

NEW BEAT

Fall 2011

- Learn the secret to engaging and enhancing your York experience

- Discover 6 great tips on how to deliver a successful presentation

- Find out how to market yourself using social media

Co-editors' Note

Here at the New Beat, we are constantly thinking of new ways to make the New Beat a much better resource for students to stay connected to the college. For this issue, we have an amazing collection of articles, mainly geared toward first-year students. We also have poems, fashion, entertainment and much more which will make it a worthwhile read. Also, if you missed any previous issues of the magazine, they can be easily found at: <http://www.yorku.ca/newcollege/beat>

One of the best things about editing a magazine is that you learn about all kinds of services/resources available to students, issues surrounding student lives, and things you otherwise would not have known. When we started planning for this issue a few months back, we asked ourselves one question: "Do readers really care or read our magazine?" There is no right or wrong answer and it could be argued from either side. However, our number one priority is to increase our readers' base, create awareness and make New Beat a valuable resource for students to express their views/concerns regarding their journey at York University.

One of the most important parts of our job as editors in chief is listening to you. As in, "You" the "Readers". This magazine's value is in presenting the kind of material that helps you become better and more students. However, it is equally important that YOU get involved and provide suggestions as to how New College can improve and what interests you as a student, so we can prioritize and work towards achieving those targets!

Lastly, we would like to thank all our volunteers for their valuable contribution to this magazine. It would not have been possible without their support and constant feedback. As we put this issue together, we've learned lots of things and we hope you learn as much from it as we did and you will enjoy reading this issue.

Best wishes,



Nicoleta Micle



Pritesh Patel

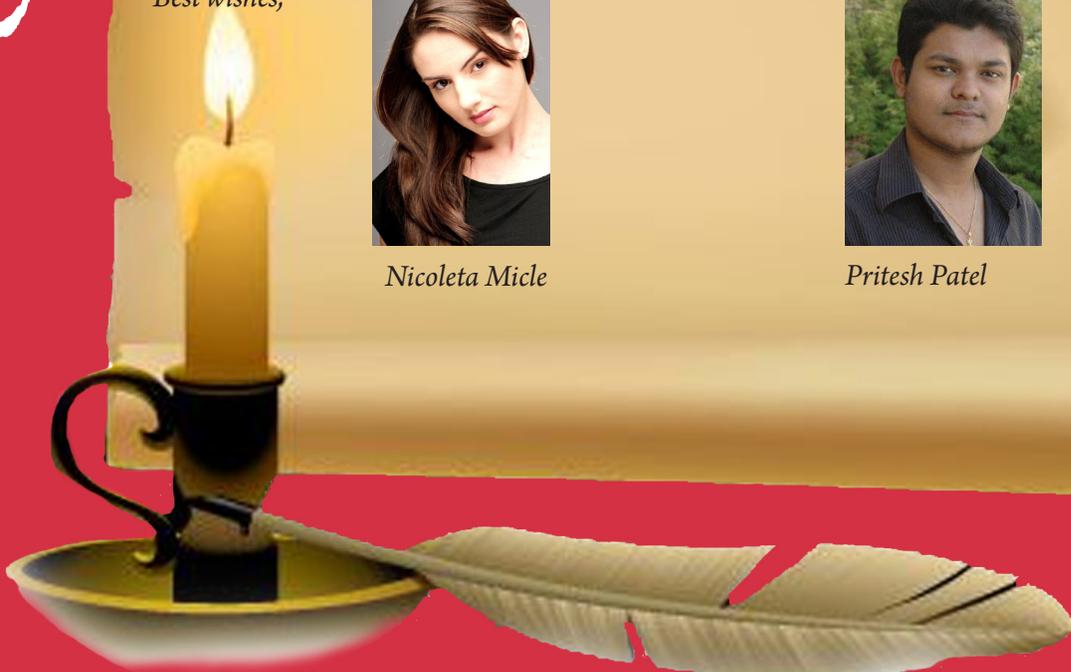


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Why Have a College System

& New College at York?

By: Pritesh Patel

The college system dates back to the earliest days of York University and remains one of the university's most distinctive features today. However, many wonder WHY a college system exists in University and WHAT colleges such as New College have to offer to students like you.

