Marketing, engineering careers top best jobs list

BY ABBY PONDER

Glassdoor, the online job-hunting service, recently compiled a list entitled “25 Best Jobs in America for 2015.” Several of the career paths on the list are rooted in majors found at WKU and other universities.

Glassdoor compiled the list on three primary factors that included, “Varning potential based on average annual base salary, career opportuni- ties rating and number of job open- ings,” according to the website.

While there were some medical ca- reers included, the majority of the list remained concentrated in the market- ing and engineering departments.

“...I think the list is reflective of what always tell students,” Richard Shan- non, the chair of Marketing and Sales at WKU, said. “The biggest advantage to marketing, those in the field have to...”

Meanwhile, while there were some medical careers included, the majority of the list remained concentrated in the marketing and engineering departments. “I think the list is reflective of what always tell students,” Richard Shannon, the chair of Marketing and Sales at WKU, said. “The biggest advantage to marketing, those in the field have to...”

At WKU, said. “The biggest advantage to marketing, those in the field have to...”

The presence of social media cannot be ignored, according to Michael Huff, a Hodgenville senior in the mar- keting department. He said that sites like Etsy, where individuals create and independently sell products online, are a prime example of the continued importance of social media and the Internet.

Paula Potter, the chair of the Depart- ment of Management, is excited to see more management positions on the list. "We say you can go into so many different fields because in every aspect there will be someone who needs a man-ager," Potter said. "From a broader perspective there are so many jobs on the list that are supported by the Gordon Ford College of Business..."
LIVING HOPE

change was the rerouting of the Red
increase the frequency of South Cam-
main campus.

Students in the engineering depart-
get a better sense of (real world experi-
ence as possible.

“Students in the engineering depart-
ment feel a lot of pressure to succeed,
puts a lot of pressure on students to
make it on their own."

any engineer at any school will have
the opportunity to work in the profes-
sion, for pay, before they graduate.

While there are several diverse engi-
eering positions included on the list
and ones real, it is that there is
a lot of crossover between Depart-
ments.

A lot of the time engineering gets
divided, so that it sounds like all
those things are really different," El-
li said. "There's a whole lot more that
holds them together than there is that
differentiates them. There are four
classes, engineering disciplines and
everything else she comes out of those:
electrical, mechanical, civil and chemical engineering.

through the corridors, collabora-
tion occurs.

For students that are still search-
ing for a major, lists of this nature can
be helpful in the preliminary stages.
They provide information about
earning salaries and current job opening.
However, it should be noted that the
information on these lists does not
always reflect the starting salary and
benefits a student may receive.

The list can be found on Glassdoor's

1. Physician Assistant
Job Score: 4.8
Average Base Salary: $111,376

2. Software Engineer
Job Score: 4.8
Average Base Salary: $98,074

3. Business Development Manager
Job Score: 4.6
Average Base Salary: $94,907

4. Human Resources Manager
Job Score: 4.6
Average Base Salary: $96,443

5. Finance Manager
Job Score: 4.4
Average Base Salary: $122,865

KISSING BRIDGE

"There are a lot of places across cam-
us that are special to us, because we
remember the time we spent there.
"Dates, for us, were walking around
full of stories," he said. "We made a day out of
the perfect place to pop the ques-
tion.

"Dates, for us, were walking around
the bridge," she said. "I think honestly it's
true to that."

"The symbolism of places like that,
I hope, is important to other students
and alumni," he said. "That's what makes
us special. It's things like that that are
in people's lives that have meaning and
richness.

Rachel Goodman, director of Cam-
pus & Community Events, said the
bridge seemed to be a special place.

"The Kissing Bridge seems like a
great place for students to take a girl
to and share some history together.

It holds a lot of memories for us.

Alongside the several marketing po-
tions, the field of engineering also
involves a significant portion of
Glassdoor's list.

According to department head Julie Ellis.

They provide information about start-
ages and salaries, and many of these
are based on the student's personality to
determine whether a particular pro-
one is a good fit for you.

"We are starting to have meetings
about potentially building another ga-
ding on two," he said.

Mazeras said the Crescent lot is a
potential site for a new garage, and
PTS is looking at building property
within walking distance of campus to
keep down temporary garages for
provide a lot of space for new garages,
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within walking distance of campus to
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provide a lot of space for new garages,

"We're still in the process of planning
for a major," he said.

