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Tuesday, November 1, 2011

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Strategic plan unveiled

Kris Anne Bonifacio
DAILY SENIOR STAFFER

Northwestern released a copy of its 10-year strategic plan Monday night.

The 28-page plan outlines the University's goals for the next decade, highlighting areas of research on which the University intends to focus, plans for extending learning beyond the classroom and ideas on improving diversity and community at NU.

"This strategic plan builds on Northwestern's current strengths and focuses our energies and resources on the most pressing issues that we are distinctively positioned to address," according to the plan.

The University provides several examples within the document of the school's recent achievements — including

economics Prof. Dale Mortenson's Nobel prize, the Design for America program going national and Dance Marathon's continued success year after year — that the school wants to build upon.

"It's about what we are doing collectively," Provost Dan Linzer told THE DAILY prior to the unveiling of the plan. "What does our combination of schools position us to do and how do we get people thinking about our collective ambitions?"

The plan mentions the University's interest in focusing on research in areas such as nanoscience, biomedical sciences, global health and sustainability.

It also mentions a desire to incorporate more experiential learning into curricula and "create a year-round educational experience."

In terms of the University's role in the international sphere,

the plan targets the creation of research hubs in Asia and the Middle East.

As for building community within campus, the plan mentions "creating community gathering spaces" but does not specifically mention the creation of a new student center, which the Associated Student Government has been proposing since 2010.

"There are two conditions to have a transformative plan: one is you have to have a good plan, and the other is you have to implement it," said President Morton Schapiro in an interview with THE DAILY before the unveiling. "... I think we have a really good plan. Now we have to implement it."

University administrators will formally present the strategic plan Tuesday.

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Police join up on drug bust

EPD used inter-jurisdictional help to find 443 grams of marijuana in Evanston

By Marshall Cohen
THE DAILY NORTHWESTERN

Last week's drug bust, in which Evanston officers uncovered 443 grams of marijuana, was the result of inter-jurisdictional cooperation between police departments from Evanston, Skokie and Chicago.

Cmdr. Tom Guenther, Evanston Police Department spokesperson, said Monday the cooperation is a significant element of running an effective police force.

"We work closely with Chicago and suburb police departments and also with Cook County, too," Guenther said. "Whenever the situation dictates that we work closely with them on any given operation or they need our assistance, we are happy to provide that assistance and they feel the same way."

Sgt. David Pawlak, administrative services supervisor with the Skokie Police Department, said Skokie shares critical resources with Evanston when needed.

"It's very important that we work together," Pawlak said. "Unfortunately, each

individual agency doesn't have their own resources, so we have to share so the cooperation is necessary."

Last week's drug bust was a "direct outgrowth" of an ongoing narcotics investigation in Evanston, according to an EPD news release issued Thursday.

Guenther declined to comment on exactly how long the investigation had been ongoing or how many officers were involved.

After obtaining a search warrant, officers from EPD raided an apartment just across the Evanston-Chicago border last week.

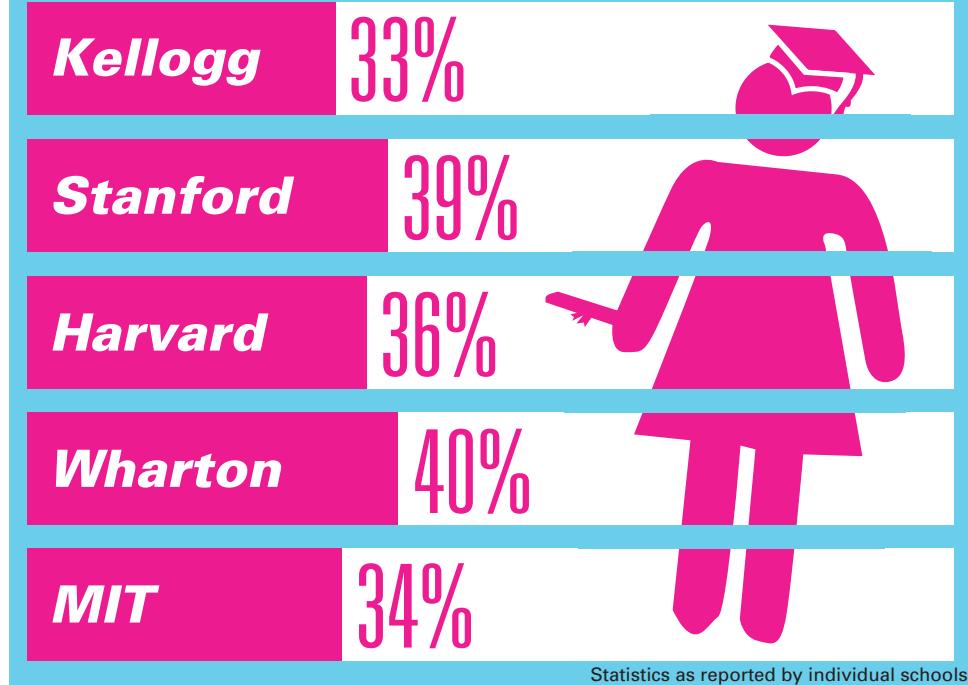
They were joined by the Canine Unit from the Skokie Police Department when they arrived 1:09 p.m. Oct. 24 at 7464 N. Damen Ave. in Chicago.

