



## OIT issues phishing alert

By Aakash Arun  
Contributing Writer

The Office of Information Technology (OIT) recently reported an increase in the number of phishing attacks against students and staff members. Phishing refers to the process of attempting to acquire sensitive information through the internet by pretending to be a trustworthy source of communication.

OIT issued a warning on Friday, Oct. 4 asking students and faculty members to verify the authenticity of suspicious email messages and to check for malware and phishing attempts. There were 12 compromised accounts in the month of Sept., more than the total number in the past two years combined.

"Users are smart and don't click on the links, but these are getting sophisticated, and there were some people that actually responded," said Richard Bieber, Policy and Compliance Manager at OIT.

According to OIT, anti-spam devices currently in place take time to update their definitions, and hence, there is a window of time during which spam gets through to users.

"What we have seen here in the past three weeks is a wide variety, and iTunes is an example. Netflix is another one that we have started seeing attempts with a lost disc... the last one that we are most worried about is that we have started seeing some messages that look like they come from Georgia Tech," Bieber said.

The iTunes receipt asks the user to confirm a very large amount of money on an item order, which he or she has not made. The message that masquerades as an official message from Tech asks students to activate their accounts in response to a server upgrade that deactivated accounts from the database. Users are asked to enter their name, password, date of birth and the number of times that they changed their password. According to Tech policy, users are never required to provide confidential information over email.

"If you have a problem with your account we will ask you to reset your password. This is a new one, asking users how many times they've changed their password, that's a pretty good indication that it is a phishing attempt. It is also grammatically incorrect and the return address is not a Georgia Tech address," Bieber said.

OIT is currently working on anti-spam appliances to make sure that definitions are updated more regularly. However, a phishing attempt that comes from a Tech address will be let through, allowing an attacker who compromises an account to send out additional phishing messages. This has already occurred in multiple cases.

Bieber also said that OIT also adds malicious links to its database and blocks them. However, this fil-

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## Candidates address student issues



Photo by Will Folsom / Student Publications

All three candidates running for governor of the state of Georgia were present at the first ever student led debate at the Georgia Public Broadcasting center on Sunday, Oct. 3. The debate was organized primarily by Tech and other SGA's around the state.

By Yameen Huq  
Contributing Writer

Georgia Public Broadcasting held the first ever student-led gubernatorial debate on Sunday, Oct. 3, 2010. It was an organized effort between multiple universities, including Tech, University of Georgia, Georgia College and Southern University, Georgia State University and Morehouse College. Tech's Student Government Association (SGA) hosted a Debate Watching Party in conjunction with this event in the Ferst Theater. The candidates for governor at

the debate included Roy Barnes (D), Nathan Deal (R) and John Monds (L).

The debate party took place in the Student Center Theater and was attended by many students.

"[The debate's] been planned for months. It's to increase awareness and student voter registration," said Michael Mosgrove, SGA's organizer of the debate party and second-year MGT major.

GPB has broadcasted on campus events in the past, such as the Inventure Prize Competition, but chose to film in studio

for the debate due to the inter-collegiate nature of the event. The actual debate was entirely student-led, with SGA Presidents and leaders from each university fielding questions from students submitted on [www.gastudentvote.com](http://www.gastudentvote.com)

The debate was kicked off with questions from the SGA Presidents on student related issues. The candidates' responses emphasized matters concerning secondary and technical education, but not on issues that do not directly affect college students. Deal, the Republican candidate for Governor, stated

his overarching goal is fighting boredom in schools and encouraging technical schools. The debate was then turned to more pressing education issues.

"Politicians are raiding the HOPE scholarship. We need a 180-day school year," Barnes said.

While noting that HOPE was not on safe grounds, no candidate referenced any major plan to overhaul the system. Deal mentioned that he was in favor of reform and making it a true merit-based scholarship. Barnes

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## Tech hosts FutureMedia Fest



Photo by Basheer Tome / Student Publications

FutureMedia fest was held from Oct. 4-7 and covered a wide variety of issues including media trends and the future of technology in media. It consisted of speeches, workshops and panels.