WHY have a college system on campus? It is because York University is a big university and can be a little intimidating at first. Colleges exist to help make a big university feel smaller. They are a place to study, hang out, and participate in a smaller, more intimate setting. They are a place where you can feel at home. New College has designated room 107 Atkinson as student space. It is equipped with comfortable seating, tables and WiFi access. In this room, you are FREE to meet with friends or classmates, conduct study groups, finish-up homework, surf the web or chill.

WHAT can colleges offer to students? Many colleges such as New College offer events, workshops and programs geared toward students' interests.



Some of the Peer Mentors

A) Peer Mentorship Program: Designed to ease the transition of first-year students, while bringing students of different disciplines during events such as Orientation and 'Meet & Greets' to share their views/concerns to more senior students who are in the same discipline.

B) PASS Program: Designed to provide peer-led support to target historically difficult academic courses. It is based on Supplemental Instruction programs that have been successful in increasing the grades and academic success of participating students in many universities across the world.

C) Alumni Mentorship Program: Designed to give senior students an opportunity to network, interact, exchange ideas, and share experiences with alumni from business programs.

D) New Beat Magazine: Written by students for students and designed to focus on student life within York University and within New College, in particular. Also, to provide students with an opportunity to learn more about what is going on at New College, its programs, its clubs and events.

E) Workshops: Designed and geared toward business students' interests. They run throughout the year, and are frequently updated on the New College website under "Events" tab. Some workshops ran by New College in the past include: Excel, Word, PowerPoint, Web Development, Web Design, Emotional Intelligence, etc.

G) Student Clubs: Designed to ensure Business students get an opportunity to mix and mingle with prospective employers in their field and obtain necessary information on how to pursue their future aspirations. Currently, New College has 7 clubs representing various disciplines such as: Accounting, Business, Finance, Human Resources Management, IT, Management & Consulting and Marketing.

