

# SIDE EFFECT

**MT** HOMECOMING EDITION 2013



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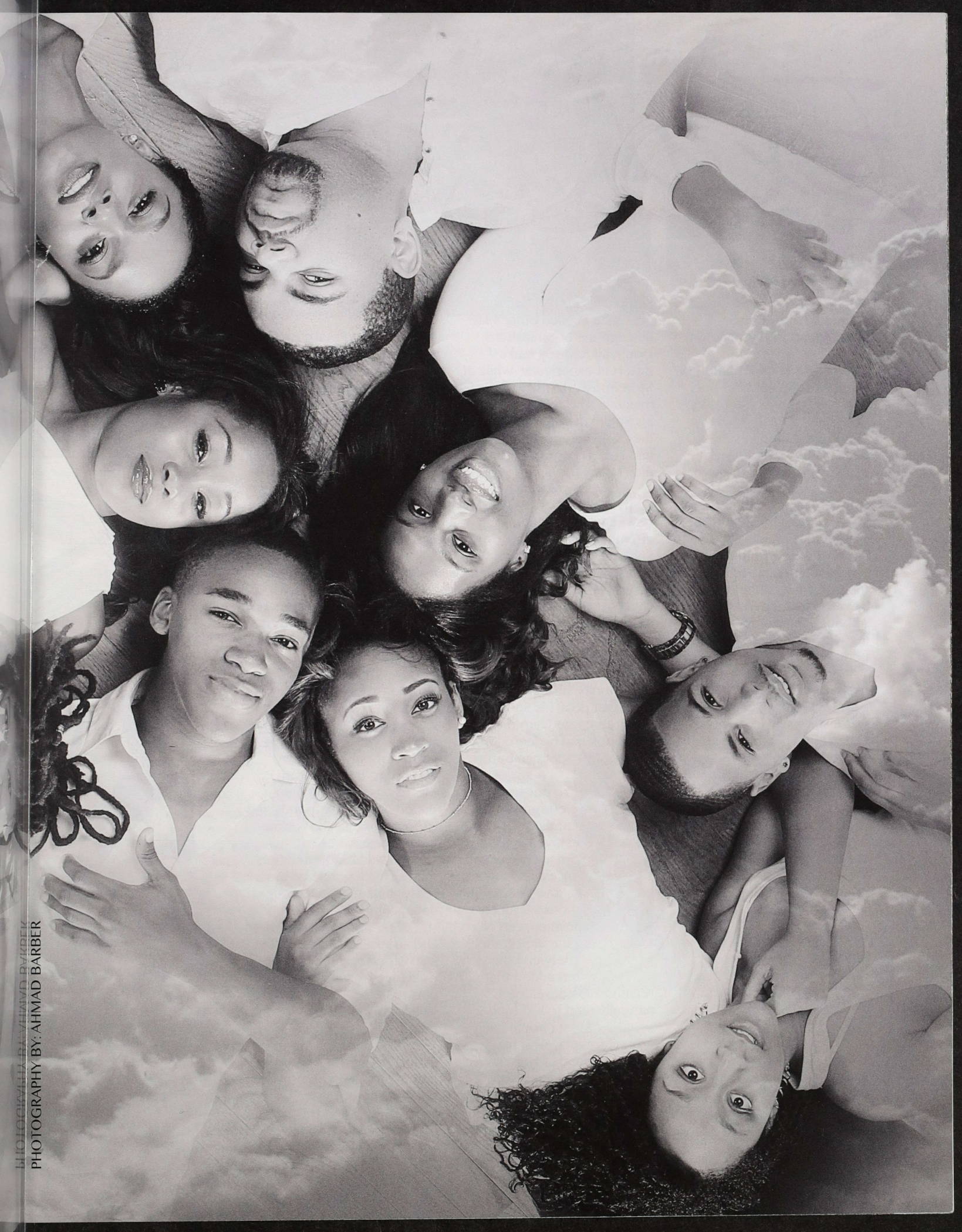
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# FUR TOP A





PHOTOGRAPHY BY: AHMAD BARBER

# Exchange THAN ENDOURE

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**Kent Olden and Pia Speight** represent the perfect brother and sister duo. Both helped each other during their time in school back in 2006. The only problem is neither of them attended the traditional NSO Brother/Sister exchange.

Speight, a 2006 Spelman graduate, adopted Olden as her Morehouse brother weeks after they both missed the official event held during New Student Orientation. Although their original meeting was unconventional, their bond proved stronger.

"We're like best friends," Olden said. "We did a lot together on campus and we're still really close now." Olden and Speight live in different states with their spouses and children, but have remained in steady contact since graduation.

Both decided together to have all of their children's names start with the letter K. They see each other whenever time permits. While students, they were just as connected.

During their Spelman days, they were unknowingly rude to singer Keri Hilson when she offered them a cd at a homecoming event; they became cordial with actress and Spelman alumna Keshia Knight Pulliam from the *Cosby* Show; and they both joined Greek organizations.