By TJ Kaplan  
& Maddie Cook  
Contributing Writers

This past week Tech hosted FutureMedia Fest 2010, an interactive mash-up of talent, ideas, trends and technology hosted by FutureMedia, a global innovation collaborative initiative. The conference, which took place from Oct. 4-7, covered a wide variety of topics ranging from social networking to disruptive business models and applications

in e-democracy.

The conference brought together executives, investors, academics and researchers to discuss the paradigm shift that is occurring as an effect of next generation digital, social and mobile media across the world. The four-day event consisted of keynote addresses, workshops, discussion panels and demonstrations.

The conference began on Oct. 4 with a keynote address delivered by Michael Jones, chief

technology officer at Google. Jones was previously the Chief Technologist of Google Maps, Google Earth and Local Search. He is jointly credited as one of the creators of Google Earth.

In his keynote address, Jones spoke of how the new generation of media is completely enveloping and will reach into all aspects of our lives. He postulated that in the near future, as we break down language and cultural bar-

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## Graduate student suicide

Derek Benicewicz, a Ph.D candidate in the School of Chemistry, committed suicide this past week.

"We can confirm the death of Derek Benicewicz. We are deeply saddened by the news, and our thoughts are with his family at this difficult time. We consider this a personal family matter and will respect their privacy," said Matt Nagel, media relations specialist for Communications and Marketing.

## Technique on hiatus

Due to the fact that students and staff members will be off-campus for fall break on Oct. 18 and 19, *The Technique* will not be printed again until Oct. 29. Updates will be posted consistently on [www.nique.net](http://www.nique.net).

# TECHNIQUE

The South's Liveliest College Newspaper

Founded in 1911, the *Technique* is the student newspaper of the Georgia Institute of Technology, and is an official publication of the Georgia Tech Board of Student Publications. The *Technique* publishes on Fridays weekly during the fall and spring and biweekly during the summer.

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## From the files of the GTPD... Campus Crime

By Matt Schrichte  
Assistant News Editor



### Fraternal disorder

On the morning of Oct. 2, at 3:30 a.m. a patrolling officer made contact two males who yelled expletives at him from the front porch of the Kappa Alpha Fraternity. The officer requested identification from the students. The student appeared agitated and ready to fight. Both students provided identification after the officer demanded it a fourth time.

When asked how much alcohol they had consumed, both students replied none. One of the students was holding a can of Keystone Light beer when he responded.

A third fraternity member ar-

rived on the scene and was ordered to leave the area. He refused and continued to make derogatory statements about GTPD while drinking from several cans of beer lying around the front porch.

The student then approached the officer, who ordered him to leave once more. After refusing again, the officer informed him that he was being placed under arrest. At this point, the student ran inside the fraternity house, where he stood behind the locked door, laughing, drinking and asking, "What are you going to do from out there?"

After the student refused to

open the door, the officer drew his baton and began to force entry into the house. The student pleaded for the officer to stop and exited the house. All three students were arrested on charges of disorderly conduct, possession of alcohol by a minor and obstructing a police officer.

