people are more likely to fall for it."

Images are just one piece of the puzzle. According to Schoenefeld, attackers can easily spoof an Elon address — that is, change their own email to look like elon.edu address. But if an Elon user enters his or her email credentials through a phishing email, the attacker doesn't have to spoof the email.

"The address that it comes from oftentimes you can fake, though it does help if you get one person on campus to give up their credentials, and then you can send an email to the rest of campus from an Elon address," he said. "We've seen those being more successful."

An email may look like it comes from an Elon email address, but that doesn't mean it came from the person who owns the account.

## Staying alert

Though Schoenefeld said keeping email addresses secret is "almost impossible," Technology Services and Information Security have systems in place to try to keep Elon email accounts safe from a technological standpoint.

Though faculty email addresses are available for any Internet user to search on the public faculty and staff directory, the stu-

dent email directory is hidden behind an authentication wall. Users must prove their affiliation with Elon by inputting their username and password to access the directory, and even then, student information is only available through a search feature — unlike the faculty and staff directory, which can be searched by department without looking for a specific name.

the message as a phishing scam. According to Waters, though Technology Services is always monitoring for suspicious activity that gets through spam filters, the university relies on targeted individuals to help identify attacks.

"A lot of it becomes human interaction, less about what a system can do," he said.

Waters said the key to making sure Elon email users can recognize a phishing email is awareness. A few years ago, the university sent out emails through Vice President for Student Life and Dean of Students Smith Jackson whenever a phishing campaign was reported.

Now, Waters said, he feels the Elon population has reached a level of awareness that makes sending out emails for every reported phishing campaign redundant.

"For a while, we sent out emails almost every single time," he said. "But what we feel like we've done now is we've raised awareness."

Email is still the way to get the message out, though, if a more significant problem emerges.

"If we saw something that was like, 'Log in here to check your grades,' and everybody's doing it, we better get it out there," he said.

Schoenefeld said even without an email from the university, Elon email users can easily learn to recognize suspicious emails. His advice for recognizing phishing emails is simple: Slow down.

"Most of the time, they're telling you to provide credentials or you'll lose access to something or your password's going to expire or you will no longer have an account," he said. "Just slow down. Elon isn't going to take your access away."

According to Schoenefeld, the university will never threaten over email to take away access to which something students, faculty or staff need access. Waters agreed and added that the university will never email to ask for information it shouldn't need.

"Elon doesn't need your password," he said. "We don't need it to do what we do. So never, ever, give away your password."

Thinking about what the email is asking should be the first sign that an email is not legitimate, though there are others.

"Grammar is still important," Schoenefeld said. "And just because there's an Elon picture there doesn't mean it's from Elon."

If an Elon email user isn't sure whether an email came from a legitimate source at Elon, the answer is a phone call away. Schoenefeld recommends calling the Elon Service Desk, available at 336-278-5200 during normal working hours, or emailing security@elon.edu at any time to report suspicious activity.

"What's best to do is report it, and we can do some things to stop it from getting in," Waters said. He added, "In a lot of ways, people can help us by, if you get one, you know it's spam, block that sender. And then that stops that sort of water from the dam from happening."

# 630,494

TOTAL NUMBER OF UNIQUE PHISHING  
SITES DETECTED IN 2015\*

dent email directory is hidden behind an authentication wall. Users must prove their affiliation with Elon by inputting their username and password to access the directory, and even then, student information is only available through a search feature — unlike the faculty and staff directory, which can be searched by department without looking for a specific name.

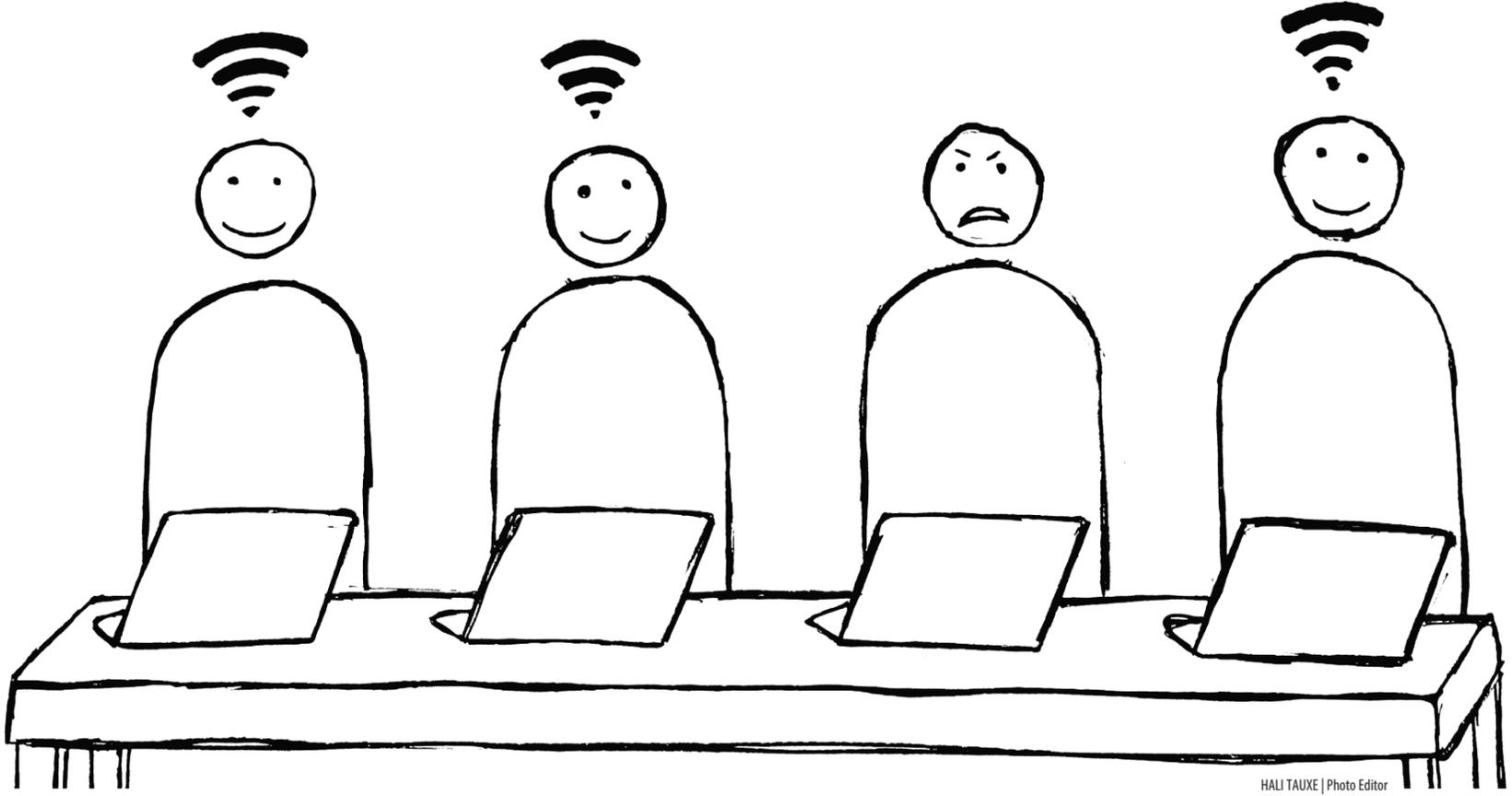
The university also employs vendors with a history of filtering unwanted messages before they reach Elon email users, such as Google and Microsoft.