Evanston has had a canine unit in the past, Guenther said, but it is currently "inoperable."

Cmdr. Brian Baker, the canine coordinator with the Skokie Police Department, said his department often

See DRUGBUST, page 7

Women's enrollment in J.D. programs



Kellogg fights gender gap

By Michele Corriston
THE DAILY NORTHWESTERN

Northwestern's Kellogg School of Management is sponsoring programs to attract female applicants and support current students in an effort to bridge the gender gap in business schools, which was the focus of a recent New York Times article.

"It does tend to be harder to find women role models (in business)," said Nicole Staple, a second-year Kellogg student and external relations chair for the Women's Business Association. "I think it's important to have the conversation and make very conscious decisions about

your career choices now."

Female enrollment in Kellogg's full-time program has ranged from 32 to 34 percent over the last five years, according to the Kellogg Office of Admissions. Nationally, more women are attending business school than in the past: a study by the Association to Advance Collegiate Schools of Business found women comprised 35.4 percent of students in 2009-10, up nearly 4 percent from five years earlier. Differences in male and female enrollment at business schools are greater than those at law and medical schools, according to a recent New York Times article.

Kellogg has taken an active

role in increasing female enrollment. As a Forte Foundation sponsor, the school participates in a career lab and distributes three scholarships to female students each year, said communications specialist Betsy Berger in an email. Kellogg has hosted the Women's Leadership Workshop for the past five years to help female students pursuing MBAs. For the first time, Kellogg held a Women's Preview Day specifically for prospective students Oct. 14.

Regardless of this progress, females still constitute around one third of the business school

See GENDERGAP, page 7

Cheating at NU in line with national trends

By Lauren Caruba
THE DAILY NORTHWESTERN

Instances of plagiarism and academic integrity violations are on the rise among college students, according to a recent survey by the Pew Research Center.

In the August survey of 1,055 private and public university presidents, more than half said plagiarism in students' papers at their schools has increased over the past 10 years.

Weinberg Assistant Dean Mark Sheldon said in an email that over the past two years, NU faculty have asked him to investigate over 200 cases of academic integrity violations in Weinberg classes. These incidents involved students from various

undergraduate schools, with consequences ranging from letters of reprimand to permanent exclusions from the university.

"We've had some really serious cases," Sheldon said. "People have been permanently excluded."

Sheldon said there have been instances where students have taken other students' papers without permission, erased the name and written in their own. Other violations included the fabrication of blue books and the impersonation of a professor, in which the student emailed the class saying that an exam was cancelled.

While Sheldon does acknowledge an increase in cases at NU

See CHEATING, page 7

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Hey,
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of 2012:

The Daily Northwestern

FRIDAY, NOVEMBER 4, 2011

GAMEDAY NEBRASKA!

AWAY
at NEBRASKA
11/5, 2:30 p.m.

By Josh Walfish
THE DAILY NORTHWESTERN

Nebraskans love their Cornhusker football.

The pilgrimage of people from around the state into Lincoln, Neb., transforms Memorial Stadium into the third-largest "city" in the state on game days. Nebraska football isn't just a game, it's a way of life.

"We don't have any pro teams," said Tim Weak, a junior cornerback at Northwestern and an Omaha, Neb., native. "It's really the only major college football team in the area. It's definitely a lifestyle for people."