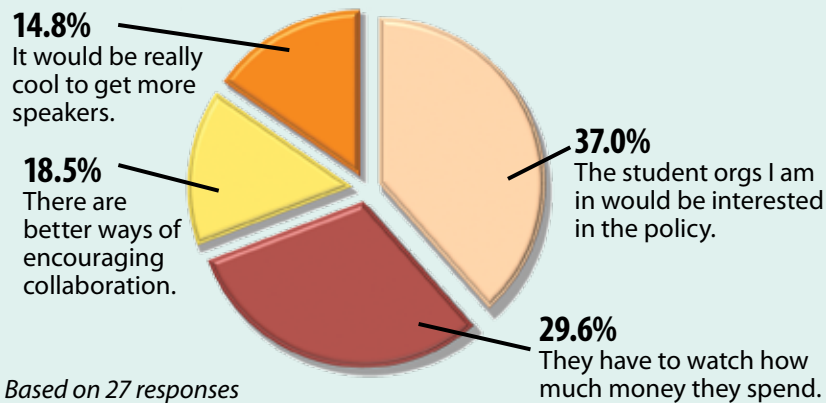
### Aggressive Audi

A GTPD officer observed an Audi A8 traveling east on the sidewalk of Tenth Street between Williams Street and Spring Street at approximately 2:20 a.m. on Oct. 3. After pulling over the vehicle, it was discovered that there was a warrant for the driver's arrest.

At the time of arrest, the driver was found to have a bag containing 26 rounds of .40 caliber ammunition, three .40 caliber magazines and one registered Springfield XD-40 handgun with a light attachment.

## POLL OF THE WEEK

What do you think of the JFC collaboration policy?



### Next issue's question:

How are you safeguarding yourself against phishing?

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ter is only in effect when users are on the Tech network and does not work if users access the link from home.

“This is a user awareness issue at mind, and we really have to be cautious about email that is coming from people. Users have a strong say in how successful these attacks are,” Biever said.

Students and faculty members are advised to take precautions to protect themselves from the ill-effects of phishing. According to Biever, users can protect themselves by looking at the source of the message and, in the case of the iTunes and Netflix, account to remember whether you have an account or not.

Another thing that OIT recommends is to look at the email addresses by hovering the mouse over the link to check its legitimacy. If you click on the link, you may be taken to a website where there might be additional malware traps. OIT has ensured that it is also a question of common sense about whether the link seems legitimate or not.

“We have reached an age with the internet where you really have to be careful about what you’re doing, and when you get emails of this nature, you should check if this applies to you or if it doesn’t, delete it. The other thing that I would advise is that if you click on the link and there is malware on that site you should make sure you have good anti-virus installed to ensure a much higher chance of blocking the malware,” Biever said.



# Council Clippings

This week in Student Government

By Mike Donohue, SGA Editor and Matt Schrichte, Assistant News Editor

**E**ach week, this section includes coverage of different aspects of Student Government, including the Undergraduate House of Representatives, Graduate Student Senate and the Executive Branch of both governments.

### Counseling initiative

SGA announced an initiative to publicize the counseling resources available on campus in light of the recent incidences of students taking their own lives at Rutgers University and the University of Texas - Austin, as well as the suicide of Tech CHEM Ph.D candidate Derek Benicewicz.

UHR and GSS passed a joint resolution expressing condolences for Benicewicz’s death. During the GSS meeting the morning of Tuesday, Oct. 5 friends of Benicewicz spoke in his memory. Dr. Ruperto Perez, Director of Counseling, spoke to UHR later that day.

Graduate Student Body President Anthony Baldrige spoke to the GSS body before yielding the floor to Senator Arren Washington, a friend and colleague of Benicewicz. Both Baldrige and Undergraduate Student Body President Corey Boone addressed the Undergraduate House. Boone encouraged unity among SGA and asked that representatives take care of themselves and those they lead.

In a statement, Vice President of Communications Brooke McDaniel underscored the recent deaths and encouraged all stu-

dents to “support each other in coping with academic, occupational and personal trials.” She went on to firmly state that Tech should be a place of “mutual respect and reinforcement.”

### Skydiving club

Both houses of SGA debated a bill funding Tech’s Sports Parachute Club. The bill asked for funds to purchase equipment, pay for practice fees and pay for tournament fees.

GSS discussed the bill at length after listening to a representative from the club describe the club’s numerous accomplishments that include multiple parachuting-world records.

The representative emphasized that without the funding, the club would be unable to purchase necessary safety equipment required by the Federal Aviation Administration and would essentially cease to exist.

GSS commended the club for its numerous accomplishments but shared concerns about how much money would be allocated to a club of only 19 members.