Olden, a member of Kappa Alpha Psi, and Speight, a member of Delta

Sigma Theta, solidified their presence in each other's life through the organizations. Donovan Ramsey had a different experience. While at Morehouse, Ramsey did not maintain a relationship with his Spelman sister because they were preoccupied and had little in common. Things didn't click for him.

However, in 2010, Ramsey published a blog days before his graduation in an attempt to find his "missing" Spelman sister. Although the connection never happened, he was inspired by "some small sense of obligation and a random curiosity" to contact her.

Forgetting about his Spelman sister was a wasted opportunity, he said. A year after that post, his Spelman sister contacted him on Facebook and he learned that she had left Spelman before graduating.

"We're not super close but we communicate on occasion and now if someone asks if I stayed in touch with my Spelman sister, I can say yes," Ramsey said.

Executive director of the Morehouse National Alumni Association, Earl Nero, emphasized the importance of the bond between the two institutions but added that relationships developed naturally tend to last longer.

"Most people hang around [others] who have similar interests," Nero, a 1972 graduate, said. Nero noted that some assigned brother and sister relationships break down. He also mentioned, however, that he has heard of several lasting

friendships that were results of the exchange, and commends those success stories.

Ebbon Allen, a 2000 graduate, may have had one of those successful relationships. Allen and his official Spelman sister, Ashlee Tolbert, met at the Brother/Sister Hall Exchange during their freshman year and have appreciated the experience ever since. Tolbert was available to give him dating – and marriage – advice, he recalled. She had even inspired him to stay focused while in school.

"Spelman Sisters uplift, encourage and motivate their brothers to reach their potential," Allen said.

Olden agreed that Spelman siblings are instrumental in creating positive experiences, especially while at Morehouse. His Spelman sister not only convinced him not to transfer from Morehouse, but also introduced him to her friends and exposed him to the Atlanta culture outside of campus. Olden said his adopted Spelman sister was one of the reasons he made it through college.

Although no brother and sister exchange relationship is perfect, simply the existence of such an event ensures an experience exclusive to Morehouse and Spelman students.

"The exchange almost guarantees you will meet someone you probably wouldn't have if there wasn't an exchange; and for that reason it works," Olden said.



# THE RARE RELATIONSHIP

## Clark Women & MOREHOUSE MEN

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SpelHouse represents the union of two nationally acclaimed Historically Black Colleges known for their academic rigor and commitment to service. Spelman and Morehouse College mold aspiring intellectuals into productive members of the Black community in preparation for adulthood. The anticipated success of both institutions is often projected onto that of the collegiate couple, more commonly known as the SpelHouse couple.

Since the expression is attributed to Black excellence, it is only right that one extend the same prestige to Clark Atlanta University. In the spirit of the highly anticipated SparkHouse (Spelman, Clark Atlanta, and Morehouse) Homecoming, it is befitting to shed some light on the romantic reality of the union that is ClarkHouse.

"We started off as friends, but that soon developed into something much more. We had a very uncanny immediate connection," said Morehouse alumnus Joshua I. Rodgers Sr., who is married to Clark Atlanta University alumna Asha K. Rodgers. They met during their freshmen year as members of the New Life Inspirational Gospel Choir.

Neither of them was a typical AUC socialite, and they preferred close-knit social circles. Asha surrounded herself with "positive individuals who had a vision and focus for success." The St. Paul, Minn., native said, "I learned how to manage my time wisely." Asha completed her undergraduate years at Clark Atlanta's Whitney M. Young Jr. School of Social Work. She realized her life-long passion after working closely with children and their families.

Joshua's outgoing nature was one of the traits Asha admired about him.

"It was not strange to see him conversing with random students exchanging ideas and theories about any and everything," she said. "Although his circles were small, Joshua made sure his network remained large."

The drawback was that at first, the Political Science major found himself lacking focus and discipline during his freshman year. Like many college students, Joshua initially struggled with balancing many aspects of life in the AUC. However, he eventually found his footing after realizing that his main priority was school.

"I found a study habit that was conducive to my success and began to excel and capitalize on it," he said. "I was here to be developed as a scholar."

The couple shared that they were extremely committed to each other, which often meant refraining from socializing with their friends.

"This in no way is to say we were connected by the hip or were completely inseparable," Joshua said. As is often the case with dedicated couples in the AUC who invest a great deal of time and effort into their relationship, "We were wise in what we did because we were serious about the relationship we had developed," he added.

Asha mentioned an ordeal that is a reality for many collegiate women. "After ending a tumultuous relationship, I prayed that God would send me a man and told

myself I wasn't going to search any further."

Asha's love for her husband echoes the sentiments of what many women yearn for.

"He was the light in the room and someone who sparked my eye," she said. "He was and still is a gentleman."