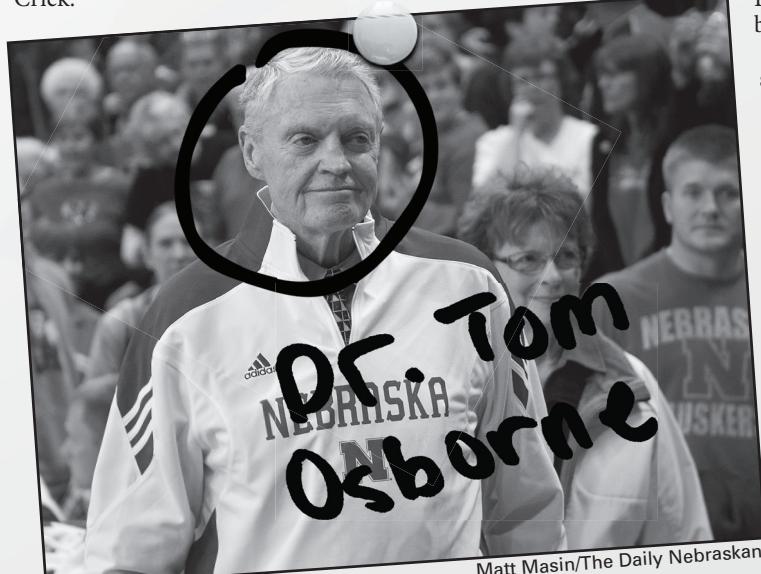
Memorial Stadium has sold out every game since Nov. 3, 1962, a streak lasting 316 games. In the 87-year history of the stadium, the Cornhuskers have 31 unbeaten home seasons, 25 perfect home seasons and a .760 winning percentage at home. Coach Pat Fitzgerald never played in Lincoln, but he compared the atmosphere to some of the loudest in the Big Ten, including Camp Randall Stadium and Ohio Stadium.

"The crowd is the 12th person in the game, there's no question about that," Fitzgerald said. "There is no doubt what's important to that state, there's no doubt what's important to that university. Thank goodness we're not playing the whole state, just playing the 11 that are on the field."

In Nebraska, the Big Ten acquired a program with excellent history and tradition. The Cornhuskers are third in Division I history with 854 wins, one victory behind their old conference foe, Texas, and 37 wins shy of new conference foe Michigan. The Cornhuskers have won five national titles, most recently in 1997, and have had three Heisman Trophy recipients, with quarterback Eric Crouch being the last player to win the award in 2001.

"It was exciting as a Big Ten fan first," Fitzgerald said about the addition of Nebraska. "It's one of the most storied programs, historically, one of the most successful programs and when you can add that kind of brand recognition, it just makes the conference stronger."

The Cornhuskers were a member of the Big Eight Conference—now known as the Big 12—since 1928, so the shift in conferences shocked some, but for the most part the move was well-received. Nebraska fans were excited for the move to the Big Ten because they were unhappy with their position in the Big 12, according to defensive lineman Jared Crick.



Matt Masin/The Daily Nebraskan

The Program Builder: In 25 years as Nebraska's coach, Tom Osborne built the Cornhuskers into a football powerhouse.

As the Cats prepare to take the field at Memorial Stadium for the first time in 37 years, THE DAILY gives you the low down on all things Cornhusker.

"People are excited, they're ready for football season to start," Crick said at Big Ten Media Days in July. "Starting in a different conference, playing different teams, going to some different places, people are very excited to travel and get it rolling again."

Tradition! Tradition!

NU is traveling to Lincoln for the first time since a 49-7 loss in 1974, and the Wildcats are in for an experience. Nebraska boasts some of the most talked-about traditions in college football with its Blackshirts and the Tunnel Walk.

The Blackshirts tradition started in 1963 with the return of the two-platoon system to college football. Coach Bob Devaney purchased the black jerseys for his defense to differentiate it from his offensive starters. Legendary Cornhuskers coach Tom Osborne transformed the pre-practice ritual into what it is today. Osborne, a former US Congressman and now Nebraska's athletic director, handed out the black jerseys the week leading up to the first game of the season.

The tradition has evolved in the years since, however never more dramatically than under Bo Pelini. The Cornhuskers' coach said that the jerseys need to be earned in games, and did not award the blackshirts until he felt the time was right during the season. The defense received a surprise on Monday when Pelini handed out the coveted jerseys ahead of its game against the Cats.