The original bill submitted requested a total of \$26,740 after the club’s annual budget was reduced from approximately

Bill Summary			
Bill	Amount	GSS	UHR
iGem Team	\$2400	30-6-1	52-1-0
Archery Club	\$3333.25	27-0-0	49-0-0
SOS Exhibition	\$5963	21-13-0	9-21-2
PRIDE Alliance	\$305	22-0-3	45-1-0
Condolence Resolution	---	Passed	Passed
Women’s Leadership Conference	\$6188.99	22-2-1	48-2-1
<b>Current Account Totals</b>			
Prior Year: \$529,050			
Capital Outlay: \$210,489			

You can follow Mike at the Nique’s blog, The Pulse. Check in at 7:30 p.m. on Tuesday for updates from UHR sessions at [nique.net/pulse](http://nique.net/pulse).

\$27,000 to \$12,000. GSS approved the bill after reducing it’s cost to \$16,088.

UHR moved to cut the bill beyond what Joint Finance Committee recommended during a 45 minute debate. Representatives struggled to decide how much weight to give to the club’s successes and small size. The representatives eventually passed a bill authorizing funding at less than half of what the organization asked for.

Skydiving club was unhappy with the way the bill was discussed. “They didn’t seem to really appreciate or acknowledge how much our members have spent and contributed to the club and the sport,” said Greg Lennartz, president of the group.

Some representatives agreed that the bill should have been more fully funded. “If we were to support [the club], then let’s do it entirely, and not chip large portions out of their bill,” Sophomore Representative Eran Mordel said.

Matlock Rogers, IE Representative, supported the cuts made. “I’m glad that the House was able to find an appropriate way to allocate funding to the [Sport Parachute Club]. It was unfortunate that they did not act proactively to fundraise this summer after their budget was reduced in the spring,” he said.

Because GSS and UHR passed different versions of the bill, members of both houses will meet in conference committee to create a final version.

## sliver

[www.nique.net](http://www.nique.net)

There needs to be more couches in Under the Couch  
 I love my scooter. I’m so glad its finally becoming a trend.  
 I don’t get anything from brewer lectures  
 Architecture students are the hippies of Georgia Tech  
 is this real life?  
 Princess Butter Stick!  
 If you still jiggle when you stop walking, please don’t wear leggings!  
 I know you’re identical twins, but I still think your sister is hotter  
 Aaaaarabian night!!!!!!!  
 some people say my head is too big for my body and i say compared to what?  
 people thought i went on vacation, but actually i spent the summer lost in the sewers  
 If I had gone to UGA, I’d probably have a girlfriend, and instead of doing my homework, I’d be doing her tonight  
 So how the heck am I supposed to meet these Agnes Scott girls I keep hearing about?  
 Any single girls on the flag team? You’re all looking fine..  
 Yea sure, walk in traffic. That’s not unsafe at all.  
 I saw a girl in Howey with a goatee.  
 turns out her voice was hoarse for a reason....  
 So I’ve got a question... Do you wanna have a slumber party in my basement?  
 I hang glide on a doritio for adventure  
 My wave function is going to penetrate your classically forbidden region!  
 Bad Karma TO: the person who left a huge gumball on the carpet of NAS. we got ;)  
 The ajc doesn’t have a iPhone app... I need my free paper!!!!  
 My money’s on Kate  
 FratMusic is BACK!!!  
 Can’t wait for Assassin’s Creed Brotherhood  
 Hate Atlanta traffic  
 misses the zombies.... :)  
 Thinks Opera is a waste of time  
 Keep that pimp hand strong  
 is crazy about her white hair...\*drools\*  
 If we lose to the next tow games, I am giving up on Tech football this season  
 Who wants to steal a bike?  
 didn’t realize how HOT our volleyball team is



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# Health Center readies for flu season

By Aakash Arun  
Contributing Writer

With the start of the 2010 flu season, Stamps Health Services has created improved preparedness and awareness campaigns on campus to better inform the campus community against the disease. The Health Center just received a shipment of vaccines from the Centers for Disease Control and Prevention (CDC) in order to protect students during the 2010-2011 flu season.

