

Letter to the Editor:**Have you seen my elm tree?**

That's a great new sign on I-95. It looks best at night when the bold letters of Rider are illuminated for those driving by. The plans for the signs on Route 206 and the campus entrances look equally great. Looking at the large letters representing our community on the proposed signs, I immediately thought of the snazzy new podium in the Bart Luedeke Center (BLC) Theater, the security vehicles and new business cards being issued. And let's not forget the new folders, pens, binders and anything that has to do with Admissions.

Upon examining the uniformity of all the aforementioned items, it's hard not to recognize something — or the lack of something — in this new symbol of Rider: the elm tree.

About a year and a half ago, during the Student Government Association (SGA)/ Student Entertainment Council (SEC) summer retreat, it was brought to the attention of our campus leaders that there had been a notion to get rid of our tree. The representatives of the student population voiced an outcry against such a movement. As an appropriate measure, a resolution was written, signed and then given to our president to inform him of the love and sense of identity we felt toward this tree, this symbol of our home away from home. In this resolution, it was also stated that the students would embrace a new symbol, but would like to be included in that decision-making process. We had felt our voices were acknowledged. How wrong we were.

Slowly but surely, I think everyone has

noticed the changes appearing on our campus in an effort to "market" the University and the attempts to make it seem "more professional and modern." What about pride? What about history? What about this word everyone has been throwing around as of late — "tradition"? How are we expected to have traditions if the subtle ones to which we adhere are taken from us?

It was wrong of the administration to think the students would not react to this. It was brought to the attention of anyone who attended the Student Senate meeting, which was held this past Tuesday, that marketing was moving toward a new graphic identity. It is my belief that they are not beginning the movement now, but that the momentum has already begun. To bring it to the students' attention now, in what seems to be an act to appease us, is insulting.

If the University is as focused on "student centeredness" as the current administration proclaims, where is the students' say in this marketing ploy? We are currently fighting for the tree, but not just as a symbol for our eventual alma mater. We are fighting for this tree as a symbol of the students' voices and consent in the matters that affect us. Our voices are the roots that nourish and sustain student government and give credence to administrative decisions. Ignoring that fact would make Rider pride and "student centeredness" disappear along with our tree.

— Brian Rocks
Senior

The Sophomore Voice:**The fading colors of school spirit**

School spirit and traditions fall short at Rider. Can you count the number of times you've seen our student body swimming in a sea of cranberry while school spirit is roaring in full effect? You can't count any? Funny, neither could I.

Are students just confused as to what school spirit is? It's certainly not wearing sweat-shirts advertising other universities. Princeton is down the road. Stanford is on the other side of the country — we're in Lawrenceville. If you walk around other campuses, you'll find that students are proudly displaying their love for their own educational establishments, not promoting other colleges. We should be proud that we're Rider students.

I know not everyone will come to our basketball games wearing face paint and waving banners while chanting endlessly, but people should at least come wearing a cranberry-colored shirt.

Are the students entirely to blame for the lack of school spirit? We have a good handful of traditions that we celebrate every year, but what does it show students when some

of those traditions are taken away? Where did homecoming go? And are spring flings dead forever? Why should students continue to support events that won't be a good idea by next year? How are the students supposed to identify with a school whose traditions, color and symbol are always changing?

Cranberry is our school color, but you wouldn't know that if you walked into the school book store and found yourself greeted by t-shirt colors ranging from pink to black. Is pink the new cranberry? Furthermore, I think a lot of students are confused as to what Rider's official symbol is. Are we just "Rider University" in bold steel lettering, or is there a Rider tree accompanying our school's name? The portrayal of this university name goes beyond actual symbols and lettering. It is more about the essence of what our school is and what it means to the students.

If you do not have the love and support of the student body, what do you have? Sure, we have a mascot, but that is only half the battle. Getting

students to rally around some sort of tradition is more at the root of the problem. The student government is holding a Rider Rally for a major basketball game. Will students and the administration stand behind this new shot at a Rider ritual, or will it just be another leaf falling off our tree of tradition? We need the campus community to stand by this and everything that happens at Rider. There are so many hard-working students and staff members who try to make things possible, but there is a fault somewhere along the path.

If something cannot be done for the Rider class of today, hopefully something will be instilled for the Rider class of tomorrow. Sooner or later, something needs to be set in stone, or school spirit as we know it will wither away with some past traditions.



Kim Fleming

The Rider News

5th Anniversary Year

CLIPPINGS FROM RIDER HISTORY**RUSSIAN RUMBLE**

Nov. 10, 1933 — The Russian basketball team has requested a game against Rider College's Roughriders during the Russians' U.S. tour.

SCOUTS' HONOR

Nov. 11, 1957 — Alpha Phi Omega, a national Boy Scout fraternity, establishes itself at Rider. Unlike most fraternities, it will not be classified as a "social" frat.

A SHINY TREND

Nov. 12, 1965 — Ear piercing is the new "in thing" on campus. Three main reasons for this trend are the security of an earring staying in place, the much-sought-after European look and, naturally, because everyone else is doing it.

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potential loyalty to voters. Ads like this only distract attention and are used to attack a candidate on a personal matter that has nothing to do with politics. In fact, that negativity grew so tiresome that many wanted the election to be over so the ads would stop.

As ugly and bitter as the race may have been, it is the future of New Jersey and its residents that is at stake. As a college student, I look to the governorship to help with the ever-increasing costs of college tuition, and to stimulate economic growth that will bring the jobs we have worked four long years to obtain. Unfortunately, these concerns received very little attention in the race and may prove to be the reason many young voters stayed away from the polls.

"Young people do not simply want to see a political ad or read a brochure," Rebovich said. "They want [candidates] to come to campus and community events." In other words, this segment

of the electorate wants proactive political officials that offer clear and detailed solutions that impact their lives.

This demographic was simply overshadowed, and this alienation can only cause further political apathy. Forrester and Corzine should have taken more time to visit college campuses throughout the state and discuss the concerns of younger voters. Imagine the number of votes the candidates could have received appealing to our generation. This is a clear failure of the democratic process.

Nevertheless, this was a crossroads election and the fact that more voters did not turn out is stunning, according to Rebovich. As governor-elect, Corzine faces stiff policy challenges ahead, such as putting together a balanced budget and cleaning up government corruption, said Rebovich. The top priorities need to be repairing and bandaging the wounds this election has had on democracy and preparing a solid policy framework for the Garden State.

QUOTE OF THE WEEK

"Tradition is a guide and not a jailer."

— W. Somerset Maugham

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