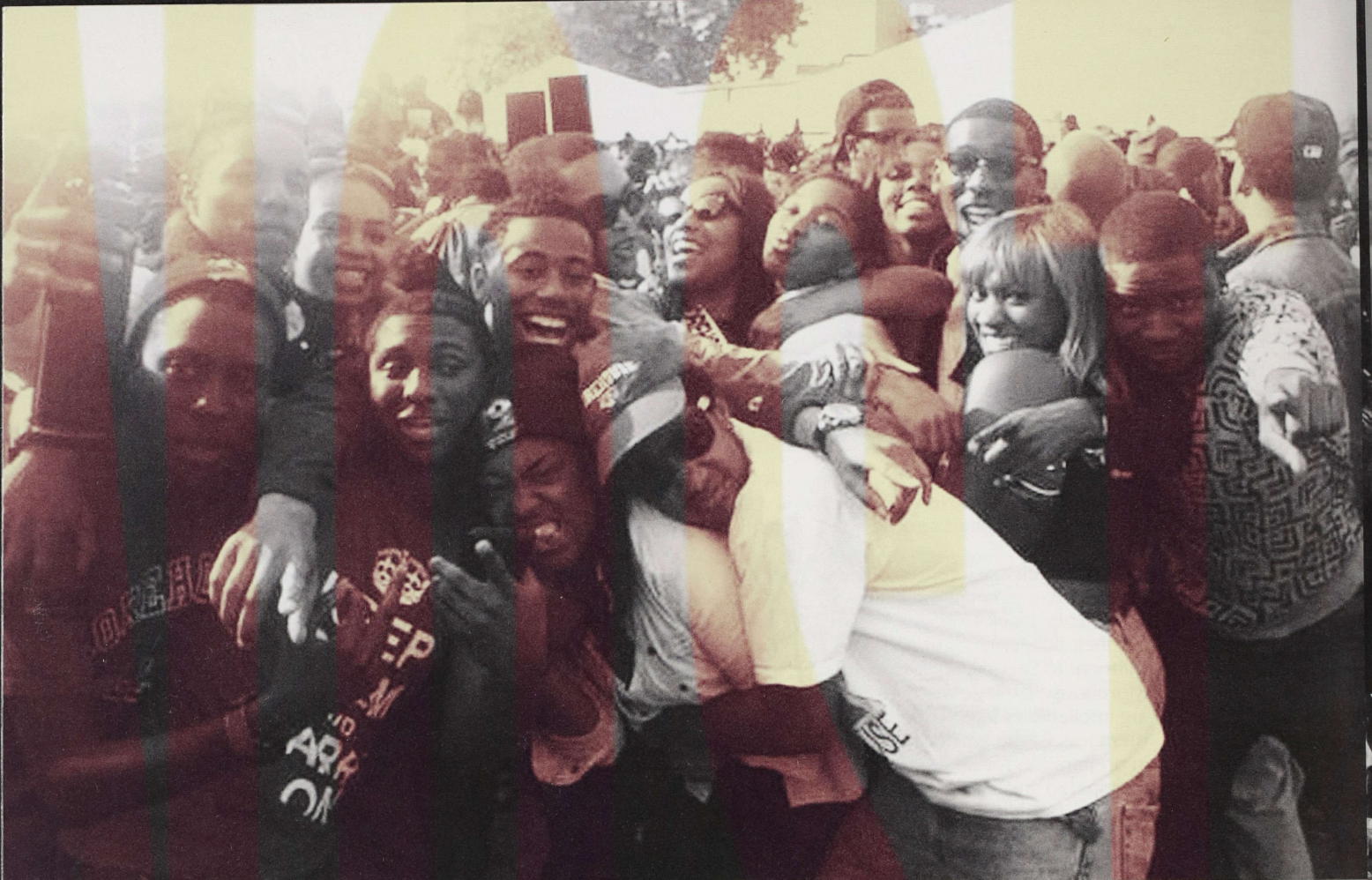
She credits the longevity of their relationship to its supportive nature.

Joshua admitted to failed relationships in his past based on pure aesthetics. "Pretty faces were not proof positive for longevity," he said.

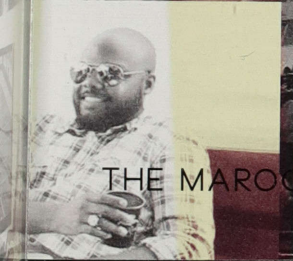
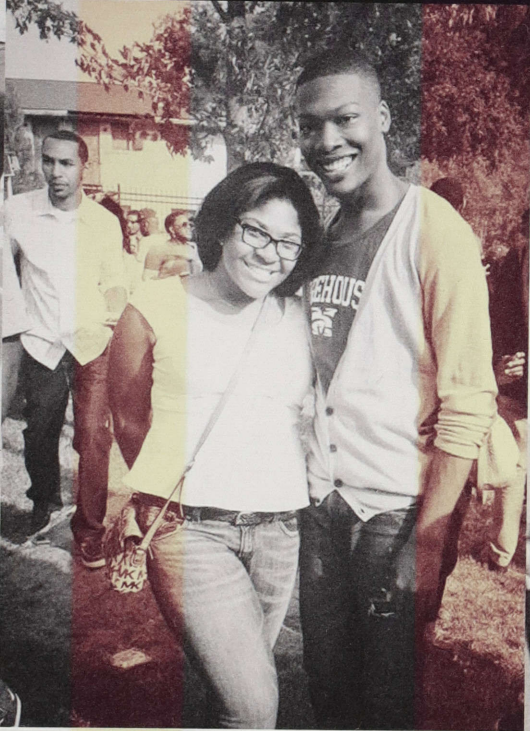
He knew that Asha was a unique young woman and dedicated partner in the genesis of their relationship.