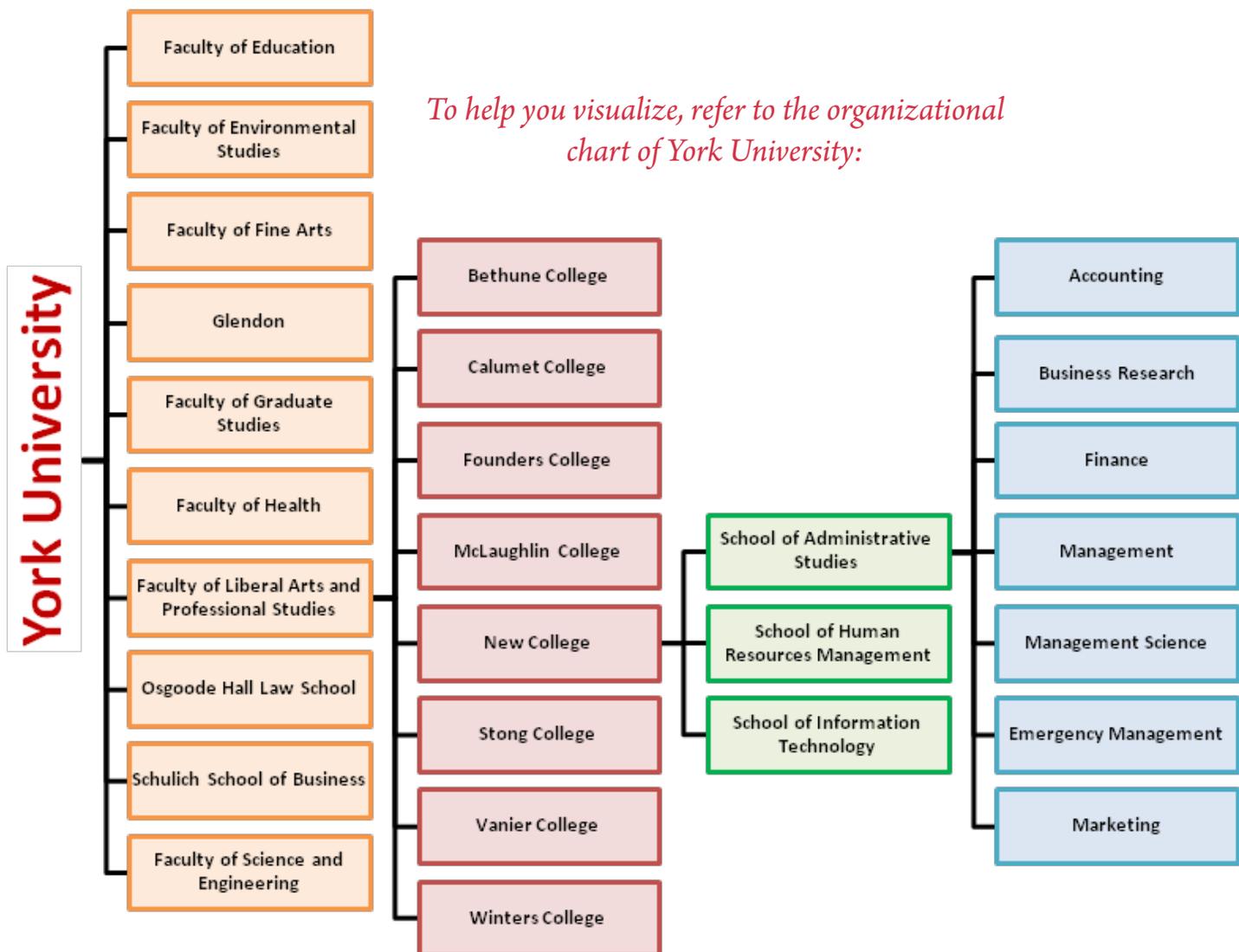
DEMYSTIFIED ORGANIZATIONAL STRUCTURE OF YORK UNIVERSITY

By: Pritesh Patel

Have you ever wondered how this university operates divisionally? For me, it had become a routine to merely attending lectures and returning back home, while forgoing an opportunity to truly connect and feel part of the York community. Everything changed when I started working at New College, because it was then that I really understood how universities operate. I feel that students should become aware of their university chart in order for them to contribute to the growing need of establishing community within York University.

York University has an ever increasing student population and to ensure needs of student population from a variety of disciplines and programs, are served, students are divided into Faculties, Colleges, Schools/Departments to make a big university feel small. First, students are divided into 10 Faculties on campus, then they're further divided into 9 Colleges based on program of study/residence and lastly by Schools/Departments.

To help you visualize, refer to the organizational chart of York University:



New College, Founders, McLaughlin, and Vanier belong 100% to LA&PS, and Calumet, Stong, Bethune and Winters are partially affiliated.

Undergraduate Finance Conference

Nov 4, 2011

By: Daniel Ma

Event organized by the National Finance Students Association and York Finance Club

The warm, eager excitement of the delegates surmounted the early frigid morning weather as they filed into the elegant venue where a day of invaluable experiences awaited them. Their nervousness was apparent as they would ever so often fidget their already flawless ties, collars and suit lapels. As the crowd grew, and familiar faces emerged, the eerie silence dissipated and strong, firm strings of voices coalesced to form a noisy hum of chatter where occasional laughter echoed into the air with vigour and excitement.

Just as they were getting comfortable, the conference commenced. After the delegates sat down at their tables and opening remarks were made, all the tables got engaged in a task to win a prize. Competition did a better job than coffee in stirring everyone up and getting the tables talking as they scrambled to get their answers to the judges' table. Their true goal, however, was not the gift cards that were awarded, but the value of recognition and praise, which motivates students going into a field so highly touted and fiercely pursued.

After the morning keynote speech and panel discussion filled everyone's mind with new insights into the world of finance, and the sumptuous lunch refuelled the body, delegates convened in the banquet room for the inaugural case competition.

Teams of various years experience and from various universities showcased their abilities in front of eminent industry leaders. At best, participating teams took home a hefty \$500 prize and bragging rights. At worst, they acquired invaluable presentation experience and learned skills that would no doubt be conducive to their future careers.

It was the afternoon keynote speech that was the true highlight of the conference. Delegates, company representatives, industry professionals, and organizers were blessed to witness a Horatio Alger-type authentic account of a man's ascent from rags to riches. Once with essentially nothing but his adamant determination to succeed, the speaker told how he transcended all expectations and substantiated that hard work and perseverance into a prestigious job at a large company. It was, in short, a rare, seat-lifting experience.

The day concluded with a grand dinner in an adjacent hall, and a well sought-after networking session, where industry professionals and students filled every corner of the venue. With the confluence of great people and refreshments, business cards became exchanged currency, and a sense of time was lost as the evening went on.

As a first time delegate, I was imbued with admiration. I admired the refined talent that my peers possessed, I admired the passion by the professionals and the fact that one day I would be in their shoes and, of course, I admired the countless opportunities that were available.

