

# THE LION'S TALE



Georgian Court University

Lakewood, NJ

## Quality Over Quantity

How the University Plans to Increase Enrollment Numbers

By Alexandria Graziosi  
*Editor-in-Chief*

Only 153 incoming freshmen are enrolled at Georgian Court University for the 2015-2016 academic year.

generated concern among students, faculty, staff, and even the community as seen in an earlier article published by the *Asbury Park Press* titled, "New Georgian Court Pres Aims to Boost

"We could have had a larger freshman class if we sacrificed quality. We could have lowered our required GPA and SAT requirements but that would have ultimately dropped the class profile."

-Provost Behre

Dropping almost 50 percent from the 2013-2014 academic year, the low incoming freshman enrollment numbers have

Enrollment." "We could have had a larger freshman class if we sacrificed quality," commented  
**Cont. on page 4...**

## Presidential Inauguration



Joseph R. Marbach, Ph.D., was inaugurated as Georgian Court University's Ninth President on October 16, 2015 in front of a crowd that included the Board of Trustees, past university presidents, members of the GCU community, and a number of visiting dignitaries. Marbach is the first man and the first lay person to serve as President of the university.

Full coverage of the event is available at [www.georgian.edu](http://www.georgian.edu).

*Photo by Steve Belkowitz*

## Practice and Theory through Application

The Digital Communication, Graphic Design, Multimedia, and Digital Design Programs Transition to the School of Business



Pictured above, students working in the Mac Lab for Transmedia Storytelling.  
*Photo courtesy of Dr. Gina Marcello*

By Ruthann Senior  
*Co-Editor*

This fall, the Digital Communication, Graphic Design, Multimedia and Digital Design programs,

created by Dr. Gina Marcello, Dr. Edmond Salsali, and Dr. Geraldine Velasquez, officially moved to the School of Business.

While previously a part

of the School of Arts and Sciences, the program, focused on journalism, communication, public relations and social media marketing, was found to be more com-

patible with elements in the School of Business.

"The new programs were designed for undergraduates to understand the theories of communication as well as to be able to practice in a new media environment," said Marcello, Assistant Professor of Communication and head of the Department of Digital Communication.

Because of this, half of the required courses for the Digital Communications program are now lab or studio courses where the students are producing physical content. The other half of the required courses are traditional 3 credit lecture classes.

The move to the School of Business has not changed the major but rather enhanced the business field.

"As business has become more heavily dependent on the content creation across media platforms, it's imperative for businesses to utilize the important skill sets that the Digital Communication, Multi Media, and Graphic Design students are learning," added Marcello. "For example a Digital Communication student can graduate and become a social media manager but just managing the content isn't enough. They must also know how to create content."

Despite the move, students will still earn a B.A. in Digital Communication and a B.F.A in their Graphic Design programs.

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## From the Editor



By Alexandria Graziosi  
*Editor-in-Chief*

For university students, planning and preparing for the future is a concept that is all too familiar.

Throughout the course of our undergraduate careers, we dedicate our time to selecting the proper courses, completing the right intern-

ships, and participating in specific clubs and activities in order to set ourselves up for success as we exit academia and enter the working world.

However, with voting season well underway and the presidential primaries right around the corner, now is the time, as a student, to be thinking not only about what kind of career you want, but what kind of world you want to live in.

In our vast global community, it's easy to think that our individual opinions do not matter and many younger voters justify choosing not to vote based on that concept.

According to the Center for Information and Research on Civic Learn-

ing and Engagement, only 49.3% of Americans under the age of 30 voted in the last presidential election.

It's evident that young voters have the power to influence decisions and yet choose not to despite how many of those decisions affect their lives.

This year alone there have been 52 school shootings, 21 of which have occurred on college campuses.

As a result, different states are considering legislation on whether or not to permit guns on college campuses.

According to the National Conference of State Legislatures, all 50 states permit individuals to carry a concealed weapon, if state requirements are met.

However, currently only 19 states ban carrying a concealed weapon on college campuses, New Jersey included.

As university students, particularly ones living on campus, the outcome of this type of legislation will directly affect your experience on campus.

As voting season approaches, I urge you to explore your position on all issues and seek out candidates that you feel will best represent you.

In a world of Facebook Politics, it's easy to share your opinions and your stances on certain issues, but without taking action progress cannot be made.