Although the Health Center does not believe in the reemergence of the H1N1 flu that was rampant last year, vaccines provided this year will protect students against it. The current vaccine includes protection against three different flu strains.

"We're expecting probably a standard flu season this year. We haven't had any warnings like we had last year for H1N1... Without the vaccine you are at risk of getting the flu. If you get the flu you will be very sick for about a week. If that happens around the time of finals or when big projects are due, you probably will not be well enough to get your work done," said Dr. Gregory Moore, Senior Director of Stamps Health Services.

The vaccine that will be ad-

ministered and provided periodically at the Health Center and Student Center this year does protect against H1N1 flu as a precaution but according to Moore, the H1N1 virus this year does not seem to be as prevalent as many suspected.

About 34,000 people in the United States die every year because of influenza. Those who succumb to the disease include primarily children and old people. Still, it can affect those who are healthy and young.

"It is not a benign disease. It is sometimes deadly, particularly in people that have chronic illnesses like asthma," Moore said.

The influenza spreads from person to person through contact, usually by touching something and rubbing your face, allowing the virus to get on the eyes, nose and eventually inside the body. In order to prevent such transmission it is important to wash hands frequently and sneeze into your elbow so the virus does not sit on your hands.

"Stay home to prevent spreading of the virus and stop smoking because it makes it more difficult for your lungs to fight off a virus if you're smoking," Moore said.

All students are required to possess Health Insurance in or-

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## Governor from page 1

stated his opposition to an Atlanta casino whose revenue could increase the HOPE fund by 40 percent on the grounds that casinos attract the wrong kind of people. All three candidates attempted to reach-out and encourage students that they'll act in their interest.

"I'm not opposed to a college student on the Board of Regents," Barnes said.

Deal, the first to answer, responded that while he is opposed to having a student on the Board, he would still do his best to act on behalf of students. Barnes briefly talked about the plan to open another engineering school in the University of Georgia. While he did not state his opposition, he did mention he thought there were better options.

"We should have another engineering program in GCSU,"

Barnes said.

Barnes and Deal also addressed various controversies surrounding their political history. Barnes said that he is still proud of his record and of taking the Confederate symbol off the flag, something that contributed to him losing his previous bid for re-election.

The candidates' positions on decreasing unemployment and restoring the economy generally fell within party lines. Deal said he supports more tax cuts for small businesses to make Georgia competitive while Barnes supports investment in various technological and infrastructure programs, such as the green jobs industry, biofuels and a new light rail.

Libertarian candidate Monds answered to questions related to government control on various aspects of Georgians' lives. He said he also supports measures such as legalizing hemp in an effort

to increase Georgia government revenue and increase industrial activities.

Candidates also had the opportunity to ask questions to each other. Monds and Deal heavily criticized Barnes for policies alleged to have led to Georgia's bottom-tier education system. Barnes confronted Deal, asking him to disclose his financial statements. Deal is currently under fire for failing to release business loans totaling almost three million dollars as required by states elections law. Neither Barnes nor Deal heavily addressed their respective controversies.

"I'm happy they all came out and spoke well," said Merry Hunter Hipp, member-at-large in the SGA Undergraduate House and second-year PUBP major.

Students will be able to vote for their gubernatorial candidate of choice on Nov. 2, 2010.



Photo by Will Folsom / Student Publications

Students were allowed to submit their questions for the candidates prior to the debate. SGA presidents from various colleges including Tech asked the questions to candidates during the event.

## Congratulations to the recipients of Student Foundation's Fall Allocations

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# Ervin appointed new VPID

By Vijai Narayanan  
News Editor

The Institute announced the appointment of Dr. Archie Ervin as the inaugural Vice President for Institute Diversity (VPID) on Tuesday, Oct. 5. As part of his role, Ervin will be responsible for all diversity matters at Tech, including coordinating existing diversity programs and pursuing initiatives that support the Institute's strategic plan. He has served as the associate provost for diversity and multicultural affairs at the University of North Carolina at Chapel Hill since 2005, and will begin his tenure at Tech on Jan. 1, 2011.