"Honestly, Google and Outlook do a pretty good job of catching a lot of [phishing emails]," Schoenefeld said.

Though if an attacker has already compromised the address book of an Elon email user and is using that account to send more phishing emails, vendors might not know to filter out the sender's @elon.edu email address.

In that case, when the email lands in the user's inbox, it's up to the user to recognize

# As WiFi network grows, Technology Services wants feedback



HALI TAUXE | Photo Editor

**Tommy Hamzik**  
Editor-in-Chief  
@T\_Hamzik

Elon University's WiFi network has enough bandwidth to support the campus, and the only issue in making sure it runs well is communication.

The number of unique devices on Elon's network is constantly growing, according to Christopher Waters, assistant vice president for Technology and Chief Information Officer. This is part of the larger trend that students are bringing their own devices to campus.

"The university has ample bandwidth to provide all of what we need to our students and faculty," Waters said. "Clearly, folks are watching more video than they've ever watched before. What we don't know is YouTube, academic content, something on Moodle for your course, or is it Netflix. We don't know, but we can see it happening. "There are no worries about

the bandwidth itself provided to the campus."

Bandwidth, or the rate of data transfer, has increased on Elon's campus in recent years. When students have issues with the WiFi, there are usually a few main culprits.

One of the most common is concentration of users. If a residence hall is practically full and everyone's streaming video on a device, Waters said it's possible for students to experience "a competition for who's on and who's getting which bandwidth when." This could slow down the connection for individual devices.

The same goes for what Waters referred to as a power issue or a flicker, affecting a wireless access point (WAP).

Two larger issues involve personal wireless networks and wireless printers.

If one user's laptop or cellphone is configured in a way that it searches for the best signal, and another student or faculty member has a

personal hotspot or wireless network set up, then it could cause the device to try to connect with that instead of Elon's network.

Elon recently added a printer authentication system, but prior to that, configuration issues arose that would allow anyone to print to certain printers and clog up Elon's network.

All of these issues, Waters said, can be alleviated by contacting Technology Services. If a student calls in with a WiFi issue, Waters said, it can typically be resolved quickly.

The problem is that Waters and his staff doesn't get many reports of those incidents.

"I have a couple staff members who follow social media — we watch even Yik Yak," he said.

"When students say wireless is horrible, we look at our logs and we never had any outages or downtime or anything. But did you have a problem in one room in one space? Maybe. That's what we're trying to combat.

"Tell us often. Keep us informed. Most important is to tell us in the moment. We can do more if we can look at that data."

Elon's network is powered by Cisco, and the access points are being constantly updated, according to Waters. His staff is looking at access points' locations in residence halls, particularly The Oaks Neighborhood, right now to help fix some issues students have with the network.

Additionally, Elon is continuing to reach out to local businesses to host network connections off campus. Currently, Elon offers connections at The Fat Frog, The Root and Subway.

"I would say that this wireless conversation has been about refin-

ing what we already have," Waters said. "People may already have a better experience between the fall and now because we've gone in and reinforced what we have. It's so easy for students to become consumers like they are at home and say it's just bad. The answer is it doesn't have to be if we know."

Elon just added a guest WiFi network, and launched the elonu-connect system, which will be to connect devices that aren't like computers or phones, such as game systems or printers.

"The consumerization of technology, everybody brings everything," Waters said. "We want to make sure our infrastructure and our wireless is set up to support whatever it is.

"When people are frustrated or challenged by it, you shouldn't be having those experiences. It's not because we didn't pay the bill, and it's not because we don't have enough bandwidth. It's because we need that information."

**Technology Service is open every day and accessible via servicedesk@elon.edu or 336-278-5200.**

# Social media important for obtaining jobs

**Alexandra Bater**  
Multimedia Editor  
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Social media has not only become a necessity in everyone's personal life, but also essential to the success of anyone's professional career.



**Adam Constantine**

In today's digital age, all sources of information about an employee and examples of their work must be able to be found on the Internet.

Social Media Manager Adam Constantine often advocates how extremely important having a professional presence on social media is for the younger generation.

"I think the trend right now is that technology brings convenience," Constantine said. "Anything you can do to aid in the convenience of someone else seeing your work is important."