At the end of the day, the status of our economy determines the amount of students who will be able to work in their field of study

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Interested in contributing  
to the Lion's Tale?

e-mail  
lions\_tale@georgian.edu

Op-Ed pieces are written at the discretion of the writer and are strictly opinion based. They do not necessarily reflect the opinions or views of the Lion's Tale, the Lion's Tale staff, or Georgian Court University.

## Papal Visit 2015

### A Student's Reflection

By Chloe Grady  
*Contributing Writer*

I had no idea what to expect as I headed out to Philadelphia for the Papal Visit with the Mercy Collegiate Society, Jeff Shaffer, and Kathleen Boody.

The first stop on the trip, which started Friday, September 25th, was Gwynedd Mercy University, right outside of Philadelphia, where GCU MSC students and faculty, along with five other mercy institutions, stayed for the entire weekend.

On Saturday morning we met with Mercy volunteers and about 100 additional students from Salve Regina University, Gwynedd Mercy University, Carlow University, Saint Xavier University, and Mesericordia University.

While doing service work, everyone broke into small groups, each focusing on five critical concerns; race, women, immigration, non-violence, and Earth.

In our small groups we then worked on advocacy plans for each of these topics, which the sisters of Mercy strongly stand for.

One of the most impactful

activities we did throughout the course of the day was called "Mary the Undoer of Knots."

Silently, everyone took

a string and tied knots that represented the struggles that we were currently facing.

**Cont. on page 6...**



Mercy Collegiate Society pictured at Gwynedd University.  
*Photo by Chloe Grady*



Students pictured preparing for their departure to the Papal mass in Philadelphia.  
*Photo by Chloe Grady*

### The Lion's Tale Staff

#### Editor-in-Chief

Alexandria Graziosi

#### Co-Editor

Ruthann Senior

#### Layout Editors

Alexandria Graziosi  
Ruthann Senior

#### Literary Editor

Julie Temple

#### Staff Writers

Jill Behan  
Melanee Coleman

#### Contributing Writers

Chloe Grady  
Samantha Mancino  
Caitlin Roman

#### Contributing Photographers

Antoinette Butler  
Peter Collins  
Chloe Grady  
Dr. Gina Marcello

#### Faculty Advisors

Dr. Jessica Hausmann  
Dr. Gina Marcello

# GEORGIAN COURT NEWS

## Digital Communication Cont.

Cont. from page 1

Marcello believes that this change will be successful and hopefully bring more students into the programs.

Senior Digital Communications major Charli Topinka agreed, saying that “the move of the Digital Communication program to the School of Business was a smart choice because the business world needs the skills and the content that communication students possess. Communication students bring a lot of creativity and different perspectives that the business world needs in order to keep up with the social media demands of today’s society.”

Marcello, who teaches courses in communication and digital journalism, believes that it is an exciting time for digital communication and multimedia as today’s society is technology based and reliant on media for communication.

Marcello stated that “some traditionalists who are not really excited about new technology might find it to be an unusual combination, but the reality is in the direction that businesses are going, because businesses cannot survive in today’s society without social media.”

Right now Marcello is looking into adding new and exciting classes into the curriculum.

For example she has a class called “Communication Revolutions” that combines both theory and practice. The class examines various forms of communication technology, starting at radio, and determines how they’ve impacted society. As a part of the class, students also learn how to create and produce their own pod casts.

Other classes include, “Transmedia Story Telling,” a course that takes the concept of storytelling to the

next level by looking at how brands stretch across media platforms.

Students are excited about this change because of the hands on work they are doing in their classes and the real-world business contacts they are meeting in the process.

In one of her current

classes, Marcello has one student working closely with a sports broadcaster, and another student who was recently contacted by a marketing company during fashion week and asked to blog for them.

“I believe this change will bring more students into the program,” added Marcello.

“These programs recognize the impact of digital technology for new product development, promotion, marketing, and e-commerce. They will make an immense impact on the business world as well as will bring new and fresh ideas to marketing strategies and content.”



Dr. Gina Marcello and students pose for a photo in Communication Revolutions.  
Photo courtesy of Dr. Gina Marcello

## Homecoming and Family Day Recap

By Jill Behan  
Staff Writer

Homecoming and Family Day is a tradition at GCU, and it is a chance for alumni, current students and their families, and faculty and staff to come to campus for a day of activities, food, and athletic contests.

The weekend kicked off Friday with the Chicago Party, a 1920’s themed occasion in the Casino.

Saturday’s events began with the Homecoming 5k, run by the Cross Country and Track & Field program.