"[Ervin] has been a faculty member and he has taught at various times of his career and understands the importance of organization and management in his academic and other work. He has very deep understanding of the issues facing faculty and for students and for staff," said Dr. Catherine Murray-Rust, Dean and Director of Libraries.

According to Murray-Rust, the criteria for choosing the candidate included a broad understanding of diversity and the challenges specific to research universities. Candidates were told that they would have the freedom to approach diversity issues from a broad perspective, including race and gender. Other criteria included the ability to provide leadership



Photo courtesy of Communications and Marketing

**Dr. Archie Ervin will begin his tenure as VPID on Jan. 1, 2010.**

and support to develop the Institute's strategy for diversity.

In an on-campus presentation in Sept., Ervin said that every person's "lived-experience" at an institution is very different. He also said that the Institute must understand that every person's lived experience because each person's life is affected by it.

Tech currently has many diversity programs in place, including OMED, Women's Resource Center and ADAPTS among others. Ervin will be responsible for shaping the Institute's strategy for diversity and figure out how the different offices directed towards students and staff can work together to pool resources and affect change on campus.

"The candidate is supposed to come in and shape the program, figure out how all these offices directed towards students, towards staff, and some at compliance [with the law], are going to be working together to change the culture of Tech," Murray-Rust said.

Ervin will also be in charge of addressing some of the current diversity programs' shortcomings.

"There are some significant gaps, for example Tech doesn't have a particularly a strong program for the disabled, and it doesn't have a strong program for veterans," Murray-Rust said.

The VPID will be a member of Institute President G.P. "Bud" Peterson's cabinet, meaning that Ervin will have a significant presence in changing the Institute's diversity policy to serve the strategic plan. This is unique in the fact that similar positions at peer institutions are not afforded the same level of influence. As a result, one of the concerns raised by students during the selection process was the cost of funding such a position, and whether Tech should pay for such a high level position during such economic times.

"I think that they're focusing on the money, but I think they believe that this position is better paid than it actually is. In fact, I believe that in order to make progress this position is neces-

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## Health from page 5

der to receive vaccines from the Health Center. Students will gain additional benefits with the passing of The Affordable Health Care Act, which was signed into legislation earlier this year.

"As long as a young person under the age of 26 does not have employer insurance, he or she can stay on his or her parents' plan, and since insurance companies are making it harder by not writing policies for children separate from their parents, this may be the only option," Moore said.

A press conference held last week at the Campanile talked about the effect of the new changes in Health Care on students. Most Tech students under the age of 26 are now offered the option

of staying on their parents' plan or of adopting the insurance plan offered through Tech.

Students from families on Medicaid will now be eligible for support under the new Healthcare Act.

The plan currently offered by the Institute is offered by Pearce and Pearce Inc. The agency offers coverage to over 200,000 students nationwide.

"It is that as well as other aspects of the plan that should ensure affordable health care for more and more people as it goes forward. This is really the first step that preventive care will be covered by insurance without a co-payment. It should increase pretty dramatically the number of people who have health insurance," Moore said.



Photo by Sho Kitamura / Student Publications

**In preparation for the flu season, the health center has received vaccine shipments from the CDC that can help treat three strains.**

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**Fest** from page 1

riers, information would become more universally distributed. Currently, 20 percent of the world's population is using 95 percent of the world's technology. According to Jones, in 20 years, that other 80 percent will have complete access to high-level technology.

Jones attributed much of this new proliferation of technology to current developments in open source media and strides that have been made in collaborative publishing. He gave an example of how an undisclosed media source has been able to virtually map nearly all of unknown North Korea, including Kim Jong Ill's personal residence and many government facilities.

