Baylor Line Foundation calls for delayed board vote

KALYN STORY
Staff Writer

The Baylor Line Foundation released a statement Thursday calling on the Board of Regents to delay their vote on whether to accept the recommendations provided by their governance review task force. The vote is scheduled to take place today.

The Baylor Line Foundation, formerly the Baylor Alumni Association, held a town hall meeting Wednesday night to discuss the governance reform proposal and thinks there needs to be continued discussion before an informed vote can be held on the matter.

“Clearly, the life of Baylor, as we know her, may depend on this decision,” the Baylor Line Foundation’s statement read. “Surely those responsible for her future will want additional input before voting on something of this magnitude.”

Baylor spokesman Jason Cook told the Lariat that Chairman Ron Murff was unavailable for comment because of Board committee meetings and related activities.

In response to the Baylor Line Foundation’s invitation to the regents to participate in the town hall meeting, Murff said in a letter that, although they are unable to participate in the town hall, they are open to feedback from the Baylor Line Foundation regarding the task force’s report.

Although they did not actively participate, five regents attended the town hall event: Jennifer Elrod, Mark Rountree, Julie Turner, Wayne Fisher, and Dan Chapman.

The Baylor Line Foundation said it was disappointed that they did not participate.

Professionals reflect on hiring millennials

RYLEE SEAVERS
Staff Writer

As millennials have become the nation’s largest generation, making up a majority of the workforce, business professionals weigh in on working with a younger generation.

In May 2015, millennials in the U.S. labor force numbered 53.5 million, making millennials the largest working generation, according to the Pew Research Center. Nearly a year later, in April 2016, millennials became the largest living generation in the United States, according to the Pew Research Center.

Millennials are “first generation digital natives,” according to the Pew Research Center. Millennials tend to use the internet as their main source of information, according to the report. Generation X is close behind, with 51 percent using the internet as their main source of information, but baby boomers and traditionalists (born between 1922-1943) use the internet significantly less, according to the report.

Facts like these change the way people function in the workforce. Gallup reported that millennials are looking for bosses who behave more like coaches, appreciating the skills that millennials bring to a business and encouraging them to build their strengths. Millennials also look for constant communication in the workplace, according to the report.

Baylor students have a reputation for their social media savvy, which may have implications for their career readiness. The report noted that millennials have a unique outlook on business, focusing on work-life balance and personal well-being. Millennials also look for the right job fit, and are not as likely to settle for a job that does not meet their expectations.

In the workforce, millennials are often expected to be more innovative and adaptable than older generations. However, millennials may also require more mentorship and feedback to succeed in the workplace.

The Baylor Line Foundation called for a delayed board vote on the governance reform proposal, expressing concerns about the lack of discussion and the potential impact on the university.

The Baylor Line Foundation stated that the life of Baylor, as we know her, may depend on this decision. The foundation is open to feedback from the board, but disappointed that they did not participate in the town hall meeting.

Professionals in the workforce have different perspectives on working with millennials. Some appreciate their skills and adaptability, while others may require more mentorship and feedback to succeed. The Baylor Line Foundation called for a delayed board vote on the governance reform proposal, expressing concerns about the lack of discussion and the potential impact on the university.
We want to hear it. Send us your thoughts: LariatLetters@baylor.edu

Opinion

The Baylor Lariat welcomes reader viewpoints through letters to the editor and guest columns. Opinions expressed in the Lariat are not necessarily those of the Student Publications Board, the Baylor administration, the Baylor Board of Regents, the student body or the Student Publications Board.

GOT SOMETHING TO SAY?

Student Publications Board.

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Meet the Staff

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GOT SOMETHING TO SAY?

Student Publications Board.

meet the staff

SAMD CEDAR Guest Columnist

Miles Clackmore:

As an athlete major at Baylor, I have spent a lot of time with students both inside and outside of the sports world. I have formed friendships, bonds outside of the win-loss column, and have seen the successes and failures and level of commitment every one of my students puts forth. Unfortunately, many students struggle — whether it be from one day to another, or from one week to another — with grades, relationships and coming home to fear and violence.

I have found that those times are the most challenging and the most responsible for the growth of our children from youth on up. I’d like to choose an example of a program where I feel students are teaching us the values of embracing our community because it is the best if we hope to redefine our children’s futures and our own.

The culture of our society in the workplace is harsh. While students across our campuses have suffered from the effects of racism and institutional and sexual violence, we have little to no quick fixes to just jump in and take down organizations.

We have continually failed to empathize, fail to listen and failed to connect with one another on a human level. We need to become more human beings than important than ever — regardless of gender, race or political affiliations. Not only is it important to connect with people, but as a male student at Baylor, I cannot help but notice that the root of our everyday tensions, conflicts and anger points to our failure to understand the world in our own values.

Masculinity values are outdated.