"When I first got my blackshirt I got a little emotional," linebacker Lavonte David said at Big Ten Media Days. "I knew the tradition before it. It was real big for me, it was awesome."

It should come as no surprise that a defensive standout like Crick, who will miss the game against NU with a torn pectoral muscle, said the Blackshirts were his favorite tradition.

"It's our proudest tradition," Crick said. "Especially being on the defense, it's like being a Marine—the Marines have their traditions and we have ours on defense. It's a responsibility that you have, you don't want to fail the older guys who had the success as a Blackshirt and you definitely want to uphold the tradition."

The Tunnel Walk is a relatively new tradition for the Cornhuskers, as it wasn't possible until the addition of a video board in 1994. The walk is Nebraska's way of putting its own spin on the traditional entrance scene. The Cornhuskers are filmed as they walk from their locker room to the gates through which they enter the field. As they exit the locker room, the players step onto red field turf, deemed the "Big Red Carpet," which is lined with screaming fans before they reach the gates. The Tunnel Walk is different every

season, and the scoreboard provides new graphics for each game.

"The Tunnel Walk was the big thing for me," David said. "You got all the kids, the fans reaching out and calling your name, it's very exciting."



Kyle Bruggeman/The Daily Nebraskan
Packed house: Nebraska boasts one of the most impressive sellout streaks in the country. Memorial Stadium has been full for every game since 1962.

The Nebraska Connection

Despite the fact that Nebraska lies 531 miles southwest of Evanston, NU has several players with connections to the school.

Jordan Mabin's uncle, Wes, played the same position as his nephew, cornerback, at Nebraska from 1968-71. Asked if he would talk to his uncle for advice on playing at Nebraska, the senior said he hadn't thought of that, but admitted it wasn't a bad idea to give him a call this week.

Freshman running back Treyvon Green took an unofficial visit to Lincoln as a high school recruit and said he was impressed with the atmosphere. The Mesquite, Texas native said that as popular as high school football is in Texas, nothing can outdo the passion Nebraskans have for their Cornhuskers.

"We played at Texas Stadium my last game of high school," Green said. "That was pretty crazy, but nothing compared to Nebraska. I had never really seen the fans go so crazy over a football game."

Weak is the only player from Nebraska on NU's roster although he came close to walking on at Nebraska. Two hours after making his commitment to the Cornhuskers, he was told Nebraska had too many walk-ons and that it was unable to honor its commitment to him. Weak said that it was disheartening at first, but he is happy with his decision to walk on at NU.

Most of Weak's family will be wearing purple in the stands, but there will be one special individual in Nebraska red. Weak's sister, Katy, plays the piccolo in the Nebraska marching band. Weak said that despite her allegiance to the band, Katy will be wearing purple under her band uniform and wore one of his jerseys to band practice all week.

"When we score I'm sure there will be one piccolo up there playing our fight song," Weak said.

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Swimming overseas: NU's recruiting search

Men's Swimming

By JOHN PASCHALL
THE DAILY NORTHWESTERN

Recruiting for swimming has some similarities to online speed dating.

The University has to woo the athlete with an offer he or she can't refuse, usually a large scholarship, while the athlete must flaunt his talents to the University in hopes of getting a call back. And that pool of prospective matches has gone international.

The "lucky bachelor" getting to pick from the pool of swimmers is Kyle Schack, the associate head coach. Recently promoted from recruiting coordinator, Schack has been able to sign consecutive top-25 recruiting classes at NU.

Schack has been looking at swimmers overseas for years. He said foreign swimmers approach him at international events asking him how they could land at an American university. But Schack said because of his roots with USA Swimming, the organization that governs American swimming, he tends to look at American swimmers first.

"(Coach) Jarod (Schroeder) and I have been a part of the development of USA Swimming even in the grassroots," Schack said. "It's hard to turn your back on those kids when you're now in the position of a college recruiter."

Though selling international swimmers on NU isn't the easiest, Schroeder said NU has much to offer.

"We want to make sure they understand the prestige of Northwestern University," Schroeder said. "It's a global degree when they come to a place like Northwestern, whereas if they go to a state school or something like that, it could only be regional."