The race which is a 3.1 mile run around the scenic

campus was open to all current university students, faculty members, alumni, family, and friends.

Then, various clubs and student groups also set up festivities in the Casino for participants and attendees.

Displays included snack tables provided by clubs and organizations and activities.

While members of the GCU community were having fun in the Casino, three athletic teams were competing in conference matchups.

The volleyball team won all 3 sets of their competition against Concordia College.

Both soccer teams won their games against Felician College, with the women’s team winning 3-1 and the men’s team winning 8-1.

The GCU community came together for yet another successful weekend of festivities.

A great time was had by all!



The Georgian Court University Women’s Soccer Team pictured in a pregame huddle before competing against Felician College.

Photo courtesy of GCU Department of Athletics and Recreation

## Critical Concerns Week 2015

Just Mercy

Friday, November 6, 9:30-11:00am, Casino

Mercy Justice Advocacy

Monday, November 9, 5:00pm, North Dining Room

For-Profit Immigration Detention Centers

Monday, November 9, 7:00pm, Little Theatre

Restorative Mercy Justice and the Role of Contemplation Methods in Community

Tuesday, November 10, 11:00am, North Dining Room

Critical Concerns Through the Lens of Nonviolence

Tuesday, November 10, 12:30pm, North Dining Room

Sustainability and Women in Rural Africa

Tuesday, November 10, 2:00pm, Little Theatre

Income Inequality in New Jersey

Wednesday, November 11, 12:00pm, Little Theatre

Presentation and Library Showcase on the 3 R’s of Social Justice- Reading, Rights, and Responsibilities

Wednesday, November 11, 2:15pm, McAuley Heritage Center

Mercy Collegiate Society High Tea & Ritual

Wednesday, November 11, 4:00pm, Great Hall of the Mansion

Mercy Collegiate Society Student Panel: Leadership & Lobbying on Capitol Hill

Wednesday, November 11, 6:30pm, Casino Ball Room

Mercy, Pope Francis, and Sustainability

Thursday, November 12, 2:00pm, Little Theatre

Nonviolent Activist for Civil Rights and African Liberation

Thursday, November 12, 3:00pm, Little Theatre

Social Responsibility and Sustainability

Thursday, November 12, 6:30pm, International Collaboration Center

# FEATURES

## Enrollment Numbers Cont.

### Cont. from page 1

Provost William J. Behre. “We could have lowered our required GPA and SAT requirements but that would have ultimately dropped the class profile.”

Behre, who took on the

“The turnover in leadership positions over last few years hasn’t helped, but this past year our financial aid packages were also mailed out late.”

-Provost Behre

role of Provost in February of 2014, is responsible for academic program development and review.

With enrollment numbers so low, some members of the GCU community are beginning to question why and wondering if recent changes in leadership might be a factor. Not only is Behre fairly new to his position, but GCU President Marbach has only been on the job since this past summer.

“The turnover in leadership positions over last few years hasn’t helped, but this past year our financial aid packages were also mailed out late,” explained Behre.

Outside of Georgian

crease of 1 percent.

While incoming freshman enrollment numbers may be down in general, transfer student enrollment is up at Georgian Court with 215 students enrolled for the

Along with recognizing the positive increases made by the Georgian Court this year, university administrators plan to increase next year’s total enrollment numbers by acting early.

“Full time freshman applications are already up 64.8 percent from last year,” commented Behre. As of October 14, there were 89 applications, compared to 54 on the same date in 2014.

In order to keep increasing the number of full time freshman applicants, Geor-

place greater emphasis on early applications.

The university will also be hosting two open houses throughout the course of the year as opposed to previous years where only one was held. GCU will also work on standardizing financial aid packaging, including the hiring a new financial aid director.

“We didn’t compromise quality,” reiterated Behre. “As a university our goal isn’t just to get students here, but to keep them here

Court, college enrollment numbers are dropping on a national level as well.

According to a report published in May 2015 by the National Student Clearinghouse, total college enrollment has dropped about 1.9 percent in the last year.

In fact college enrollment numbers have been declining over the last few years, however the 2015 enrollment numbers are the largest, topping last year’s de-

2015-2016 academic year in comparison to the 195 transfer students enrolled

“As a university our goal isn’t just to get students here, but to keep them here for four years and provide them with the highest quality of education.”

-Provost Behre

two years ago.

Retention rates are also up about 9 percent.

gian Court will reach out to high school students and guidance departments to

for four years and provide them with the highest quality of education.”