Gary Mazeras, assistant vice presi-
dent for Business and Auxiliary Ser-
dives, said PTS is considering several
locations for the new garage, includ-
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WKU competing for $200,000 security grant

By ERIAN BRADLEY

WKU is nominated for a grant from Stanley Security, worth upwards of $200,000 to provide funding for new security equipment on campus.

“The grant will provide opportunity for WKU to receive electronic security hardware to upgrade security measures on 15 to 20 doors on the WKU campus,” Quentin Hughes, Assistant Director of Housing, said.

Hughes said the competition is made through vote/ID/wku.edu everyday until Feb. 23, or online at stanleysaferschools.com/standley15.

The winner of the competition will be announced in March. Students can vote via text, Twitter or online at stanleysaferschools.com/standley15/wikiarta everyday until Feb. 23.

Some might not see a need for the upgrade, but Hughes hopes the security measures should always be looked at.

“It’s likely some people would not see the benefit, but given the long term cost savings of electronic security, the improved security visible to current and potential students and the improved convenience to faculty, staff and students, it would be difficult to formulate a reason not to advance WKU security,” Hughes said.

The winner of the competition will be announced in March. Students can vote via text, Twitter or online at stanleysaferschools.com/standley15/wikiarta everyday until Feb. 23.
Fish Mooney is the star of Gotham mob scene judging by the overflow adjacent to attention to the guidelines. It's easy enough if time is taken to pay into the air. Recycling on campus is on harmful gases being emitted you're using and actively seeking to keep it simple, here are three ways there's more students could do to contribute and participate. 1. Be conscious Many contributions can be made just by being aware of the energy you're using and actively seeking to reduce it. Walking or biking is class an eco-friendly alternative to driving. At the very least carpooling is a great way to cut down on harmful gases being emitted into the air. Recycling on campus is easy enough if time is taken to pay attention to the guidelines. There are bins, everywhere, and judging by the overflow adjacent to them, they could definitely use to be used a little more. When it comes to those plastic to go bags from the campus dining facilities, try using your backpack, unless it's something like one of those over-sized Subway sandwiches.

2. Be active In Fall 8, the Campus Conserva- tion Nationals competition begins. Each student can contribute by turning off lights and unplugging electrical appliances in the dorms when they're not being used. Electricity used across cam- pus cost $106,049 last week—an amount equivalent to about 10,605 medium pizzas. This sta- tistic comes from the online WKU Energy Kiosk, based around campus (25) which provides fun facts and statistics about campus energy usage. Students can track in- dividual dorm progress and have a friendly competition! Also, throughout the year, there are plenty of on-campus events dedicated to raising ecological awareness. Asking your RA about ecological events and informed in these events is a great way to contribute.

3. Be vocal It's a commonly shared opinion that tuition is just too high. Students fund the university on a variety of projects, with big chunks of change being taken out of their pockets' wallet. However, a self-imposed “green fee” integrated into tuition would do just the trick. With an added five dollars onto tuition per student, per year, the university could invest in sustainability in a significantly greater capacity than they are now. The likes of MTSU, UK, and Bowling Green State University are among the 54 universities who have already voted to adopt some form of this fee. This type of proposal to administra- tion usually only works if it comes from student voices. So, contacting an AEA representative would be a good place to start.

Another option is simply letting us know! Write, e-mail, call or come down to the Herald and have a dis- cuss—we are an avenue for your ideas and concerns and comments. If you're planning on becoming an environmental activist in college, if you're planning on being a part of a great, big movement, you can do it right here at WKU.

Booth Bryan News Editor

OPINION@WKUHERALD.COM

Commentary: The Gift of Time: Or a Manifesto for College Students

When I was in college, I went through six majors and managed to graduate on time (though I had dozens more credits than I needed). And these weren't a bunch of majors that were remotely connected. They were majors as diverse as economics, English, philosophy, political science, communication. Simply put, I was all over the map. But six years after college, I changed my major “again,” going back to studying journalism ethics and Keynesian theory—which I'd studied when I was a business writer.