"Asha was a great friend," he said. "She was supportive, understanding, and caring. All of these traits transcended into her being an amazing girlfriend and now a phenomenal wife."









THE MAROON TIGER



# ART DYSFUNCTION

PHOTOGRAPHY BY: AHMAD BARBER





**Maroon Tiger: How did this year's homecoming theme "Mind Games" come about?**

**Jonathan Thibeaux:** The "Mind Games" theme came after several homecoming theme and draft meetings. Once we chose a concept, we went through a series of names that we thought fit our idea best. "Mind Games: Get lost in the Fantasy" not only encompassed the fantasy, artsy, beautiful side of things, but also the freakish and nightmarish side of our dreams and thoughts. The week is supposed to freak you out, reel you in, draw questions, and get you to try to formulate what kind of fantasy or emotion we are trying to get you to see.

**Tywan Bishop:** Together with PULSE at Spelman we vetted a lot of themes both old and new. This theme stuck out to us as something that we could play with and make our own.

**MT: How long did it take the CASA team to plan the names of the events, times, etc?**

**TB:** It takes us probably throughout our 2nd conference call in the summer, which takes place in July to have solidified names for each event. The times are pretty much standard from year to year.

**MT: One could say that planning a homecoming for thousands of current students and alumni is "dysfunctional" in itself, nonetheless. How does the CASA team handle such a great responsibility?**

**JT:** We always try to cater to what the student body wants first. We have certain traditions here that we like and respect, yet it our job to rethink and evaluate the changes that need to be made to better the experience for the new year. We are students first, so we try to work toward great events that we would want to go to and attend with our friends. This year, Tywan and I did a great job of utilizing our Homecoming directors. So we didn't just have two co-chairs scrambling to get things done, instead, we had the homecoming directors, the chancellor, event directors, and us [the co-chairs] all working together to make things a smoother process.

**TB:** The way we handle such great responsibilities is by dividing and conquering. We have event directors as well as committees for each event throughout the week. We also have two homecoming directors Vince Carter '14 and Kevin Harvey '15 who oversee all of the planning for homecoming. In this format it takes the stress off of any one person and thus allows us to use our resources the best to produce an amazing homecoming.

**MT: Amid the financial crisis, how did you all adjust plans to still ensure the same, if not a greater, homecoming experience?**

**JT:** Utilizing resources and being honest about our situation is key. We did not let the lack of a large budget stop our creative vision. We plan for the best and most ideal situation, and then we break it down from there. Of course there is a lot of compromise, but we never compromise experience, work ethic, efficiency, or how much we want our  
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students and alumni to enjoy what it is we are putting on.

**TB:** In Lieu of the financial crisis happening at the school, we took this as an opportunity to be more fiscally responsible. As well as to extend the olive branch practices that we learned freshmen year. By all three schools homecoming being the same week we sought out partnerships that best benefited all of us that still provided the best homecoming possible.

**MT: How many hours does it take to run practices for homecoming events such as coronation?**

**JT:** I, along with Reshard McElrath [c/o 2015], serve as Co-Directors for coronation. We planned out our schedule during the summer to better accommodate everyone's schedule. In September, we were running practices 3 days a week. In October, 3 days a week became 4 days. Now the week before, practices are everyday except Sunday. That's just one event. Our other events are more logistical, but don't compromise in the amount of time that it takes to make those events run smoothly and on time.

**TB:** Coronation practices are intensive and start as early as September up until homecoming. These practices are essential for producing the best show possible for students as well as administration.

**MT: In 5 words, describe a typical CASA day leading up to homecoming?**

**JT:** Organized chaos; working effectively to getting the job done.

**TB:** 5 words that describe a day leading up to homecoming are: people always want the hookup. What do you think will be different about this homecoming experience than the previous years?

**JT:** We are partnering with Clark Atlanta University for three of our events. That shows a huge leap in how far the relationship has come. This is the new Olive Branch. Not only that, but we have a younger board with a whole lot of ideas and plans for homecoming that I think people will ultimately enjoy. The hype is always there, so we are working to redefine something that is already great and add our own hype. We want new experiences!

**TB:** What will be different this year's homecoming will be the AUC concert. This will be the first time we all came together to party since olive branch. It's going to be insane.

**MT: What is your favorite event that you are looking forward to this year's homecoming week?**

**JT:** I am excited about every event because I know and understand how much work goes into each. They all are my favorite and represent a different part/side of me.