Beneath that feeling, however, was a deeper sense of motivation. As a second year fledgling, I realized that I was far from being "there" as I still needed to cover a lot of ground. I recounted the inspiring keynote speech that night and further realized that behind every success story lies a string of sacrifices; sacrifices that are often overlooked. Will I eventually get there if I put in the necessary sacrifices? Probably. That said, I should probably put away my video games and start my finance homework.



Social Media Getting Started

Based on the AMA Event :Social Media

By: Valeria Rivera



Social media. It has taken over how we communicate and given us a place to express ourselves. We now have somewhere to post, tweet, and ultimately reveal our most brilliant ideas.

It's fantastic, but it comes with a price. Employers now seek out these platforms because they can indicate how you fit within a company, your strengths and weaknesses, and how you stand out amongst the rest. The point is to stand out, and if you're not on these platforms and other job seekers are, then you're probably not going to get the job.

LinkedIn and Twitter are good places to start, but how do you get started?

LinkedIn:

- Ensure you fill out the profile entirely. The more (positive) information you have, the better. This allows you to search easily and suggests that you care about branding yourself appropriately.
- Make sure you connect with people you know, and do not spam people you don't know.
- Don't be shy to ask for recommendations. As long as you're sure you performed well, these will add a personal touch and provide some proof about your performance.
- Get involved in groups. This connects you to people within the industry. Someone may like what you say and want to connect with you, and maybe offer you a job!

Whatever you do, always maintain your profile and represent the image you want people to see.

Twitter:

- Come up with a 'Bio' that is interesting and clearly identifies who you are.
- Tweet about things that interest you or your opinion about relevant issues. This will give people an understanding of who you are and what you think.
- Follow people that have similar interests or who are in the industry (through searches) and 'tweet @' them to connect with them and develop your network.
- Learn the lingo. #hashtags, Retweets, @mentions and more! Find out what these mean to join the conversation.



6 TIPS FOR A SUCCESSFUL PRESENTATION

By: Anastasia Kedrova

Sooner or later, most of us are faced with the task of doing presentations, whether in a classroom or a boardroom. Below are six essential tips that will help you make a successful and memorable presentation.



1 Know your information!
One of the worst and most common mistakes you could do in a presentation is read off the cue cards or slides. This is a sure way to lose your audience's attention. Practice your speech numerous times in front of a mirror or with another person. Find a way to memorize the order of key points and examples (i.e., using associations). If you need, glance at your cue cards only between your sentences, so you don't end up talking down at the paper.

2 Breathe!
Anxiety is normal – it's the body's natural reaction to stress. When we're nervous, however, we forget to breathe properly. We don't get enough oxygen into the system and our heart rate increases. Just remember to take deep, even breaths, and the butterflies will flutter away.

3 Body
Your body isn't just for wearing pretty clothes; its position plays a major role in how your information is perceived by the audience. Stand up straight with arms relaxed by your sides, feet flat on the ground, and make hand gestures when appropriate. If you're presenting as a group, make sure the person speaking is singled out, while the rest stay on the opposite side.

4 Voice
Think of the 4Ps: projection, pitch, pronunciation, and pace. Project or push your voice to the back of the room. Change your pitch to accentuate important points, and avoid monotone. Pronounce words properly to ensure your credibility. Remember to maintain a moderate, conversational pace, and use pauses for effect or when information gets more technical.



5 Eye Contact
Maintaining eye contact with your audience aids in delivering your message and helps fight anxiety. Visually divide the audience into 3 sections and focus on a friendly face in each section. If you are uncomfortable looking people directly in the eye, look at or between the eyebrows – the person won't notice the difference.

6 Structure & Timing
Think of the "20/70/10 rule" – 20% of your presentation time should be allocated to introduction, 70% for the body, and 10% for conclusion. In your introduction, make sure to tell the audience what benefit they will get out of the presentation. After the presentation, they may not remember the details but they will remember the impression. So, restate your key message in the conclusion.



CONCURRENT EDUCATION PROGRAM

Do you have what it takes to be in it?