During recruiting, Schack places an extremely high emphasis on this team-oriented element, a new concept for the international swimmers.

"There are many international kids who are fast," Schack said. "But you can tell they are not going to see the benefit of having a high team GPA. They are potentially not going to understand what a mandatory meeting or practice means. It can be troublesome when you got kids who are messing up your team's GPA or who are a little more self-focused."

Schroeder makes sure these swimmers have strong English skills in order to make coaching them easier.

"If they can't hold a conversation in English very well, I know this isn't the place for them," Schroeder

said. "They have to score a 100 on the TOEFL test. Most English-speaking kids can't score a 100 on the TOEFL. We have guys who speak great English but it takes them three or four times to get the scores they need to get in."

Down to the 'Finnish' line

"Finnsanity" almost didn't happen.

Freshman Uula Auren and the NU coaching staff were waiting eagerly to find out his TOEFL score, the last hurdle for him to come to Evanston.

It wasn't until late July that Auren found out his score. If Auren didn't score better than 100, he most likely would not get into NU.

And his backup option?

"I never had a plan B," Auren said. "I kind of counted on things going well."

Then, Schack got the call from Auren.

"We were actually at a swim meet in California when we found out," Schack said. "He said, 'I got my score.'"

The result was a 105. He had passed.

Auren's reason for coming to NU was pretty simple in his eyes.

"In Finland, it's often kind of a choice between studying or swimming unless you're Matt Hong/The Daily Northwestern at a very high level,"

Auren said. "I'm not at that level yet. In the US, even if you aren't at that top level yet, it's easy to combine studying and swimming."

Schack was instantly convinced that Auren was made for NU when talking to him.

"What really swayed me on him was when he communicated to me that he's looking for four years to get a great education and his ultimate goal is for 2016," Schack said. "His pressure happens later on, and he's going to be focused on academics. I knew we had a special athlete, but now we have a motivated student."

Auren said he didn't even know about NU until

Schack got in touch with him. So the Finnish star decided to ask one of his former coaches who lives in California about NU.

"She said it was the bomb," Auren said.

Valcic's voyage

Toni Valcic didn't initially make it to NU straight from Slovenia. He chose to swim at the University of Bridgeport because it was near his uncle's house. But that marriage with Bridgeport didn't last long. Valcic wanted out after two years.

"I was a bit more ambitious than the team was," the junior said. "When I came here on a recruiting trip, it was an instant click. There was no doubt in my mind this was the place to be for me."

Though he wasn't used to it, the switch to a team concept for Valcic was no issue.

"It was easy for me," Valcic said. "I'm willing to do whatever my team needs me to do. Back home, we don't keep the team's scoring. It's every man on his own."

Schack saw this dedication to the team instantly when Valcic came to visit.

"One of the things that was important to him when picking out a school was he needed to know he was going to be able to contribute to the team," Schack said. "He didn't want to go somewhere where he might reap all the benefits of being in front of the program but the team wouldn't feel like they would get anything from him."

Mark Ferguson: International Man of Mystery

Mark Ferguson was excited about going to school outside of Australia. He was recruited by six schools including NU, but the Cats had the edge over the others.

Ferguson at one point lived in Evanston. His step-

father had a fellowship at NU for a few quarters when Ferguson was young. He lived in Evanston Place, 1715 Chicago Ave.

"It was always in the mix," Ferguson, a freshman, said. "It was just a process of eliminating schools one by one."

"He was seriously looking at McGill University in Montreal," Schack said. "He wasn't sure if he could gain his Canadian carding. He had lived in Canada previously."

Ferguson's friends at home were stunned when he broke the news he was going to the US.

"A lot of the reaction was shock," Ferguson said. "They kind of knew I was planning on it, so when I told them I was finally deciding to go, there wasn't too much drama. But everyone was very excited."

The British invasion

Schack and NU had set their sights on some of the top American recruits in the country a few years ago, but they struck out on most of them. So they looked across the Atlantic to England and found Ross McAuliffe. Schack spoke with some of his coaches and was convinced that McAuliffe would be right for the program.

"We happened to talk to a whole bunch of people over in the UK, who said his program was a very strong program," Schack said. "His coaches thought that he could really fit well academically, and he was definitely into the sport enough to do it here at NU."

When McAuliffe, currently a sophomore, was deciding between Wisconsin and NU, his decision became much easier when Schroeder and Schack reached out to him.