**TB:** The events that I'm looking the most forward to this year are all of them. I'm a senior.



# BEYOND THE VIEL

Mental Health An  
Enduring National  
Cause For AUC

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**W**ithin the past few years, the issue of mental health has garnered more widespread attention on a national level, especially among African-Americans. High-profile public figures that are struggling with mental trauma, such as Jesse Jackson Jr., the suicides of celebrities Don Cornelius, Lee Thompson Young, and Chris Lighty, and September's Washington Navy Yard attack committed by a black male who allegedly suffered from mental illness, have sparked broader conversations on how the Black community deals with mental health issues. Even President Obama and Vice President Biden hosted a National Conference on Mental Health at the White House earlier this year, as part of the Administration's efforts to increase understanding and awareness about mental health. However, these discussions are only the first stepping-stone to uprooting the prevalent stigma and social constructs surrounding mental illness with African-Americans.

Mental health struggles are not unique to the

AUC, the unique consortium of thousands of young, predominately African-American students in which we attend college. The national statistics speak for themselves. The Mental Health America of Illinois found that 27 percent of young adults experience mental health conditions. According to the U.S. Department of Health and Human Services Office of Minority Services, African Americans are 20 percent more likely to report having serious psychological distress than non-Hispanic Whites. Yet, according to a study by the American Psychological Association, young adult African Americans, primarily those with higher levels of education, are less likely to seek mental health services than their White counterparts. These facts could be associated with a National Institute for Mental Health (NIMH) study that found the Black community and other diverse communities in the U.S. are underserved by the nation's mental health system, or the cultural issues within the African-American community that conflict with the impact of mental disorders and psychiatric interven-

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tion.

"The national numbers, for both the general population and for college students, are at 20 percent, so 20 percent of any given population suffers from mental illness," said Dr. Gary Talib Wright. "But, that doesn't mean that those people are coming in for treatment of course, and that's the disconnect." Wright is the director of the counseling resource center at Morehouse and received his Ph.D. in clinical and community psychology. Since he has been at Morehouse, his focus has been on prevention and reaching out to those students who need help the most but are avoiding treatment.

"Often times people start out with something very minor, and they ignore it, or they self-medicate with drugs, alcohol, or tobacco, or they simply talk to friends who are not trained to handle these issues, or they may go to some kind of religious service and seek some spiritual remedy or treatment; but then it gets worse," Wright said. "And they continue to rely on what they have done before, and we often times don't see the worst situations when they are at their very worst, which means they have to be hospitalized."

According to Wright, the Morehouse counseling services actively treat around 400 students a year, and the numbers are similar amongst counseling services at Spelman and Clark Atlanta as well. So, despite the increasing number of conversations surrounding mental illness and the number of students across campus impacted, why is their still an unsettling amount of discomfort and shame that is attached with acceptance of and seeking help for mental disorders?

Hassan Henderson said. Henderson, a sophomore religion major and chapel assistant at Morehouse, believes the issue of mental health is much more grave in the AUC than people realize. "Whether or not we talk about it openly, or whether it is something that we put a happy face over, I believe a lot of people are dealing with issues of depression and insecurity," Henderson said.

Henderson also believes that veiled emotions are dangerous. "We're human and everyone hurts,"  
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but when we refuse to express these issues in attempt to maintain a facade, they begin to manifest themselves inside of us," Henderson said. What are subconscious motivators to smile through and ignore the pain? Social media plays a big role in the AUC and therefore, in this topic. In today's world of sharing every waking detail about one's life online, any mention of mental illness or self-harm is often viewed as attention seeking and unable to deal with life's simple challenges. People who struggle with mental health are also viewed as less than a whole person, and "downers" or "wet blankets" that interfere with the fun of the college experience. In an NPR Talk of the Nation discussion behind mental health stigmas in the Black community, Dr. William Lawson, a professor and chairman of psychiatry at Howard University College of Medicine spoke on how Black people, particularly Black men, are afraid mental issues may hold them back from shattering the stereotypes that serve as a ceiling to reaching success.

"African-American men have a lot of pressures to not only to be successful, to be competent, but to reacting as a larger society that says that African-American men are less confident, less able to do things and have - and are mentally weak," Lawson said.

Wright agrees that the behavior that is deemed as socially acceptable is a cultural issue that is holding a lot of students back from seeking treatment. "I believe that for men it's more difficult when they have to deal with an emotional issue," Wright said. "They'll primarily show out with anger and aggression, but won't actually go somewhere to have that emotive experience. There's a cultural backlash to men showing emotion, and I believe that's a real impediment."

The thick line between psychological and spiritual treatment among African-Americans has been at the center of many mental health discussions tackling mental health stigma. According to the American Psychiatric Association, "issues of distrust in the health care system and mental health stigma frequently lead African-Americans to initially seek mental health support from non-med-

ical sources." In one study, about 85 percent of African-Americans described themselves as "religious" and prayer was among the most common way of coping with stress.

While Wright stands firm in his belief of the power and necessity of science driven treatment, he doesn't write off the spiritual side of the issue. "I believe everything has a spiritual foundation, but we don't know enough about the human spirit to be able to treat it effectively," Wright said. "So that might be art of the disconnect of Black folks in particular with [psychologist treatment of] mental health, because it doesn't speak to the spiritual need that needs to be met."