## GCU Opens New Writing Center

By Melanee Coleman  
Staff Writer

There were many changes and modifications made to Georgian Court University this fall.

The university welcomed a new president and Jeffries Hall has undergone renovations, but one of the biggest changes that occurred over the summer was the addition of the university’s new

Writing Center.

The Writing Center, which is now located on the first floor of the Sister Mary Joseph Cunningham Library in room 105, opened this fall and is run by Writing Center Director Dr. Anthony Brano.

This new resource is free, is open to all students, and can benefit all of the GCU community.

The Writing Center’s main mission is to enhance student writing at all levels and disciplines.

The new facility includes both professional and peer tutors.

This combination of Georgian Court faculty and peer tutors provides assistance that helps students become better writers.

Students get individual-

ized tutoring sessions that cater to their current writing styles and needs for each assignment.

The Writing Center also provides one-on-one sessions that help give students the extra boost they need to become more confident in their own writing.

The session times range from 30 to 60 minutes. Students may schedule up to 90

minutes of tutoring time a week.

All students have to do is bring their assignments, a positive attitude, and the will to want to improve their writing skills.

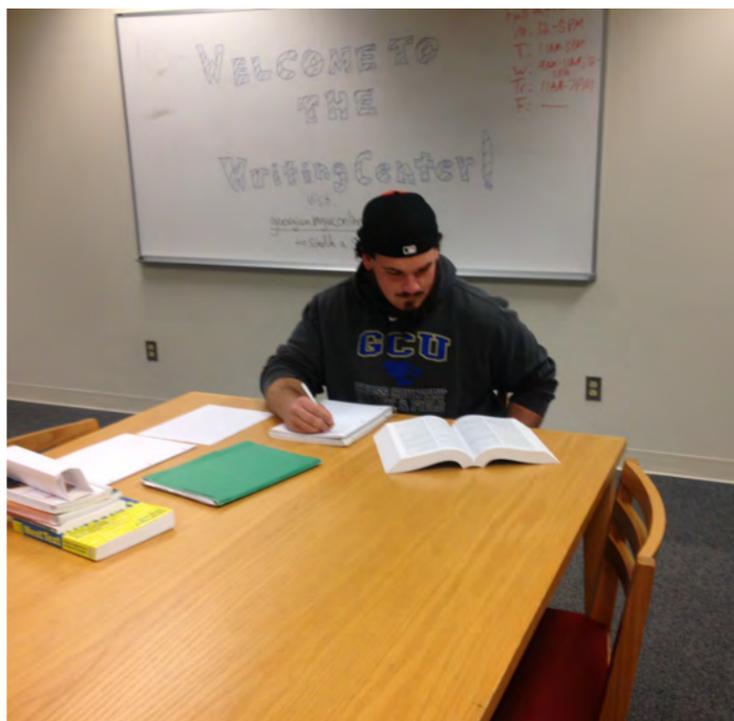
In addition to the sessions, the Writing Center also offers workshops on academic and writing skills.

With the midpoint of the semester upon us, now is the time for everyone to make an appointment to visit the Writing Center and help improve those grades.

Also, resumes, cover letters, and rough drafts are all examples of items the Writing Center can help with.

It does not matter what stage of the writing process you are in, schedule an appointment online or in person and get started on your next assignment as soon as possible.

To register for an appointment please visit [www.georgian.mywconline.com](http://www.georgian.mywconline.com) to register through your



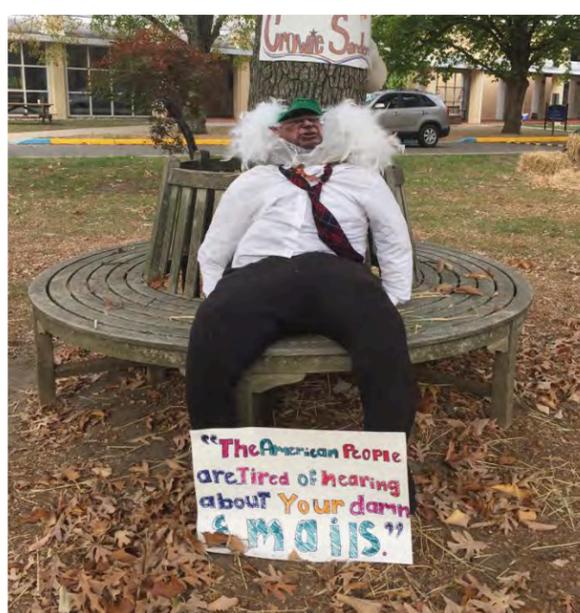
Pictured above, graduate student Peter Collins (right) utilizing the resources made available to students by the new Writing Center, located in the Mary Joseph Cunningham Library, room 105 (left).