"Our coach here took the time to build up a good relationship with me as opposed to Wisconsin, which just flew in, offered me something, and tried to get me that way," McAuliffe said. "It was a pretty different method. I actually felt pressurized when the Wisconsin coach came and visited me. Having him there felt like I was being forced to make a decision quicker than I'd like to."

Though admitting he was nervous about fitting in with the American culture, McAuliffe said he doesn't regret his decision coming to the US at all.

"It's nice to stay on the British swimming set-up, and culturally, it's very different coming here," McAuliffe said. "But I don't think there's anything I regret about coming here."

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CONGRATULATIONS TO Laura Venn

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This fall I have been involved in numerous service projects through my service fraternity Alpha Phi Omega. I've volunteered with the boy scouts, assisting them in their cubmobile races. I also volunteered at Northwestern's annual Project Pumpkin, which is a Halloween festival we put on every year for children and teenagers in the Chicagoland area. In addition,

I have worked well over 20 hours this quarter on my own service project, The Bracelet Project, which I founded about 4 years ago.



btndlivebig.com



International swimmers on men's roster, clockwise from top: Valcic (Slovenia), Hanulik (Czech Rep.), McAuliffe (U.K.), Ferguson (Australia), Auren (Finland).

Bon voyage, readers!



Our last issue
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Student companies compete in same market

By STEPHANIE YANG
THE DAILY NORTHWESTERN

With the end of the school year approaching, Northwestern's two student-run storage companies are bringing their services to a close, each optimistic in its business prospects and performance.

Launched on May 6, BoxCo. entered the student storage market this spring against several contenders including Campus Solutions, the only other student-run storage company, which was founded in 2007.

Prateek Janardhan (WCAS '12), co-founder and CEO of BoxCo., said the founders thought the storage market would offer exposure because Campus Solutions was the only student-run player in the business.

"At the core, these two services are the same... but there are differences in the ways in which they do them," he said.

Janardhan said some unique services BoxCo. offered included giving a final price to the customer at the time of storage pick up. Customers were also allowed to pay on the spot and could use credit cards.

"All these things were to make our customers' lives easier," Janardhan said.

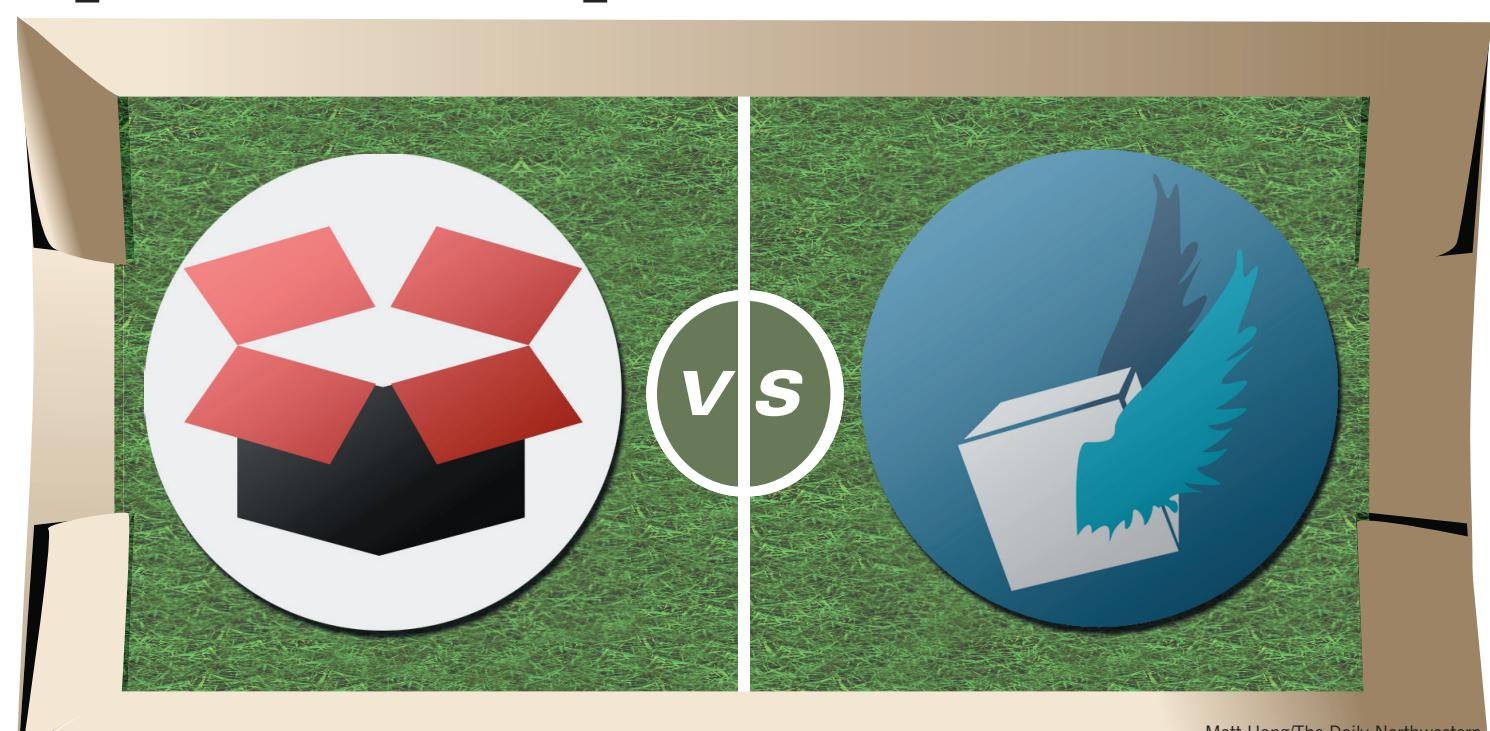
He said he considers BoxCo.'s first year in business a success, based on two main metrics. One of those measurements Janardhan said is the number of customers. He said a company's customers reflect how compelling its proposition is and how effectively the company marketed that proposition. Janardhan said BoxCo. set a goal of 300 customers for its first year and surpassed that goal by the end of the school year.