Henderson also evaluated the relationship between the strength of doctors and the strength of God. "Our assistant dean Ernest Brooks will put it this way, it's not an 'either/or,' but it's a 'both/and.' It's both prayer and medication, it's both counseling from your psychiatrist and counseling from your pastor," said Henderson. "If you are able to merge both spirituality and science together, then you will come out with a great result."

Currently, the only peer counseling groups in the AUC whose main focus is mental health are CHILL (Counseling Humans in Life's Lessons) on Morehouse's campus, and its Spelman counterpart, PEPers.

National conversations among all classes, races, and cultures are being held about mental health, and looking at the issue through a more knowledgeable and inclusive lens has helped with progression. While much of these same discussions are being brought to life in the AUC, the same issues surrounding mental health still persist and prove that more work needs to be done. In order to flush out the continuous stigma, fear, and ignorance attached to mental illness, the constructed ideologies in our student body that we live under must be completely uprooted and become a main focus to tackle, or else our internal growth and productivity will begin to have a sustaining outward impact on our grades, life here at school, and our community.





PHOTOGRAPH BY: AHMAD BARBER

ROUATME

NARCISSISM



# STUDENT EXPECTATIONS

## EXPECTATION, SATISFACTION, AND THE REALITY OF MOREHOUSE COLLEGE AND ITS STUDENTS

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A total of 60 students from Morehouse College, Spelman College and Clark Atlanta University were interviewed at random. They were asked the following questions.

**Q1:** On a scale of 1 to 10, where do current Morehouse students rank in living up to the perceived (positive) image of Morehouse men?

**Q2:** On a scale of 1 to 10, where do current Morehouse students rank in living up to your expectations of Morehouse Students?

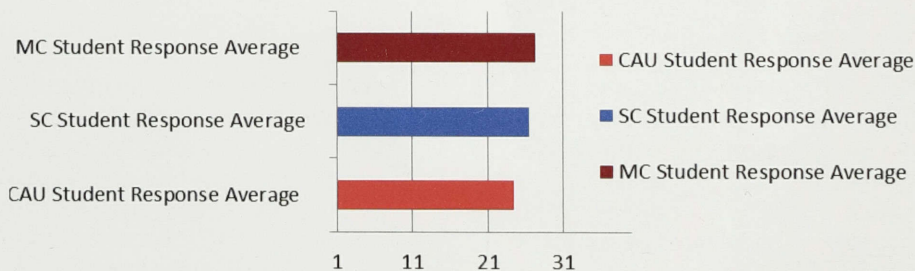
**Q3:** On a scale of 1 to 10, where does Morehouse College (i.e Administration,

Staff, Professors) rank in living up to your expectations?

**Q4:** The mission of Morehouse College is to develop men with disciplined minds who will lead lives of leadership. On a scale of 1 to 10, where does Morehouse College rank in the fulfillment of its mission?

Each question was scored out of 10, with one being the lowest and 10 being the highest. The highest total score would be 40, indicating complete satisfaction of Morehouse College. The raw score, however, is a numerical representation of student satisfaction. Below are the averages of the total score of student responses by institution.

### Average Total Score of Student Response by Institution



**CAU student response average: 24.55 out of 40.**  
**Spelman students response average: 26.4 out of 40**  
**Morehouse student response average: 27.45 out of 40**

The interviewees were asked whether they had high or low expectations of current students who attend Morehouse and of the institution itself. Below are their responses.

	MC Students who said Yes	SC Students who said Yes	CAU Students who said Yes	MC Students who said No	SC Students who said No	CAU Students who said No
High Expectations of Morehouse Students?	20	19	18	0	1	2
High expectations of Morehouse College?	17	18	20	3	2	0
Satisfaction with your reality of Morehouse College?	8	8	14	12	12	6

Finally, Morehouse students (the same interviewed) were asked two additional questions:

**Q5:** Is Morehouse tuition worth the cost?

**Q6:** Are you happy attending Morehouse College?

## Morehouse Student Responses



So what does this all mean? At face value it shows that students aren't necessarily content with Morehouse College. Approximately half of students attending Morehouse College said that tuition is not worth the cost. Less than 50 percent of students interviewed from Morehouse College and Spelman College were satisfied with Morehouse. Less than 75 percent of students interviewed from Clark Atlanta University were satisfied. Though high and low expectations are relative, generally speaking, we can all agree on the same standards for high expectations (i.e. quality teaching, academic excellence, student development and character, customer service, etc).

After interviewing each student, they were asked what factors had the greatest influence on their Morehouse College experience. For Morehouse students, these factors included brotherhood, principles and values of the institution, Office of Student Life, concern of the bottom 50 percent of the institution, quality of education provided, graduation rate, and life after Morehouse.

For Spelman students, these factors included events held on Morehouse's campus, leadership, Morehouse tradition in comparison to reality, student performance, interaction and demeanor.

Clark Atlanta students said activities held on campus, opinions of others in the Atlanta University Center, and student interaction and demeanor. The last point (student interaction and demeanor) was perhaps the most stressed factor between Spelman College and Clark Atlanta University. For people who do not attend the institutions, their first impression comes from the students they meet, who

are a direct reflection of the institutions. Another factor that was stressed was the standard set at New Student Orientation. Student satisfaction starts out at 40 after NSO, and then slowly but surely, reaches the average 25-27 range of most students.