By: Natasha Sidi

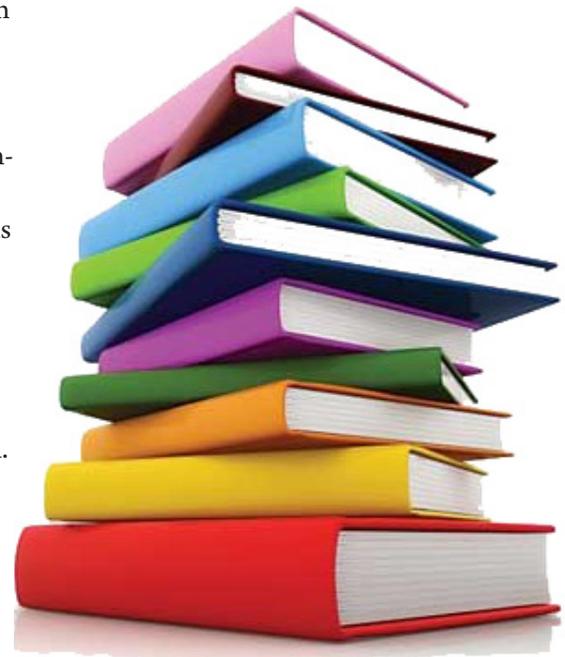
Interested in teaching? Do you love education and all aspects of it? Are you looking to get into the Concurrent Education Program at York? If you answered yes to all these questions, then I hope this article demonstrates its usefulness. I have been interested in education for the longest time. As soon as I graduated from high school, I knew that teaching is what I wanted to do for my career. I began researching some of the education programs that universities in Toronto and its surrounding area had to offer. With no surprise, only a limited number of students would get accepted into these programs, since the demographics in Canada results in a very low demand for educators. The plus point of being in the concurrent program is that it allows you to pursue another degree in addition to the education degree. In other words, you graduate with two degrees – one in Education, the other, of your choice. This way, you can have a backup plan.

So let's get down to business. How do you make yourself stand out and shine? The truth is, you definitely have to put in a lot of thought and effort into your application. The faculty wants the brightest of the brightest.

Firstly, your GPA needs to meet the faculty requirements (Refer to the Faculty of Education website for specific details). This makes sense, doesn't it? A teacher has to have a competitive edge in academics. That's not all. You will also need experience in working with diverse groups. Some great ways of gaining experience is through volunteer work. Some examples of gaining experience are: volunteer as an assistant teacher at your local school, become a tutor, or volunteer in a program at a community center or a local library. Working with children and adolescents is important, but don't forget, gaining experience with the age group you want to teach is very important. Remember, teaching doesn't only occur in schools, it can happen anywhere. Your students can be anyone. So learning to work with people from various age groups and backgrounds is extremely important since you gain vital interpersonal skills. It also allows you to sharpen your listening and communication skills – which are two must-haves for teachers. Sounds like a lot of work? Here's the fun part. Everyone who applies to the program must go through an interview process. Being able to think, speak and listen well under pressure determines if you are the right candidate for this program.

I know I was incredibly nervous weeks prior to mine. When the interview was approaching, I became less nervous because of the advice I was given by a professor in the Faculty of Education. His advice was to think of the interview as an opportunity to speak about yourself. When do we ever get to show-off our skills and talk about our experiences? The interview is all about YOU. This is YOUR time to shine and let them be aware of your glowing personality!

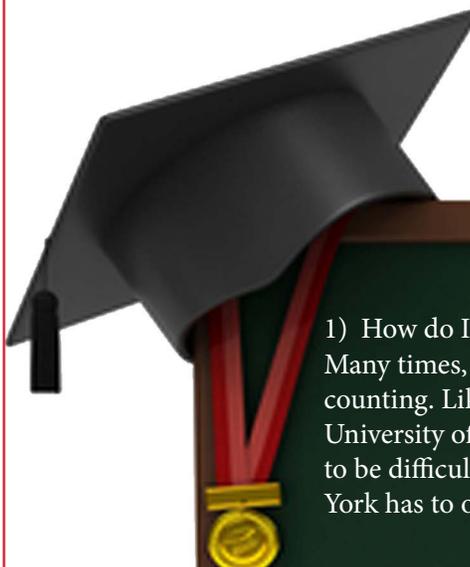
Thinking of applying? Congratulations, but it's time for you to get to work. Be sure to check out the Faculty of Education website for more information on applying.



SURVIVING AT YORK: SECRETS TO SUCCESS

By: Fatima Siddiqa Panju

When many of us begin our university education, we often wonder how we will make it past the first year at York. Here are some of the things I wondered about in my first year and the answers I formed through exploring and discovering the different programs/services offered at York University.



1) How do I survive the difficult courses?