Since 2013, 93 percent of marketers use social media for business ventures, declaring social media an extremely common form of advertisement and making it a large part of company's marketing strategy. Therefore, it has become extremely important for potential employees and

**93** PERCENT OF MARKETERS USE SOCIAL MEDIA FOR BUSINESS VENTURES

college students today to start using professional social media accounts.

"When you're starting your own social media accounts for a business, you want to know who your brand is, you want to be able to express what you are going to stand for," Constantine said.

He expressed how social media is a "very noisy place," allowing participants to get involved with excess information that

does not contribute to their brand.

One of the most important aspects of creating a brand is finding the target audience the brand is most likely to appeal to.

After finding an audience, the next step to having a successful online presence is bringing the brand to multiple social media platforms, such as Twitter, Instagram, YouTube and even Snapchat.

Once a target audience has been established, the professional brand needs to start gaining a fanbase — which is difficult but can be done a few different ways, according to Constantine.

One of the ways to create a fanbase is by carefully choosing the social media platform which affects what type of information produced, as well as the fanbase the content creator trying to achieve.

Another helpful hint to creating a fanbase is by buying ad space on the particular medium you choose to create your professional account on.

But the most important factor is as simple as creating the information being made public to the audience.

"The biggest thing is having consistent

content that your audience is going to enjoy and allowing them to decide to follow you because then it is of a more genuine interaction," Constantine said.

Though social media has brought companies large success and has allowed college students the opportunity to show employers work that they have produced, social media can also have a negative effect on personal brands.

Many times companies and people get into trouble by publishing information that is perceived differently than intended by the author.

"Perception is reality," Constantine said. "There are going to be times when there are unintended consequences of things you have said that can negatively affect you."

In the unique platform of social media, the audience has the control of whether creators are successful.

"An audience makes you successful on social media by the engagement that they receive, it is very much based on your audience interactions with your brand," Constantine said.



# A letter to the dinosaurs of the 21st century

We've all seen the political cartoons: A group of Millennials, maybe at a party or on an airplane or subway, have their eyes on their phones instead of each other.



**Hannah Silvers**  
Columnist  
@hannahsilvers

The point? Technology is destroying culture and conversation. No one talks anymore

unless it's over the airwaves — or however these newfangled devices work.

Hate to break it to you, dinosaurs of the 21st century, but everything is technology. A pencil is technology — and the yellow sticks of doom aren't keeping anyone from calling their grandmothers on Sundays.

Let's take it back, shall we? Back to a few key moments in anti-tech history.

Ancient Greece was an oral culture. Traveling bards like Homer told vast epics like "The Odyssey" completely from memory, and speakers in the Athenian Assembly utilized a variety of intricate mnemonic devices to memorize their speeches instead of writing them down.

Even Plato warned against writing as a learning strategy, saying it will "create forgetfulness in the learners' souls, because they will not use their memories."

Meaning, writing will rot your brain. Sound familiar, 21st century dinos? Replace "writing" with any "new technology plaguing the youth of today," like video games or social media, and you've got a Facebook mom status.

Fast forward a few millennia to one of the most polarizing inventions in the history of publishing: the printing press.

Throughout the Medieval Era,

books had to be copied laboriously by hand by monks. This process, called illuminating, was artistic, but hardly efficient.

Round about the 1440s, Johannes Gutenberg literally revolutionized the publishing process when he rolled out the first books printed en masse.

The ability to print as many identical copies of a book as you want? Yes, please. The benefits are endless, especially to an increasingly entrepreneurial and literate Europe.

But not everyone saw it that way. Your ancestors, 21st century dinos, were probably the people who said then what you're saying now.

Back then, naysayers thought that mass printing books would destroy the art of bookmaking, that monks would get lazy without all that copying to do, that printed books just weren't up to the same standard as the monks' work... etc.

Doesn't that sound like the same worries of early 2000s moms who thought the ability to spell words correctly would collapse under the combined menace of texting and spell check? I bet y'all were the ones clutching your dictionaries then, too, 21st century dinos.

Here's the thing: Every time a new innovation makes us reconsider our understanding of how we interact with one another in the world, there are people who cling to the way things were as a security blanket. These people harken back to the good ol' days of the same technology that their technophobic ancestors fought.

That newest complaint? That no one talks to anyone else anymore, that we spend all our time on our phones and no time talking to the people sitting next to us?

Just look back to the popularization of newspapers, and you'll find exactly the same arguments about commuting professionals reading