Professional masculinity requires the strength, bravery and painlessness to not only engage in physical violence, but also to withstand psychological trauma. It is difficult to question a culture which instills this sense of identity, and yet, we still must ask ourselves if this is the best way to think about being a man.

The popular culture of our times has been designed, created and maintained by men for men to participate more actively in social services and roles while diminishing the role of women in families.

While women have adapted many of their traditional values to better serve and function in the modern world, we have sat by, sometimes taking a moment to reflect on the culture and values that make us comfortable.

This is our campus. This past year has shown that, like each of us, Baylor is flawed. But we aren’t the university, and we try to shape up. We invite you to help us as we shape up the university in which we still have pride. Title IX has reached out a hand to students, offering us education and knowledge. Title IX effords as just one more example of Big Ben’sihat, given us the tools to reform not only our university’s national pronunciation, but also our campus’ culture.

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BU to host 2018 Conference on Black Student Government

CHRISTINA SOTO

Every year, a university that is part of the Big 12 Council on Student Government hosts the Annual Big 12 Conference on Black Student Government. This year will be the 86th Annual Big 12 Conference on Black Student Government and started Thursday and will run until Sunday at the University of Texas at Austin. “Making the Movement Matter” is the theme for the event, according to the conference Facebook page.

The Coalition of Black Ambassadors at Baylor serves as a council to provide leadership and assistance in solving community issues. Its members consist of those in Black Student Governments from universities in the Big 12 conference. The council was created in 1977 when black students from other institutions came together because they were experiencing similar problems, according to the Baylor Multicultural Affairs website.

Houston senior Brean Franklin, president of the Coalition of the Black Ambassadors, has been a part of the organization since her freshman year. She said the council has been able to mold its members into leaders.

“[t]o help me grow as a leader, it was an经历 of interest, and it has built the confidence I needed and helped me grow into the person I am today,” Franklin said.

The conference is an important event for the organization, Franklin said.

“Since my sophomore year, I have attended the conference. You hear from phenomenal speakers, go to career fairs and meet a lot of new people. It’s a lot to do, but it makes you proud of who you are, and it is the best four days ever,” Franklin said.

Over the last year, the Coalition of Black Ambassadors and Dallas junior and chair of Big 12 conference Annette Christie have been working to get the Big 12 Annual Conference at Baylor. Christie said that in the 40 years of the conference establishment, it has never been at Baylor because the university has been seen as too conservative and too small. However, next year Baylor will host the conference for the first time.

Baylor Multicultural Affairs

Texas A&M University-North Texas

“Making the Movement Matter” is the theme for the event, according to the conference Facebook page.

AMANDA HARGRET-GRANATO

Reporter

The Baylor School of Engineering and Computer Science is hosting ECS Week 2017 next week in honor of National Engineers Week. The week will include several large events as well as two industry panels, all of which are open to anyone.

Kansas City junior Elliott Jost is the chair of the Baylor chapter of the American Society of Mechanical Engineers, one of the engineering organizations helping put on the event.

“I really think engineering has shaped the way I think about the world,” Jost said. “Engineering is all about problem solving and coming up with intuitive solutions to improve the quality of life of people. I think people who don’t study engineering might not realize how much impact it can have.”

The engineering field is a diverse and creative field, said Jost, and there are many opportunities for students to get involved.

“Engineers have this perception of being a quiet, boring, or antisocial profession, but that’s not true. Engineers are always looking for new, creative and innovative solutions,” Jost said.

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The engineering field is a diverse and creative field, said Jost, and there are many opportunities for students to get involved.

“The engineer in everyone,” said McCann. “The way we see engineering is in job problem solving, and people are problem solving all the time. I think it will be awesome to get more people involved and celebrating engineers.”

National Engineers Week challenges Baylor students

Dr. Matt Queen

Dr. Donald H. Kim

Dr. Leo Bay

Dr. David Allen

Southwestern Experiential Theology, Anthropology, Philosophy, and History

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Holt said. "The Baylor Line Foundation's executive vice president and CEO, Osborne said there is no reason to propose."

"The regents have talked over the phone. Osborne said he thinks it would be more effective in a face-to-face setting or even a meeting. We would be more productive and had the regents' voices been represented?"

"The regents are trying to rash this through and vote on it in executive session. We would love to hear what they think." Osborne said millennials have an ability to look at things in a completely different way. Collins said "Whereas somebody in an older generation may look at something in the format of a flow chart, a millennial is looking at it as a complete reality diagram which will help transform the workplace in a positive way, but like any other generation, it's going to take a little bit of time for things to happen."
Few years ago would not have created values. Pullig cited Audi’s commercial companies have taken a stand for were more statements about values, and the message that they contained, “Pullig probably a bit more overtly specific about starters. Budweiser also served as conversation Other commercials such as Audi and Business Times cited the advertisement opinions about commercials that were out two weeks ago created commotion what makes this really difficult for a lot professor of marketing and chair of the society as a whole, “said Dr. Chris Pullig, makers are accused of having political against Trump name, professors say. When it comes to their relationship with people rushed to Twitter to voice their stuck between a rock and a hard place when deciding what relationship to have with the Trump brand name. Movements and campaigns have been started against companies whose leadership openly supports the Trump name as President Trump takes to Twitter to call out those companies against him.