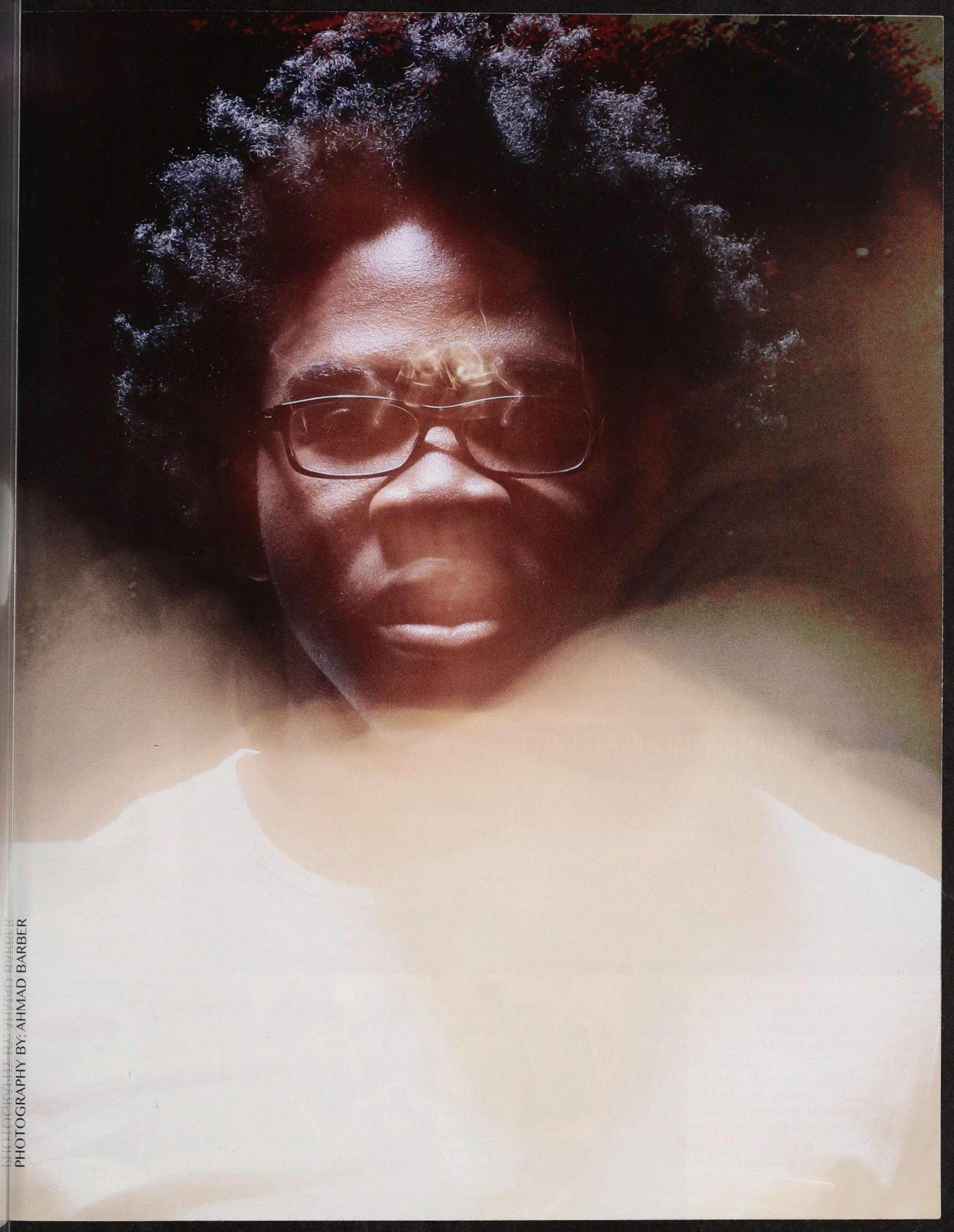
After observing some feedback, an important question remains: the reality of Morehouse College. Unfortunately, I'm not sure we can answer this; at least without important considerations. The data above is an evaluative summary of students' perception of the AUC. With a sample size of each institution, students can now look at how the ideal aligns with the reality.

Though each student may have a different perception of Morehouse College, we all strive for two things: individual success and overall success of the institution. We may not be able to change the institution overnight, but we can strive towards doing so by holding the administration accountable for institutional preeminence. Even more importantly, however, are the small and immensely important things that we do every day: engaging with one another (and students we meet in the AUC), encouraging each other, working hard, and of course, always keeping a clear mind and open heart.

Morehouse College and its students can do a lot better. Other students hold our institutions to a high standard and we should not take that for granted. Inevitably, there will always be individuals whose standards will never be met. Nonetheless, if we are going to improve our institution, and ultimately the world, the first change we need to make is with ourselves.