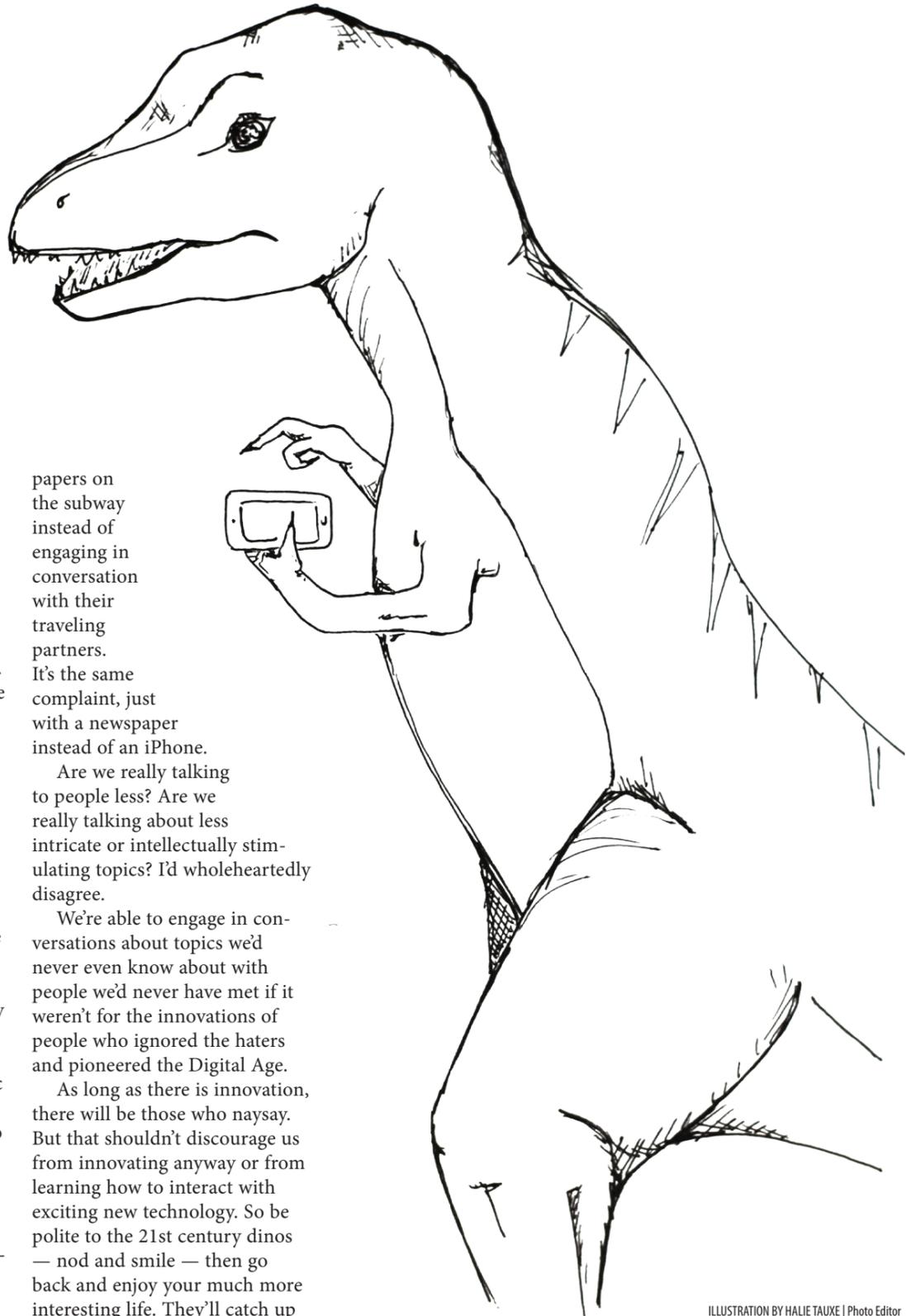


ILLUSTRATION BY HALIE TAUXE | Photo Editor

papers on the subway instead of engaging in conversation with their traveling partners. It's the same complaint, just with a newspaper instead of an iPhone.

Are we really talking to people less? Are we really talking about less intricate or intellectually stimulating topics? I'd wholeheartedly disagree.

We're able to engage in conversations about topics we'd never even know about with people we'd never have met if it weren't for the innovations of people who ignored the haters and pioneered the Digital Age.

As long as there is innovation, there will be those who naysay. But that shouldn't discourage us from innovating anyway or from learning how to interact with exciting new technology. So be polite to the 21st century dinos — nod and smile — then go back and enjoy your much more interesting life. They'll catch up eventually.

# The hunchbacks of the Millennial age

Texting can be a pain. Sometimes you forget to respond to an urgent request, or the four group texts you're a part of are blowing up nonstop when you're in class. Even worse



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so, an impending plague known as "texting neck" is ailing young adults everywhere, and it doesn't seem to be getting any better.

"[Texting neck] causes you to flex forward, which increases the forces through your spine," said Dr. Neal Dumayne, DC, a local chiropractor

with an office in Burlington. "Every inch your head moves forward doubles the weight of your head, so forces-wise it just increases that weight."

Personally speaking, my junior year has been very demanding of my time, sleep and energy, but I had to prioritize my posture after Dr. Dumayne told me that I would likely develop arthritis in my middle back sometime in the next 10 or 15 years because my posture was that bad. I could actually see the wear-and-tear on my spine in my x-rays,

and afterward I called my mom and cried in my car about how I was the new Hunchback of Elon University.

But the emergence of smartphones and laptops is difficult, if not impossible, to abstain from, considering they are both practically essential to function in any facet of life. So as a result, our postures are changing, too.

**YOU SEE, EVEN NOW, PEOPLE IN THEIR 20s HAVING ARTHRITIS IN THE MIDDLE OF THEIR BACK FROM ROUNDING FORWARD, WHICH YOU WOULD NEVER SEE EVEN 10 YEARS AGO.**

**DR. NEAL DUMAYNE**  
BURLINGTON CHIROPRACTOR

"You see, even now, people in their 20s having arthritis in the middle of their back from rounding forward, which you would never see even 10 years ago," Dumayne said. "But nowadays you throw start throwing in texting. And that's including watching TV, then they're playing video games — every-

thing is bending forward."

Of course, my pre-arthritis back was due in no small part to my proclivity of looking down at my phone when I use it for hours upon end, as well as lounging on my couch watching Netflix and hunching over desks while working on my computer.

I always knew I had bad posture, but I

never really thought about what that meant for my body long-term. After regularly going to the chiropractor several times a week, I'm a lot more aware of how common it is to see this rounded posture is among my peers. Everywhere I look, someone is bent over a phone, or walking with his or her head and

shoulders rolled forward as a result of constantly looking downward.

So if I didn't end up at the chiropractor as a result of a nasty car accident a few months ago, I never would have known that without help, I was doomed to a grandma back at 30 years old.

"Long-term, you'll get that osteoporotic picture, with the little old lady rounded forward," Dumayne said. "And that doesn't happen when you're 90 years old. It happens throughout your lifetime."

Bad posture extends beyond a rounded back, too. Being leaned over can put that extra weight on your ribs and lungs, which can lead to respiratory problems.