Photos courtesy of Peter Collins

# FEATURES

## 2015 Annual Scarecrow Competition Entrees

Photos by Alexandria Graziosi



# STUDENT VOICES

## Papal Visit 2015 Cont.

### Cont. from page 2

Then everyone returned their strings back to their tables and prayed to the Virgin Mary for those knots to be undone.

After the prayer, everyone all took someone else's string and undid one of their knots.

We then kept each other's strings as bracelets and were instructed to continue pray-



Junior Chloe Grady, pictured above with the Pope's cross.

*Photo by Chloe Grady*

ing for the knots to be undone.

After, we had a "Taste of Philly" with Philadelphia pretzels, Philadelphia water ice, and Tasty Cakes.

All the trip members also swapped school logo shirts with students from other schools.

Saturday was a long day, but it was a great experience to meet with students from all over the country and really connect with them.

We started the day as strangers, but ended with friendships between six different colleges.

Sunday was the day we made our pilgrimage to the Pope's mass.

Everyone boarded the buses and started the short drive to the Wells Fargo Center and from the Wells Fargo Center, we walked four miles into center city.

During this long walk, some of us got split up.

My core group consisted of Kathleen Boddy, four other Georgian Court students and one Mesericordia student.

Everyone had a blast while

least an hour.

While waiting in line, we listened to a few protestors who were strongly against Catholicism.

However, it was truly an amazing sight to see how the entire crowd reacted to the protestors by praying out loud and singing along to Pharrell's song "Happy."

While there, everyone started to grow tired during our wait after not having sat down or eaten in hours.

As we approached the metal detectors, my dad texted me and said "just remember you are in the presence of the Pope, God will reward you for your sacrifices."

At that moment, I couldn't help but smile.

I was going to attend the Pope's mass after a long af-

"Saturday was a long day, but it was a great experience to meet with students from all over the country and really connect with them."

-Chloe Grady

walking through Philly and we were able to take our minds off of the distance by sharing jokes, stories, and taking tons of pictures.

When we finally made it to the security check point, we had to wait in line for at

ternoon of traveling.

We finally made it through security, grabbed stacks of programs, and immediately started looking for a place to stand and watch mass on the large screen.

When everyone was set-



Students and faculty pictured smiling while waiting in line for the Papal mass, despite becoming separated from their group and their long walk to Center City.

*Photo by Chloe Grady*



View of Pope Francis at the Papal mass.

*Photo by Chloe Grady*

tled, the mass began and the experience brought tears to all our eyes.

I felt as though I was in a different place.

I cried most of the mass, held onto the Pope's cross

such a kind and spiritual person.

This whole trip made me realize the power of positivity and the power of good doings.

It was a weekend that I

"I just couldn't believe that I was lucky enough to attend such a historical mass and to be blessed by Pope Francis, such a kind and spiritual person."

-Chloe Grady

that my grandmother gave me, and even received communion.

I just couldn't believe that I was lucky enough to attend such a historical mass and to be blessed by Pope Francis,

know I will never forget.

It was a weekend filled with happiness, laughter, and love.

We all left Philly feeling incredibly special and filled with new outlooks on life.

## Students Reflect on the Papal Visit

"It was unlike any other experience I've ever had. It strengthened my faith and opened my eyes to how great it can be when Catholics come together."

-Lisa Gravato '17

"The pilgrimage to see the pope was one of the best experiences of my life. Not only was I able to bask in the spirituality of the Pope's mass, but I was able to walk miles upon miles with my fellow Christians."

-Sarah Leavitt '18

## Editor's Note Cont.

### Cont. from page 2

after graduation, and our policies on foreign affairs will affect the relationships we have with outside countries in the future.

If we are too naïve to

think issues like these do not pertain to us, then the futures we spend so much time preparing and planning for, may look drastically different.

# ARTS & ENTERTAINMENT

## Fall Beauty and Fashion Trends

By Samantha Mancino  
*Contributing Writer*

The leaves are changing, the air is crisp and Pumpkin Spice Latte's are back on the menu at Starbucks! It's fall!



Pictured above, model Antoinette Butler demonstrates how fall bomber jackets can be worn causally (left) and formally (right).