He explained that almost all of this virtual map was compiled using open source technology, which gained access to the knowledge of North Korean expatriates, Americans who have worked in North Korea and others who have gained access to travel there.

"Intelligence is universally distributed, we just have to find the so-called lay experts who know all about the things that we know nothing about," Jones said.

Later in the conference, Clyde Tuggle, senior vice president of global affairs & communications at the Coca-Cola Company gave a keynote address. He focused on Coca-Cola's revised marketing strategies in response to the new media that has unfolded over the past decade.

Tuggle explained that some marketing themes have never

changed and will most likely always remain, such as authenticity, transparency and brand name recognition. However, he also explained that there has recently been a major paradigm shift in the way that corporations target audiences.

"In the past 80 years, we've gone from hanging out at the corner pharmacy to Facebook. Now we have to meet customers where they are. We have to fish where fish are. We can't rely on people being drawn to Coke anymore, we have to go out and get them," Tuggle said.

Tuggle presented an in depth look at Coca-Cola's newest marketing scheme, "Expedition 206." The project took three "happiness ambassadors" who have been sent

all around the world together to explore 206 countries in 365 days to find "what makes people happy" around the world.

The audience then had a chance to Skype live with all three ambassadors and ask them questions.

The ambassadors, Toño, Kelly and Tony, introduced themselves and listed the countries they had already travelled to and the country they were currently in, the United Arab Emirates. Audience members asked a series of questions, ranging in topic from the marketing impact that the campaign has had to how remote native populations react to Coca-Cola products.

One of the final events of the week was an "Immersive World"

panel discussion about the discovery of interactive 3D environments and the role that such technology is playing in our developing world. Benn Konsynski, professor of business administration at the Goizueta Business School at Emory University, led the panel. The panel also included Christopher Klaus, founder and CEO of Kaneva, Inc. and Tech alumnus.

After giving a \$15 million naming gift to Tech to build the Klaus Advanced Computing Building, he now acts as CEO of Kaneva, which works with 3D virtual world platform technologies.

While serving on the "Immersive World" panel, Klaus expressed his opinion that alternative reality technology, although it is sometimes negatively perceived, can be of great value in improving our education systems through the use of virtual classrooms and educational incentives.

The final keynote address of the conference was delivered on Thursday, Oct. 7. Richie Baneham and Matt Madden, both Academy Award winning visual effects directors who played significant roles in the creation of the movie "Avatar", delivered the concluding address.

In addition to lectures, attendees also had an opportunity to experience first hand the newest in gaming technology in a gaming lounge that offered a hands-on preview of next generation technology. Games that were demonstrated included 3D applications, motion input controllers, robotic music reproduction and virtual worlds.

**VPID** from page 6

sary," Murray-Rust said.

Ervin was chosen from a nationwide pool of candidates following a nearly year-long search. According to Murray-Rust, members of the administration agreed on the creation of this post in Dec. 2009. The VPID search was initiated to parallel the provost search, with the hope that President Peterson's complete cabinet would be formed at the start of this semester.

A search committee began the process in March to hire a candidate for the post. Atlanta based search firm Spencer-Stewart was hired by the Institute to assist with the search and interview process. While advertising the position, the firm simultaneously identified and tried to recruit candidates from other institutions.

Following preliminary screening, candidates were invited to interview for the position in Atlanta at the end of the spring 2010. The committee agreed to wait until the fall semester to announce the finalist in order to allow the candidates to visit the campus during the regular school year and meet with students and faculty. Three finalists were invited to campus in Sept. to present their ideas before the finalist was announced.

"Tech as a challenge and an opportunity to be really good at this and to prepare students for a global world, and the only way we can do that is if we have somebody in a leadership position who gets everybody else to also exert some leadership," Murray-Rust said.



Photo by Basheer Tome / Student Publications

Clyde Tuggle, a senior vice president at the Coca-Cola Company, spoke about the marketing scheme dubbed "Expedition 206."

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