"The way the nervous system works is that rounding affects how the brain communicates with the whole nervous system and through every cell," Dumayne said. "That's why you get a lot of people coming in with troubles breathing, but really it's rounding forward that creates a constant cough in your throat."

So, fellow Millennials, take it from me: check yourself before you hunchback yourself. Dumayne recommends being mindful of your posture, reducing the number of time you spend looking at your phone overall, as well as seeing a chiropractor.



The Pendulum is renewing its efforts to serve as a voice of the Elon University community. Each week, this space will feature a column from a member of the community. Want to participate? Contact us at [pendulum@elon.edu](mailto:pendulum@elon.edu).

# Revisit what it means to be neighborly

This past weekend, I took a flight from California back to North Carolina. It was a long flight already, but with the delay



**Anna Torres-Zeb**  
Muslim Life Coordinator

and the three-hour time difference, we could have mistaken it for a trip overseas.

During our layover in San Francisco, I shuffled around with my overpacked suitcase, trying to spot two seats in the waiting area that were side-by-side, to enable my husband and I to sit together during our wait. After a few minutes, he decided to wander off to search for food, and I did what we all do almost impulsively in this in age — I took out my phone.

Somehow, this time, I caught myself. Perhaps it was the moment that I looked at my screen and wondered, “What was I

looking for again?” But in that moment I realized how automatic our connection to technology is, and yet how disconnected we are from the people around us.

I sat there in my seat and began to look around. I will admit, I felt a bit awkward, realizing that the vast majority of people were also engrossed in their technological devices. As I met one woman’s eyes, she looked away quickly.

I began to reflect on how we can be so together, in the most literal sense, and yet so alone. As we sit in a crowded airport, or walk through an urban street, we are surrounded by people, but often completely unaware of what is happening around us. Author Sherry Turkle discusses this phenomenon in her book “Alone.” This phenomenon that as we turn more to technology, we turn less to each other.

Sometimes this can be explained as a cultural norm. For example, certain things, like riding an elevator or a busy city bus, almost come with the social norm of minding to yourself. Acting

excited to see and get to know the person next to you on your city bus ride would certainly be the exception and not the norm.

And yet it seems that this social norm has extended into not only the public spaces, but also into spaces that have, for centuries, and for almost all cultures, been considered private spaces as well. Across human history and over time, who we define as our neighbors, and even who we define as our kin, has gotten smaller and smaller, and closer to what is only immediately around us.

What do we define as our homes? Who do we define as our neighbors? Do we walk into our homes each evening, passing the houses next to us the same way we pass people as we walk through city streets? Or do we know the people who live around us?

In the Islamic Tradition, there is a hadith, or saying of the Prophet Muhammad, that states, “He is not a believer whose stomach is filled while the neighbor to

his side goes hungry.” Scholars interpret the concept of “neighbor” in this saying as not only the immediate homes around you, but also up to multiple blocks to each side. Being a neighbor then requires more effort. It requires not only being there when called for help, but building connections, building community so that you are connected enough to know before someone has to ask.

Let us try, with our small, everyday efforts, to redefine human connection and to revisit what it means to be neighborly. Let us not confuse online likes and shares to authentic communication. Let us not forget (or never know) the long-lost art of letter writing. Let us not be unaware or indifferent to the struggles and joys of those around us — the ones that aren’t often glamorous enough to warrant a Facebook post. Human connection is not dependent on WiFi. It is only dependent on how much we are willing to step out and be the first to say, “Hello, I am here, I am your neighbor.”

## I learned more without my laptop

At the beginning of the semester, I was shocked when I read the syllabi of two of



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my classes and saw that students were not allowed to use laptops in class.

As I walked to the bookstore to

buy notebooks for these classes, I thought back to my senior year of high school, which was the last time I took notes by hand. I shuddered at the memory of ink-stained hands and illegible words. I couldn’t imagine not having my laptop in class. Typing notes was so much faster and efficient, and when I was bored I had the safety of Facebook to entertain me so I wouldn’t fall asleep.

But, these concerns were all disproven once we began class.

I sat in class, clutching my pen and staring at my blank notebook in front of me. After about 30 seconds of this, I realized that nothing on this paper was either moving or entertaining, so I started to look around the room. As my gaze wandered, I noticed the way my professor stared intently at his students while they spoke. I noticed the hair color of the girl seated across from me and that the boy on my right was left-handed.

As days went on, I noticed

how much my professor truly cared about his students.

I spoke more in class, not because I had nothing else to do but because I realized I actually had so much to say. But most importantly, I listened.

In my other classes where I am able to have my computer open, the people in the class serve as a backdrop to whatever more pressing matters I have to deal with. Whether it be writing emails, reading for another class or simply messaging my friends, it is always so hard to sit back and fully pay attention to what is being said in the class.

This may just be me being a bad student. Maybe I should be able to utilize self control and still be able to focus during class while using technology. But, when I don’t have a laptop on my desk, it feels like nothing else in my life is in the room. It feels like I can finally just sit back and listen.

In the past six weeks of class, I feel I have learned more, not only about the subject but also about my classmates. When my peers share their opinions, I listen intently and am eager to hear more. I have gained connections and insight that I wouldn’t have had I been scrolling through Twitter during class instead.

Without laptops in class, taking notes can be a bit more tedious and distractions more slim, but the insight you gain is so much greater. There is so much to be gained by simply being present.

## Hotline Fling: Drop the phone

The proliferation of mobile devices has brought several major advantages. An iPhone can be used to take photos, offer driving directions, send text messages and emails, record videos and so much more. Oh, and it can also make phone calls.



**Bryan Anderson**  
Columnist  
[@bryananderson](mailto:@bryananderson)

But while such technology is a valuable tool, there is a time and a place for utilization. Pulling out a mobile device in the middle of a conversation is neither the appropriate time nor the appropriate place.

As Elon University students visit dining halls with friends, it is easy to find several of them continually scrolling through their phones and ignoring their peers.