A dark, atmospheric photograph of a person's face, mostly in shadow. The lighting is dramatic, with bright highlights on the right side of the face, particularly around the eye and cheek. The overall color palette is dominated by deep reds, blacks, and greys, creating a somber and intense mood. The word "PSYCHOSIS" is overlaid in the center in a large, bold, red font with a grainy, textured appearance.

# PSYCHOSIS



# THE DO'S AND DON'TS OF HOMECOMING

Homecoming week is one of a student's favorite times of the school year. For over the past century, this week has brought more livelihood and camaraderie to college campuses all over the nation. For historically black colleges/universities (HBCUs) homecoming has a great resonance. For the freshmen, this is your first collegiate homecoming experience. Remember, all good things come to those who wait and the opportunity to run the show will be yours soon. The campus will be flooded with parents, friends, and alumni/alumnae from Morehouse and Spelman, so carry yourself accordingly. Here are some Do's and Don'ts to get through the week:

## DO'S

- Travel in packs for safety
- Buy your tickets presale to save money
- Carpool if you're an off campus student; campus parking will be flooded
- Try some of the events you may not usually attend
- Budget your money—it's a long week
- Support the Maroon Tigers at the Homecoming Game!
- Know your limits
- Be Safe
- Watch Your Valuables
- Enjoy this week! Especially if it is your first or last
- Respect our campus—it's our home for our remaining years

## DON'TS

- Be the person to get picked up by the ambulance
- Get a boot or ticket by testing the parking officials
- Get arrested for noncompliance with an officer
- Skip class—your professors know its homecoming week
- Make it in 20 questions
- Carry any clear containers with colored liquids—you're not slick
- Start fights with teams or organizations
- Test Spelman's Police
- Make the news
- Get suspended, expelled or make Mr. Southern's list—everyone knows the campus rules.

## CASA CORONATION BALL CHEAT SHEET

- Visibly belligerent, inebriated or intoxicated guests will be denied entry (NO EXCEPTIONS)
- No Bottles or open containers of any kind will be permitted to enter the venue (NO EXCEPTIONS)
- Parking will be available for \$6 in Parking Garages adjacent to AmericasMart Buildings 1 and 2
- Ticket prices at the door will be \$30, thus guests are encouraged to purchase tickets ahead of time for \$15 (AUC students) prior to the day of the event or for \$25 the day of the event.
- Coronation Ball will be in AmericasMart Building 3 on the corner of Spring St. and Harris St. Look for the red column to indicate where to enter the ball.

This article is an archive from The Maroon Tiger 2011 Homecoming Edition  
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THE  
PARTY

# TURN UP TURN DOWN FOR WHAT?

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It is a typical Friday night in the Atlanta University Center. During the week, students are bombarded with various fliers and social network posts swaying them towards particular parties. We prepare our outfits, scroll our "SpelHouse" social network feeds, and text our friends about "the move" for the night. As time passes we begin to master purchasing tickets "for the low" and we quickly learn how to fight for a spot on the shuttle. We prepare ourselves for the long lines that wrap around the building and for the various characters we will encounter while waiting. In essence, it is a struggle.

Behind the seemingly hectic nights is a team of promoters and strategists. In an interview with a party promoter for Fly Away Universe, Katrina Walls, sophomore at Spelman College, commented on the application process for party promoters. Party promotion teams begin recruiting at the beginning of summer. This is prime time for recruiting as several incoming students are enticed by the party promotion lifestyle.

"Most applications for teams are sent through social network sites," Walls said.

She began party promoting her freshman year of college and encourages party promotion as a way to network.

"It gives me a link to others organizations," Walls said.

Although party promotion can get in the way of school work, she stressed the importance of time management. Their responsibilities include advertising on social network sites, distributing fliers, selling pre-sale tickets, and working the door of events. Being social and well known are important characteristics that

party promoters must possess.

Overall, the costs for parties goes toward the venues, making of the fliers, the DJ, the shuttles, and paying party promoters. On the surface, parties might seem chaotic, but under the surface is structure and strategy.

Walls advertises mainly to women because men usually come to parties. In her opinion, getting women to come is the hard part. A friendly demeanor comforts students unsure of which party to attend. Even so, party promoters do not act alone. Party promoters form teams consisting of students at various institutions in the Atlanta area such as Emory University and Georgia State University.

The promoters are charged with spreading the word about parties through advertising and random conversations with friends and strangers. In addition to promoting for the party, shuttles are organized to transport students who typically do not have reliable means of transportation. Students said one of the most infuriating aspects of the AUC party experience are the long lines.

Skip lines are a strategy often used during long lines to bring in more revenue. When parties are free, holding the line can tempt some anxious students to pay for a quicker entry into the social gathering. Alesha King, a Clark Atlanta University student and an assistant with Fly Away Universe, commented on the importance of doing research and following current trends.

For instance, parties like "Slow Jams" are held during the colder months while Caribbean-themed parties are held in the spring. To promote maximum attendance, parties advertise food and free alcoholic drinks as incentives.

The AUC, filled with colorful and energetic people, welcomes the party life while the promotion teams follow current trends and make sure we "turn up".



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