Many times, we may experience difficulties in the core courses such as Statistics, Finance and Accounting. Likewise, the cost of tutors can be very high (beyond the budget of a typical student). York University offers free assistance to students in LA&PS for courses that have been known historically to be difficult. The secret to success in some of the difficult courses is to utilize the great resources that York has to offer including the PASS program.

2) After completing my degree what do I do next?

The question "What to do after the degree" is one that many students including myself are faced with. The Career Center offers great resources including free career counseling and post a graduate and professional studies fair. These amazing resources made it simple and efficient for me to figure out what to do after completing the degree.

3) What's the best way to meet new people and network with more people?

Apart from meeting people in the various lectures, a great way to meet new people includes getting involved on campus. York University has over 100 organizations/clubs whether it is assisting in a fundraiser or participating in an intramural sport, there are many organizations/clubs to fit everyone's specific preference. The involvement a person has on campus will determine how many new people he/she is able to meet as well as enhance their university experience.





Adonis

The voice of Adonis
Beckoned to me
Six foot six
Bronzed to perfection

Like silk his voice
Smoothed through my thoughts
Whispering promises of rainy nights
Bonding on Egyptian cotton

My name
My number
My residence
He required

His search now complete
Meeting his dream woman in me
His stance so enticing
His lips full and tempting

Resisting was difficult
His nearness quite distracting
Surrendering was just easier
His promises much sweeter

By: Yolando E. Robinson

Cuban Bracelet

In the hot, rural town,
I was given my token of remem-
brance
Six seed pedals bound in unison
by a rust copper wire
Tied tightly to my wrist
Telling a story of how it sprung from
Mother Nature's grasp

How many years it was preserved is
unknown
For the beads once green, now glim-
mer in white and hints of black
The earthy scent still absorbed
The foreign accessorio

By: Danielle Dinally

Dreams

In my dream,
I dream of returning steps,
where children always play
and summer never fades.
Watching my beautiful world
as the sun shines down my face,
Oh how great it was when
darkness never came.
All is quiet for now,
as the steps that brought me
light and warmth,
now devour me with
cold and hate.

By: Rivan Zora



E Entertainment

By: Sim Singh

This year may not have been such a good one economy wise, but it has certainly been an outstanding one for the movie industry. We have had some of the most excellent and most anticipated movies come out this year from all genres. In addition, there have been huge changes on the television scene from Steve Carell leaving The Office, to Ashton Kutcher replacing Charlie Sheen on Two and a Half Men.

Box Office Hits

- Harry Potter and the Deathly Hallows Part 2 Made \$377,105,000 at the Box Office (number 13 on the top 1,000 grossing films)
- Paranormal Activity 3 makes \$50 M opening at the Box Office, beating 1 & 2
- #1 grossing Box Office hit is still Avatar at over \$700M



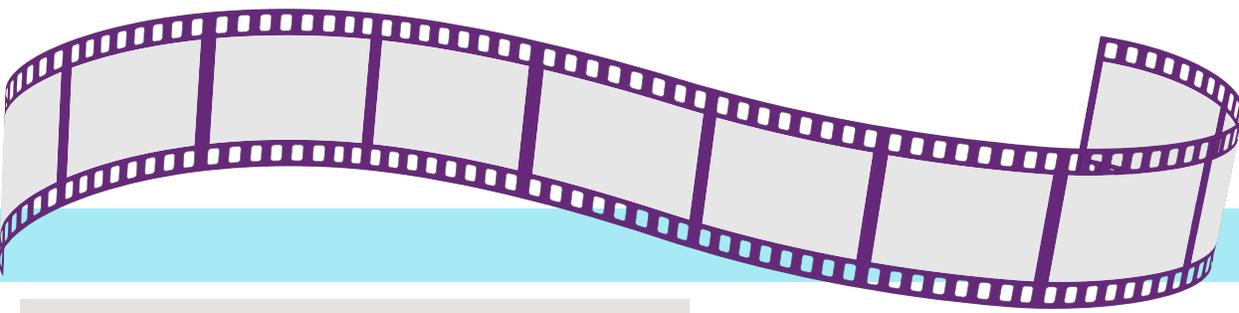
Most Memorable Movie of 2011

One of the most talked about movies of the year is Adam Sandler's "Just Go With It". Adam Sandler didn't only star in this movie, but also wrote it, and directed it himself. It also stars Jennifer Aniston, Nicole Kidman, Nick Swardson, and model Brooklyn Decker. This is one of the most hilarious comedies ever written, with just the right amount of heart felt/tear dropping moments and just the right amount of drama. It is an excellent movie to watch with family, perfect for every age group. I can personally say this is the most entertaining movie I have ever seen.