College is a time to interact with people and make new friends. And while it is possible to interact with others in person while checking a phone, there is an opportunity cost. That opportunity cost is missing out on meaningful discussion.

Before criticizing modern communication, it is important to examine how people have isolated themselves through other mediums in the past.

One of the dominant media platforms of the 20th century was the print newspaper. If you are reading this story right now in print, you are among a small population. If you are reading this story past the fifth and sixth paragraphs, you are sadly among an even smaller population.

During much of the 20th century, though, print media was quite popular. The image of a stereotypical male reading a newspaper at the dinner table often comes to mind when thinking about the prominence of print. If one were to look more carefully at that conjured image, he or she would find the male is detached from his surroundings.

Isolation, independence and individual freedom have been at the cornerstone of American culture for several decades.

Both print and digital media have empowered people across the United States to engage with the outside world. But with the advent of mobile devices, it seems people, especially Millennials, have become heavily dependent on the digital platform as a form of escapism.

According to the Pew Research Center’s Teens, Social Media & Technology Overview 2015, 92 percent of teens report going online daily. This is significantly aided by the convenience and access provided by mobile devices.

Perhaps the biggest disruption during an in-person

conversation is when someone has to go to check a text or go on social media.

A separate Pew survey found that “those with lower levels of education are less likely to use social media.”

Because Elon is a more expensive institution filled with high-achieving students, social media usage is quite prominent.

As students increasingly interact with one another through their phones, they should remember to tend to the relationships with the people who are physically around them.

I challenge students to spend one meal a week with a person they know well and not look at their phone under any circumstances. It can seem like an easy feat on paper, but it’s actually quite difficult.

There is a time and a place for using a phone. But cranking out a phone in the middle of a conversation is neither the time nor the place. The hotline fling can wait.

- According to the Pew Research Center, 92 percent of teens use the Internet daily.
- 56 percent of teens go online several times a day.
- 12 percent of teens report once-a-day use.
- 6 percent of teens go online weekly.
- 2 percent of teens go online less often than once a week.
- Three-quarters of teens have access to a smartphone.
- Only 12 percent of teens aged 13-17 don’t have a phone.