"As a new company, we did not know how many to (customers) to expect," he said. "Our goal was to offer excellent service to every one of our customers."

The next metric, Janardhan said, is customer service. He said BoxCo. sent a feedback form to customers, and found the response "overwhelmingly positive."

"It was a fairly challenging few months," Janardhan said. "The challenge next year will be reflecting on everything we've done this year."

Ren Wang (WCAS '09), founder and CEO of



Matt Hong/The Daily Northwestern

Campus Solutions, said he is interested to see what happens in the student storage market next year. He said Campus Solutions will not make any drastic changes to the service.

"We always make tweaks and adjustments every single year," he said. "We definitely know where we are going."

Wang said, in contrast, BoxCo. will need time to learn more about the business. He said last year 95% of customers gave Campus Solutions five out of five stars for its service. Wang said Campus Solutions currently has over 800 confirmed customers, and is still receiving orders from students who have not yet left Evanston.

Despite this, Campus Solutions' business last year surpassed 1,000 customers, Wang said, and this year the number decreased about 20%.

"Obviously (BoxCo.) got some customers. It's pretty much inevitable," Wang said. "We still have about 80% of the market, we're not very worried... We know what we are doing

and we did it well."

Wang also said Campus Solutions did not lose any customers to BoxCo. this year. Instead, he said the two companies split business of the freshman class between them.

Janardhan said until now, the market had been essentially made up of all national competitors.

"Coming in as another student competition will lead to a lot of innovation in this market," Janardhan said. "I think we've already taken a lead on that."

He said the student body became more aware of summer storage this year because of the increased amount of storage companies.

Sarah Freishtat, a Medill senior, said she saw some changes in Campus Solutions this year, which she had used previously.

"They were a lot more accommodating with times to pick up boxes and times to drop off supplies," she said.

She said she thinks the competition will

force companies to work around customers' schedules and will increase convenience. She also said another change might be price, which she has heard many people complain about.

Communication sophomore Mercy Yang said she hopes the competition will create more storage options and even potentially lead to another storage company.

"I thought it was definitely necessary for there to be more than one (storage company) on campus," Yang said.

Wang said many positive results come from having BoxCo. as a direct competitor. He said how well Campus Solutions does is only one aspect of the business.

"It's going to challenge us to grow," Wang said. "(The company experience)'s truly a unique experience, and having this competition is going to give (the students) that much more out of it."

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August 2012

ORIENTATION ISSUE

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