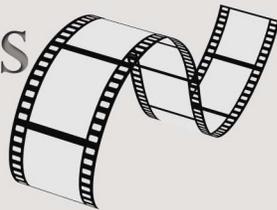
Most Anticipated Movie of 2011

The most anticipated movie of the year "New Year's Eve" will be coming out December 9th, 2011. It has a massive cast including: Robert De Niro, Ashton Kutcher, Zac Efron, Sarah Jessica Parker, Sofia Vergara, Carla Gugino, Katherine Heigl, Jessica Biel, John Lithgow, Michelle Pfeiffer, Abigail Breslin, Sara Paxton, Josh Duhamel, Til Schweiger, Alyssa Milano, Seth Meyers, Russell Peters, Ludacris, Ryan Seacrest, and many more. It is definitely a must see movie and a perfect end to the year!



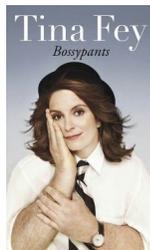


11 TOP MOVIES OF 2011



1. Hangover Part 2
2. Harry Potter and the Deathly Hallows Part 2
3. Just Go With It
4. Scream 4
5. Jack and Jill
6. Final Destination 5 (3D)
7. Bad Teacher
8. Horrible Bosses
9. Bridesmaids
10. Paranormal Activity 3
11. A Very Harold & Kumar 3D Christmas

11 Best Selling Books of 2011



1. "Steve Jobs" by Walter Isaacson
2. "The Tiger's Wife" by Téa Obreht
3. "Press Here" by Hervé Tullet
4. "Pulphead" by John Jeremiah Sullivan
5. "Bossypants" by Tina Fey
6. "The Evolution of Bruno Littlemore" by Benjamin Hale
7. "The Night Circus" by Erin Morgenstern
8. "Missed Connections" by Sophie Blackall
9. "Swamplandia!" by Karen Russell
10. "The Sense of an Ending" by Julian Barnes
11. "Salvage the Bones" by Jesmyn Ward



Top 11 Albums Released in 2011



1. Adele, 21
2. Katy Perry, Teenage Dream
3. Lady Gaga, Born This Way
4. Beyoncé, 4
5. Jay Z and Kanye West, Watch the Throne
6. Drake, Take Care
7. Florence and the Machine, Ceremonials
8. Britney Spears, Femme Fatale
9. Rihanna, Talk That Talk
10. Justin Bieber, Under The Mistletoe
11. Michael Bublé, Christmas



FASHION



The most anticipated event of the season “LG Fashion Week” by L’Oréal Paris took place at David Pecaut Square (221 King St West) October 17-21. This is the biggest fashion week in Canada, taking place twice a year in March for the fall/winter collections and in October for the spring/summer collections. This is the most important event in Canada, showcasing Canadian culture and fashion. Some of the trends to look forward to for spring/summer 2012 are as follows:



FLORAL

The Trend: Floral (originally a big hit by Louis Vuitton in London and New York)

Photo: Sarah Stevenson's spring/summer 2012 collection LG Fashion Week Oct 2011- "A tribute to the fleeting imagery of springtime in Toronto"

ATHLETIC WEAR

The Trend: Athletic wear can be sexy

*Photo: MICHI's spring/summer 2012 collection of her superior athletic wear
LG Fashion Week Oct 2011*



By: Sim Singh



BE BOLD!

The Trend: Be Bold with bright bold colours, such as red and also the short shorts trend will continue on for next year

Photo: Attitude Jay Manuel spring/summer 2012

LG Fashion Week Oct 2011



WHITE IS IN

The Trend: White is in!

Attitude Jay Manuel spring/summer 2012

LG Fashion Week Oct 2011



JOIN A CLUB AT YORK

During your four years at York, it is very beneficial to become involved in a student group or association. Being the Vice President of Events & Programming at the American Marketing Association – York Collegiate Chapter, was one of the most rewarding opportunities I experienced. Developing and gaining practice other than schoolwork is what future employers look for in a grad. To stand out from everyone else, employers will support students who spend extra hours being involved and developing social and interpersonal skills. Having a board role or becoming a general member to any club will expand your awareness to a particular subject you are interested in. By working in a team, you are able to develop your thinking, communication and team working skills. Do not forget that being a part of a club will provide you with opportunities to network with other professionals who already have made their mark in their respective careers.