STATISTICS COURTESY OF PEW RESEARCH CENTER

# Guide to technology spots on Elon's campus

## TECHNOLOGY LOCATION KEY:

3D Printer — Oaks Commons and The Maker Hub

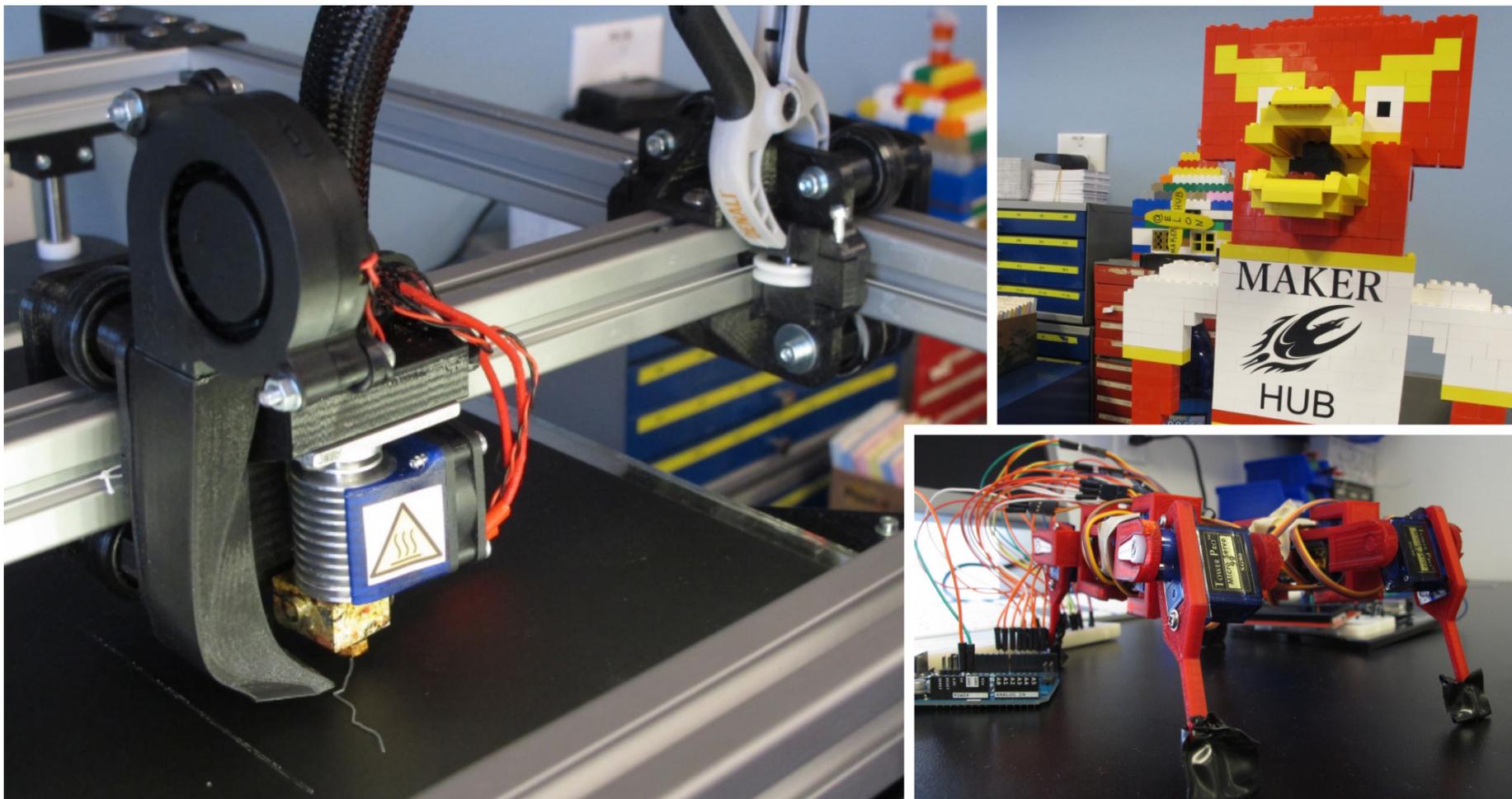
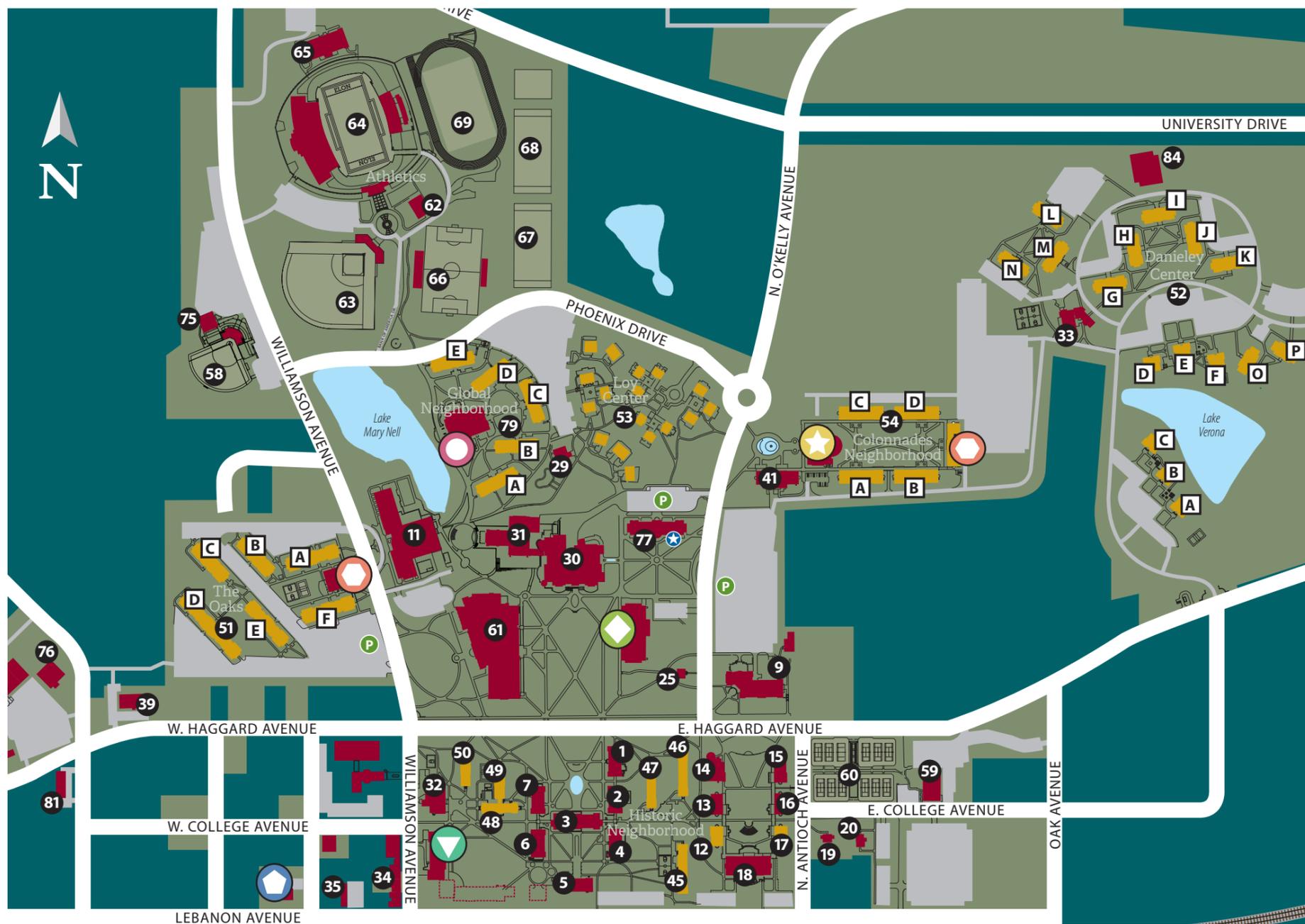
Media Room — Global 103

Technology Services — West Lebanon Avenue

Elon Television — McEwen 105

Media Services — Belk Library 101

LaRose Digital Theater — KOBC 101



The Maker Hub, located in Colonnades E, is a place for Elon students to experiment with different kinds of technology. The Maker Hub has one of the several 3D printers on campus.

# RECRUITING EVOLVES WITH TECHNOLOGY



FILE PHOTO BY ASHLEY KING

Rich Skrosky looks at a paper playsheet while talking to players in 2014. While technology isn't used as much on the sidelines at Elon, coaches throughout the athletic department use technology in recruiting.

*Skrosky, Elon use technology as tool to stay compliant, find recruits*

**Alex Simon**  
Sports Editor  
@alexsimon99

As he sat back in his chair, an iPhone 6 in front of him, Rich Skrosky couldn't help but laugh.

The Elon University football head coach was thinking back to the early days of college coaching and reminiscing about how recruiting used to be.

And just how crazy it seems today.

"The kids can't even fathom that mentality," Skrosky laughs, then restarts. "High schools back then were on 16-millimeter film. If you were a high school, you had one film for a game — there weren't multiple copies.

"So as the recruiting coach, you couldn't go say, 'Hey coach, we like these two kids at your school. Send us film.' They did on occasion, but if you didn't get that film back to them within days, you would be barred from that school."

**JumpForward claims to have more than 180 athletic departments using its services.**

The exponential developments in technology since the 1980s have completely changed the way sports exist in many different facets.

