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LETTERS TO THE EDITOR

Letters to the Editor: The Rider News welcomes letters on all subjects of interest to the campus community. Letters must be typed and include the name, address, phone number and signature of the author for verification. Send to The Rider News via e-mail (ridernews@rider.edu), campus mail, or hand deliver to Rider House. All letters must be received by midnight Monday preceding publication. The Rider News reserves the right to edit all letters for space and clarity.

EDITORIAL

‘Think’ big

Waiting no time, Dr. Mordechai Rozanski, in only his second semester of office as Rider president, has already begun a new ad campaign to promote the University, according to an article by The Rider News this week. The new campaign, titled “Think Rider,” for the qualities that define a great education, “will promote Rider’s reputation, achievements and programs.

The campaign has begun with print media advertisements encouraging people to “Think Rider,” a merit scholarship brunch for newly-accepted freshmen, visits to community colleges to promote transfer to Rider and a trip to Washington D.C. by Rozanski himself to visit several federal funding agencies. In addition, a much-needed redesign of the University’s bland gray website is in the works.

This, while easy to overlook, is a major step in the right direction for the new president, as it never hurts to promote the reputation that students at Rider work hard to build each day. The more well-known and respected Rider University is by the time students graduate, the more valuable their diplomas will be as they enter the job market later on.

Rozanski has made it clear since his arrival that big changes are on the way for the University, including a new gymnasium and renovations to the residence halls. However, with a new ad campaign, a new residence hall guest policy, the addition of a new JSTOR to the library and security cameras in the parking lots, as well as the new gym and the building renovations, it may be easy for some of these plans to slip through the cracks.

While anyone would argue that essentially all of these plans are great ideas, students will have to hope that Rider’s administration will do its best to stay on focus. After all, students have been hearing stories about new gymnasiums and residence halls for years, which has given Rider a reputation for being quick to make big announcements, but slow on actual deliveries.

However, while administrations of Rider’s past may have been slow to make good on such promises, Rozanski is a new president and should be given a chance to deliver with as little skepticism as we can afford.

If these efforts are successful, Rider’s reputation could one day match that of The College of New Jersey or Rutgers and make it a very sought-after school for incoming freshmen. While Rider is already a world-renowned University for business and music, through our Westminster choir, the ultimate goal of such campaigns should be to boost the reputation of all of Rider’s programs.

Nevertheless, all these exciting new additions to the University will undoubtedly come with a price. Tuition has risen steadily over the last few years and has put many students at the throats of the Bursar each semester. Rider’s administration should be reminded to keep a watchful eye on student tuition, as many of the students at Rider on scholarship who agreed to attend the school based on a financial aid plan begin to think negatively about the institution when tuition goes up, but scholarships remain the same. After all, what is the use of a fancy new campaign to promote the reputation of the school if the current students are spreading negative word of mouth?

This weekly editorial expresses the majority opinion of The Rider News editorial board and is written by the Opinion editor.