By: Veronica Fuoco



THE SECRET TO ENGAGING AND ENHANCING YOUR YORK UNIVERSITY EXPERIENCE

Many times when a student begins the transition from high school to university they are often confronted with myths involving their overall GPA decreasing and having a rapid weight gain. As a result, it leaves a student to wonder, apart from the formal education, what else is there to enjoy about university life?

Within my first term at York University, this was a question that I wanted to discover and answer for myself. When I began my studies at York University originally, I focused on attending the lectures on time, and completing all the assigned readings. I found that although it was nice to learn new information in terms of enjoying the university experience, there was something missing.

I then discovered from the York University Current Students page of a link to the different clubs and organizations at York University. I then decided to join the clubs and organizations and began volunteering at York University and the various events that were hosted by the organizations. Some of the organizations that I enjoyed volunteering for, involved the Heart and Stroke Foundation, Canadian Foundation For Aids Research, York is U “Stress Buster Carnival” and “Philanthropy Recognition Week.” Similarly within New College, the amazing volunteer opportunities that I participated in include “Classroom Reporting” and submitting articles to the New Beat magazine.

If I could go back in time, I would have definitely engaged more in the university experience within my first semester at York University. However, the advice that I would give to any student looking to further enhance their university experience would be to get involved as the benefits of getting involved are numerous. Some of the benefits include the ability to meet new people and form networks as well as assist in establishing interpersonal skills.

By: Fatima Siddiqa Panju

NEW COLLEGE CLUBS

AMERICAN MARKETING ASSOCIATION



The American Marketing Association (AMA) is the world's largest and most comprehensive professional society of marketers. It's the only organization that provides direct benefits to marketing professionals in both business and education and services all levels of marketing practitioners, educators and students. Visit: <http://www.yorku.ca/ama>

ATKINSON PROFESSIONAL ACCOUNTING ASSOCIATION



The Atkinson Professional Accounting Association (APAA) is a student-run organization that serves to encourage leadership, excellence, and professionalism in New College Accounting students of York University. With year round events and a constant membership base of 300 + students, the main purpose of the APAA is to give students interested in a career in accounting, the opportunity to network with professionals. The association was founded in May 1998 by a group of graduating students for the purposes of promoting the Bachelor of Administrative Studies in Accounting (BAS) program, aiding students and soliciting support from University faculty and potential employers.

HUMAN RESOURCES STUDENT ASSOCIATION



The Human Resources Students Association (HRSA) is a student-run organization that is continually striving to promote personal and professional development among all Human Resources Management and business students of York University. Its strategy is to develop, promote and help students to excel in the professional realm. Our aim is to initiate a strong academic & social network, which will result in an environment that is receptive to sharing ideas and providing support. HRSA facilitates close interaction among its members of students, industry professionals, faculty and alumni through a variety of career and social events.

NATIONAL FINANCE STUDENTS ASSOCIATION



The National Finance Students Association (NFSA) is a non-profit, student-run initiative, that is currently partnered with all GTA universities, with plans to expand nation-wide in the years to come. Our goal is to provide our membership with the seminars, workshops, competitions and networking sessions they can use to develop their skills and character, two things that will provide our members with a distinct competitive advantage in the marketplace.

INFORMATION TECHNOLOGY STUDENT ASSOCIATION



The Information Technology Students Association (ITSA) is a body of students in the Information Technology program at York University. ITSA's main goal is to form a social network of students within the IT program, in order for them to help each other, make new friends, and in general make their university experience a better one. ITSA also aims to act as a primary liaison between the faculty and students in the IT program, in order to identify and communicate issues relevant to improving the education and social environment of ITEC students.

PROFESSIONALS ASSOCIATION AT YORK



YPA is a professional skills development association, YPA is dedicated to advancing the professional development of students. We create a forum for students to explore various business-oriented careers – meeting industry professionals, develop executive skillsets, and apply their knowledge in a student run, non-profit corporation while still in school.

MANAGEMENT AND CONSULTING ASSOCIATION



A new organization launched for students of any business background. The goal of the MCA is to bring students in contact with professionals and guide them with pursuing career opportunities. MCA aims to open doors for York students in many ways and invites you to take part in the effort. Stay tuned for upcoming events and activities.

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DISCLAIMER

The views expressed in this publication do not necessarily reflect the views of New College, it's founding members or York University.