But in collegiate athletics, the recruiting realm has been completely reworked 10 times over, and continues to develop faster than the NCAA can keep up with.

Skrosky's start in college coaching came about a decade before head men's basketball coach Matt Matheny started as an assistant at Davidson College, but he also remembers the irregularity of film coaches could find on recruits.

"In years' past, you'd find out about a kid and you'd have to rely on that high school having filmed their games, which was not a guarantee," Matheny said. "If they did film their games, the high school coach — who has a million things to do — would have to take the time to make a copy of the film and send it to you via UPS. I remember years where on my desk I'd have stacks of VHS tapes — some of the people I knew and some I didn't."

But video-based recruiting websites, such as Hudl, have made physical tapes obsolete, and Skrosky sees that as just one of the ways that makes the "process so much easier."

Skrosky said the first technological advance he found useful was calling cards, which helped avoid running up expenses on a coach's home phone or being forced to stay in the office all night.

"My first cellphone was 1999," Skrosky adds. "They weren't flip phones, and they had antennas. Whether that antenna did anything, I don't know."

And now, as smartphones become the norm, colleges have tried to find ways to make sure they are being compliant to NCAA rules, despite the rules being outdated.

"I think the rules will continue to change, as technology has certainly bypassed the rules," Skrosky said. "It's like, 'C'mon. Really? You can't text but you can IM a kid? Isn't that a text of some sort?' It can't [keep up]."

JumpForward is a software company based in Chicago that claims to have more than 180 athletic departments using its services. Elon has used JumpForward for five years now, and Skrosky heaped praise on the database.

"Everything is literally on your device, whether it's an iPad or phone," Skrosky said. "It's not just the accessibility of it, but it's a compliance issue. When I go to call a recruit, I'll get a message up top and it will tell me, 'I can't call,' or it will tell me, 'I have unlimited calls,' or, 'You can only call this

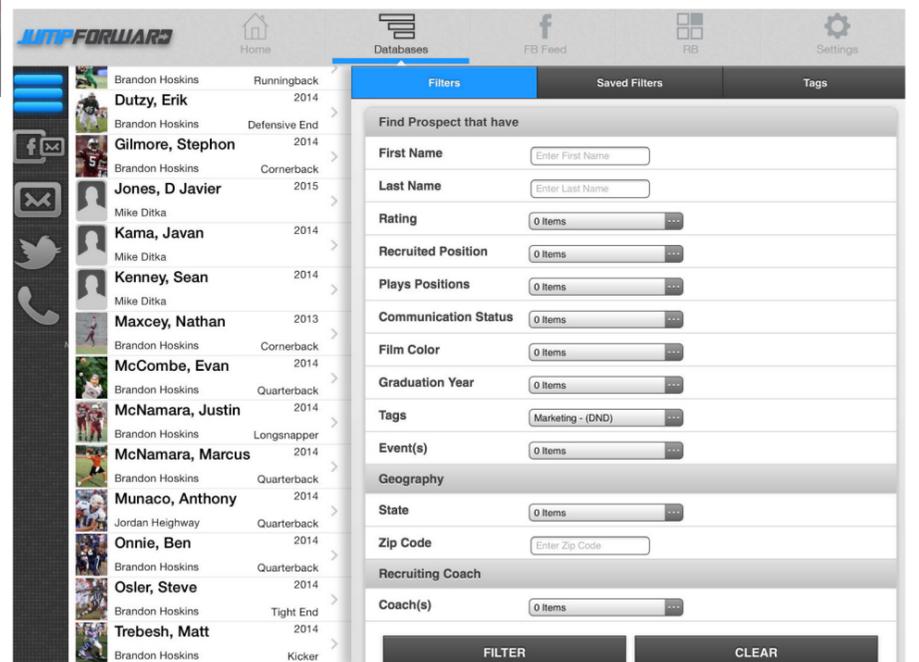


PHOTO COURTESY OF JUMPFORWARD

Elon uses the app JumpForward to help monitor its recruiting practices and stay compliant with NCAA rules.

kid once a week."

Skrosky remembers when he had to keep track of everything by hand, calling the task arduous. But JumpForward has changed that, allowing coaches to keep a running track of everything pertaining to recruits.

"These companies became more prevalent when schools got hit with a violation of too much texting," Skrosky said. "Some of these software companies have sold their software to the administration, not even the coaches. The software can come to the administration and say, 'We have this software that will keep you compliant.'"

According to Assistant Director of Compliance Jeffrey Scheible, Elon was among the first 10 to 15 schools to use JumpForward, and the school has been "a guinea pig" for the service. Scheible serves on JumpForward's Development Council, helping the company grow and expand by giving suggestions on what is needed.

Yet for all that the technological improvements can do to help a program recruit, Skrosky doesn't let the technology be the only thing that he uses to recruit players.

Instead, he said technology can be a "great instrument" to help figure out which kids he likes, but the intangibles still mat-

ter more.

"We still know the hardest thing to evaluate is intangibles," Skrosky said. "If we know the intangibles are the hardest thing to evaluate, and the NFL hits at about a 55 percent rate, and they spend millions and millions of dollars, countless amount of hours.

"If you hit a 55 percent at Elon, your ass gets thrown out. You're failing. So where do they miss? They miss in the intangible, the character, the toughness, the coachability."

Skrosky is aware that Elon may "do things a little different" than other schools, but he thinks it's vital for the Phoenix to be selective of who gets scholarships.

"Some don't care, but [scholarships] are too valuable," Skrosky said. "When we offer a kid a scholarship here, we're basically offering that kid a quarter of a million dollars. That's a big investment. And I'm going to do it on a four-minute highlight and 40 characters? You've got to go deeper than that."

It's what has driven Skrosky to recruit the specific type of kids he does — or what Matheny refers to as the "Elon man" — that technology can't show you.

"It is a tool, but don't let it control you," Skrosky said.



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