*Photos provided by Antoinette Butler*

While we all know fall is the season for oversized sweaters and boots, it is also the biggest time of the year that we start to recognize big changes in what's trending for the next upcoming



months.

If you're ready to find out what's hot on the runway this season, keep on reading!

Let's start with SHOES! We all love boots, but this year, combat boots are HOT.

Pair them with jeans, leggings, and even skirts with oversized sweaters.

For men, you can pair combat boots with fitted jeans or a nice pair of jogger pants.

Doc Martens are very popular if you're looking for a good quality shoe for men or women.

However, the trend that is totally worth talking about is fall lip colors.

Of course during the fall it is common to reach for your deep cranberry and

dark purple shades, but this year we have been seeing a trend in new colors with cooler shades.

Cool toned lipsticks are really becoming a staple item in all fall makeup looks.

If you are looking to try this trend, look for a MATTE finish lipstick (something with no shine or gloss) that is more of a cool taupe color.

A good one to try would be the color "Butter" by NYX Cosmetics. It is affordable and can be found at any Ulta.

Lastly, bomber jackets!

Bomber jackets are perfect when you know it's going to be a little chilly but you just want a simple jacket that doesn't completely overwhelm you.

Most bomber jackets

come in leather, or in funky styles.

Most women's bomber jackets end mid waist and do not come all the way down to meet the hips.

This makes them the perfect light and casual jacket for every girl.

They are comfy and totally wearable with almost any fall outfit.

PS: men can wear bombers' too!

Fall is the season of change, making it the perfect time of year to step out of your clothing comfort zone and try something new!

Don't hesitate to go bold this season and wear something you haven't thought to wear before.

The world of fashion is at your fingertips!

## Literary Corner



### A Letter from the Bees

Photo and Poem by Anonymous

Bee-tween you and me  
Try making your own honey  
No good? Then save us

### Untitled

By Caitlin Roman

I sit in my room and open a book;  
One word sends me far away.  
I'm in the mountains of Peru;  
I'm sailing in the Mediterranean;  
I'm diving in Australia;  
I'm hang gliding in the Amazon;  
I'm having tea with the queen;  
I'm meditating with the monks;  
I'm in the crystal caves  
When you call my name  
And the spell is broken.  
I'm dumped in my room  
And back to reality.

### Untitled

By Caitlin Roman

Some words make a perfect fit  
But others don't work a bit.  
Time is taken to find the right word  
To make the poem fly like a bird.  
But if the poem doesn't run  
Writing it may not be fun.  
Therefore rhyming is a waste of time  
And wasting time is a crime.



### Ode to Autumn: A Haiku

Photo and Poem by Anonymous

Autum falling leaves  
Pumpkin flavored everything  
Winter is coming

# SPORTS

## Men's Soccer Kicks Off Preseason in Miami

By Jill Behan  
Staff Writer

The Men's soccer team is in its third year here at Georgian Court University.

To kick off the program's 3<sup>rd</sup> season, the men's soccer

team traveled to Barry University in Miami, Florida.

While in Miami, the team played Palm Beach Atlantic University for their season opener, followed by a game against Barry University two



Pictured above, the Men's Soccer Team is the Barry University Lockerroom (Left), members of the team pose for a quick picture before the game (right).

*Photo courtesy of GCU Department of Athletics and Recreation*



Members of the Men's Soccer Team pictured before one of their games at Barry University.

*Photo courtesy of GCU Department of Athletics and Recreation*

days later.

The team was excited to play some of the nation's best teams, and saw it as an excellent opportunity to get ready for their conference games at home.

"We got a true confidence boost after the Barry game that translated into a conference win 2 days after returning home," added Dino Roso,

head men's soccer coach.

As an alumni of Barry University's graduate program and coach of three years, Coach Raso was proud to bring his players to his alma mater.

His connections there are still strong, as he explained, "Coach McCrath [head coach of the Barry University men's team] is still my most trusted advi-

sor in all things soccer. It was great to be back and it was great to be able to share some of my experiences with our players."

The Lions played well against quality non-conference teams, bonded with their teammates and coaches, and ultimately enjoyed the experience, which was the first of its kind for the men's program.

## 2015 Fall Sports Records



Men's Soccer  
7-8-2



Women's Volleyball  
17-13



Women's Soccer  
15-2-2



Men's Cross Country  
0-0

10th Place Finish at CACC Championship



Women's Cross Country  
2-0

3rd Place Finish at CACC Championship

*All photos courtesy of GCU Department of Athletics and Recreation*