“It’s a tough situation because it’s a really polarized time in politics and society as a whole,” said Dr. Chris Pullig, professor of marketing and chair of the marketing department. “I think that’s what makes this really difficult for a lot of brands and individuals as well.”

Super Bowl commercials that came out two weeks ago created controversy as people rushed to Twitter to voice their opinions about commercials that were seen as anti-Trump. Becker Report included some of the Twitter reactions to commercials, and International Business Times cited the advertisement looks as well as a few responses. Some controversial commercials included Adidas and 84 Lumber. Other commercials such as Audi and Budweiser also served as conversation starters.

“I would say that some of them were probably a bit more exactly specific about the market that they were trying to reach,” Pullig said. “Most of them probably were more vague statements about values, and that is not anything new.”

Pullig said that over the years, companies have taken a stand for diversity or inclusiveness, and it is a common practice to represent those values. Pullig cited Audi’s commercial as a good example of something that a few years ago would not have created the same reaction it created this year. Although he said there were more controversial ads this year as a reaction to the political climate, there were not too far off from the type of message. A brand might need to see core consistent with core values.

“It’s very common for brands to ads that are demonstrating that of core values,” Pullig said. “They know that, when they express those core values, they align with a segment of society and the market. Branding is a segmentation issue, and certain segments of the market will appreciate and respond to organizations who’s values being expressed.”

Dr. Seul Lee, assistant professor in the department of journalism, public relations and new media, said a lot of responses depend on how the media frames the facts and the consumer reaction, especially if people focus just on political facts as opposed to economic facts. This can be seen through major boycotting of the Trump brand in particular the #GrabYourWalton movement, a campaign of people boycotting companies that do business with the Trump brand.

“From my opinion, the basic premise for economics is a human being makes a rational decision, but after that people get to realize that their decision does not 100 percent depend on their rational reasoning,” Lee said. “Sometimes people make some kind of emotional decision making. Other times, people make decisions based on their ethical beliefs. Nowadays, I think it has evolved from socially conscious people to politically conscious people.”

On Feb. 2, Nordstrom announced that it would no longer be carrying the Ivanka Trump brand products due to a decrease in sales Ivanka Trump footwear and apparel sales at Nordstrom dropped from $59.9 million to $44.1 million, according to the Wall Street Journal. President Trump tweeted on Feb. 6 saying, “My daughter Ivanka has been treated so unfairly by @Nordstrom. She is a great person – always pushing me to do the right thing!”

Pullig said it’s impossible to know for sure, but he assumes there are people are avoiding the Trump products in stores, which could possibly lead to lower sales. Pullig said there are consumers who are not only avoiding Trump brand products but are also voicing their opinions on stores carrying Trump products.

Dr. Sara Frums, department chair for the department of journalism, public relations and new media, discussed business decisions such as the decision made by Nordstrom in her Media Law and Ethics class. Some taught her students that, thinking from a business standpoint, not profit means no business. As a business owner, Frums said, one would want to make a profit and not want to alienate any particular group of people.

Pullig emphasized that taking a stand as a business is very risky, and freely expressing core values is different from taking political stands.

“I think it’s really dangerous to take political stands, and, in fact, I’d say most businesses will avoid doing that when they can. Taking a political stand is a very, very dangerous thing to do,” Pullig said. “Generally speaking, it’s bad business to engage in political statements.”

MONEY BALL
The Hispanic Student Association hosts the Ultimate March Madness Tournament for minority scholarship awareness.

Back to Story
The Baylor Student Association will host the Cup One soccer tournament at 11 a.m., on Sunday, Feb. 19 at South Russell Fields. The purpose of the tournament is to start a new scholarship fund for Latino students at Baylor. There are a limited number of scholarships that are available to minority students at Baylor, said Damian Moncada, Houston junior and president of the Hispanic Student Association.

“We do really want to raise the awareness of the scholarships for minority students, especially the minority community here at Baylor,” Moncada said.

Moncada said because the expenses of a college education and the lack of scholarships, minorities are often unable to attend private institutions. The group hopes to be a part of Baylor’s initiative to make campus more diverse by providing more opportunities for minority students to receive scholarships in order to improve graduation rates.

“It is very important for HSA to be a part of the community by taking in Latino students to be able to have other opportunities,” Moncada said. “By providing scholarships, we allow people to concentrate on their educational experiences and not have to worry about their finances.”

The group also wants to raise awareness about the scholarships for minority students and how to apply.

“I didn’t receive any scholarships that were specifically for me,” Moncada said. “Most of them were academic, and I am an economics junior.”

As a business owner, one would want to make a profit and not want to alienate any particular group of people.