

New Beat

FEBRUARY ISSUE 2018
NEW STUDENTS | NEW INFORMATION | NEW COLLEGE

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Would You Propose with a Big Mac?

WRITER: SARA YASSAWI (5TH YEAR, BCOM MANAGEMENT, EDITOR, NCC)

Eagles, this one is for all the marketers-in-the-making! Below are some of the better Valentine's Day print ads out there. What I've learned is that it's much easier to create a bad advertisement than it is to make a good one, especially when it comes to Valentine's Day. The majority of the advertisements out there are more disturbingly hilarious than anything and I encourage you check them out! While the rest of the world takes this holiday a tad too seriously, kick back and enjoy a good laugh.



Horror & Stories Happy Endings

Feeling somewhat adventurous, I went on a hiking date with a guy I *just* started seeing. We were trying to find a way to get to the top of the cliff to catch the Instagram-worthy view. Unfortunately, we were unfamiliar with the area so he decided to call his friend for directions. Midway through the call, which was on speaker, his friend assumed he was on a date...with another girl. – *anonymous*

On our third date I was showing him something on my phone and he grabbed it to zoom in. He then handed it back to me saying I was getting messages, my ex-boyfriend of a year decides to slide into my DMs apologizing and asking if we could still be friends. Talk about awkward. Thankfully that didn't scare him away as he's now my boyfriend. – *anonymous*

Eagles of the Month

A huge shout out to our Eagles, Cristian Kuyten-Thomas and Peter Ubrey! Not only because of their over achieving performance in their respective roles on council, but for demonstrating what it truly means to be an Eagle. This month they supported their fellow New College member in matters unrelated to the college. Being an Eagle goes beyond the walls of Atkinson and social events, it means being a good friend when no one is watching. Supporting one another's passions and taking time out of their days to ensure the success of others. Don't just be an Eagle in the lounge, be an Eagle in your everyday life and represent New College well.



Injustice

A Tribute to Black History Month

WRITER: HAILE WONDWOSSEN (3RD YEAR, BUSO, VP ATHLETICS, NCC)

We all end up in the struggle
Tears of pain before the laughter
But the struggle of being black
Now that's a whole different chapter
Turn the pages back to history
When Luther King wanted all united
And even with that integrity
We still stand divided
Because as far as his morals
Hung strange fruit swinging from the tree
We continue to be oppressed
Right on the blocks of every other street
Fighting got voices to be heard
Addressing dead lives to be considered
But the media only recycles what is deemed "right"
Which throws our opinions away like litter

Checking on his troubled brothers
They say the ones with the badges
Are there to serve and protect
But as a race we're still racing
To defend and teach our intellect
To not be diminished
By stereotypical assumptions
To have a respected culture
With no interference in its function
Luther King got shot — silenced
But Malcolm spoke on his behalf
And Rosa Parks didn't leave the back of the bus
Hands rested comfortably on her lap
See folks,
It's time some of y'all realized
The decades have passed



Back then if you dressed like a thug
You had Lady Luck if you weren't behind bars
Now there's that same kind of assumption
The second they see you in that fancy car
That same car that black man worked hard for
Obtained the best possible degree
Had no problems with his setbacks
Coming from a broke and broken family
They said he'd only make it with his jump shots
Or if he had lyrical talent
But his talent came from his mind of matter
Now he's balling in his suit and jacket
Paycheck to paycheck
Providing for his mother
Then hitting up jail cells

But being black is like being marginalized
We're still stuck in the same line
Only feeling grateful if we ever finish
Get us off the sidelines, coach
We won't shoot
We just want our minutes
Black Lives Matter
It doesn't mean we are better
Black Lives Matter
Remember y'all that this isn't getting any better
We don't riot on the streets
For the sake of attention
We just want our equal rights
It's our only source of pension

Why Clubs?

NEW MARKETING STUDENT ASSOCIATION

WRITER: VY HOONG (2ND YEAR, BCOM HRM, VP Events NMSA)

As students, many of us come to school everyday with the goal to earn a degree and look for a good job after graduation.

But... the university experience goes well beyond simply achieving sky high grades and getting to hold a degree. This right here, is your time for self-discovery, it's a time to kick-start your life post-graduation, it's a time to explore and develop your strengths as well as your self-value. Many of us have been hustling, waiting to finish school and get a job without truly taking advantage of the time that we have, right now, at York University. Time that can be effectively used to enhance our leadership skills, to go wide, try new things, and seek out our passions.

Many companies, nowadays, look for students who already have leadership skills gained through volunteer initiatives and extracurricular activities. They want to know how much skill and experience a student can bring to their company that go well beyond the

classroom. Earning high grades and not knowing how to apply theoretical knowledge can be a disadvantage to us all, therefore in order to succeed we need to get involved.

However, it's not just about filling your resume with experience from clubs and organizations. It's about what you have learned from doing it, how you've grown as a person, and your new understanding of the world. It's also about nourishing your essential life skills and navigating your career path!

If you believe getting involved with social activities is a waste of time then I'd have to say you couldn't be further from the truth! How can it be a waste when it actually builds your time-management skills (in balancing studying, working, and volunteering), is a way to de-stress, to expand out of your comfort zone, and a way to make new friends?

I have heard many stories about how people end up working in an organization that does not align with their values. I believe students should explore what's important to them and

what kind of environment they would like to work in through this exploration of opportunities beyond your studies you will build the skills you need before graduating. So, how about you? Would you rather try to finish school as soon as possible with only a degree to show for it, or would you prefer to proactively participate with a diverse group of clubs and organizations that our university provides?



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Feeling Crafty?

WRITER: ANONYMOUS

My significant other and I are not usually super into giving gifts when it comes to things like Valentine's Day or anniversaries. For us Valentine's Day usually consists of going out for dinner and getting a small gift for each other. So here are two cute and cheap ideas for giving your significant other a small but meaningful gift!

"Things I Love About You" book. These are very easy to find in any bookstore around Valentine's Day; they are fill in the blank stories with all the reasons you love your partner! If you are having troubles finding the fill in the blank books you can always make your own cute little booklet using construction paper!

A Homemade Coupon Booklet! It can include things like a back massage coupon, inexpensive dates like the movies, etc. I put about 12 coupons in my booklet and told my boyfriend that he can either use them all up quickly if he wanted or he could use them throughout the year! He picked the latter which was great because something as small as a little homemade coupon gift was used for a full year of cute little dates and favours for your loved one!

My boyfriend loved these gifts and I'm positive that your significant other would love them too! They may not be the most expensive gifts but they are meaningful; after all it's the thought that counts!



February EVENTS

February 1st Networking & Skills in Conversation Information Session

February 2nd Excel Workshop (Intermediate Part 2 & Advanced)

February 2nd NCC Paintballing

February 3rd & 4th M&W Futsal Tournament

February 6th HRSA HRP A Mentorship Program & Info Session

February 9th & 10th ITSA Connect IT Conference, in collaboration with Ryerson and UTM

February 13th Badminton Coed Doubles

February 14th Valentine's Day

February 15th HRSA HR Panel

February 17th – 23rd Winter Reading Week

February 19th Family Day

February 28th NMSA Alumni Panel & Networking Session

March 1st HRSA HRP A Info Session

March 2th NCC Formal

TBA ITSA Midterm Exams Prep Workshop

TBA EDA Marketing & Sales Strategies

TBA EDA Start-Up Law and Managing Risk