That's why it's so strong that college students should pick their major (or the major's picked for them) for what they think they should take—to get a job and not to pursue personal interests. It's not that they aren't sure they're making the most of it. They may not understand it all. They may not listen to their friends. Even less, they don't listen to their parents.

That's why it's so strong that college students should pick their major (or the major's picked for them) for what they think they should take—to get a job and not to pursue personal interests. It's not that they aren't sure they're making the most of it. They may not understand it all. They may not listen to their friends. Even less, they don't listen to their parents.

But let's do the expectations of the film industry a favor and not di- rect any criticism at you. You've probably been told, in some way, that you just have to use your time— time to learn, time to grow, time to get the wherewithal to finish your college education, the class even if it's in a different college than your courses, for that matter) based on instructors.

Let me repeat that: in four short years, I managed to graduate on time (though I went through six different majors and still had dozens more credits than I needed). So for that reason I want to encourage all those students who are looking to change your major— whether it's because you changed your mind, or because you're just not sure you're making the most of it. You can still change your major. It's never too late to change your major.

That includes you, if you want to do what you do with your life. Or maybe change your major once your parents/teachers/whomever you trust have no freaking idea what you want to do with your life. And that's okay too. You may want to change your major to something you're passionate about, or have no idea what you want to do. It's your life. If you've been told that the discipline you are pursuing is nothing to do with your major, then let that be your discipline. It's your life. If you've been told that there's no point in majoring in something that has nothing to do with your major, then let that be your discipline. It's your life. And if you've been told to learn more about Puritan condition- ing and the wherewithal to finish your college degree, then let that be your discipline. It's your life.

—Molly McCaffrey, Ph.D.
Help Wanted

City of Bowling Green

TENNIS INSTRUCTORS
Parks & Recreation Department Seasonal Positions

TENNIS INSTRUCTORS - Instruct and assist in tennis and related programs. Experience and CPR certification required. Must be at least 16 years old. Work dates: May 25 - August 28. $6.37 per hour. Apply online or send completed application to Human Resources Department.

Interested applicants can apply online at www.bgky.org/hr/jobs or at the Human Resources Department in City Hall, 1001 College Street, Bowling Green.

The City of Bowling Green is an Equal Opportunity Employer and a Drug-Free Workplace.

City of Bowling Green

CAMP COUNSELORS
Parks & Recreation Department Seasonal Positions

CAMP COUNSELORS - Assist with Summer Camp leadership and group activities; some counselors work with special needs children, teens, & adults. Must be knowledgeable in recreation/sports activities, have a valid CPR/AED and First Aid Certification. This is a seasonal position: May 24 - August 28. Must be at least 17 years old. $8.37 per hour. Apply online or send completed application to Human Resources Department.

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CLASSIFIEDS

HELP WANTED

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BUY-SELL-TRADE:

Games, DVDs, Records!
Also: Comics, CDs, Toys, CCGs, RPGs, more!

The Great Escape Records & Comics
2945 Scottsville Rd. (Near Greenwood Mall)
615-782-8092

FOR SALE

One bedroom apartment; 1 block from campus; $420/month. (270) 282-4478.

Community Gardens - Opening with Kentuckians For The Commonwealth
Positions located in Warren County. Competitive pay and good benefits. Read more and apply at www.kftc.org/jobs

Customer Service Representative
Pool and Spa Depot is looking for an open and outgoing team player. Someone who enjoys helping customers one-on-one. Position is full-time and weekends required. Compensation includes both hourly wages and commissions. Please apply in person: 1830 Wallace Court, Bowling Green, KY.

FOR RENT

One bedroom apartment; 1 block from campus; $420/month. (270) 282-4478.

ACROSS

1 Six-footer at a Super Bowl party? 5 Leveling wedge 9 Trojan War epic 14 Sailed through 15 Oompah instrument 16 For the temporarily 17 Storage structure 18 Requiring a two-day trip, say perhaps 20 Guideline for standard operating procedures 23 Go one better than 24 Old Mideast org.

DOWN

1 Hinged fastener 2 Sound on the rebound 3 Rod attachment 4 Quirk 5 “Don’t budge!” 6 Peeved mood 7 Letter-shaped support piece 8 Plunder 9 Hot spot for Dante

10 Big name in movie theaters 11 On its way to the body shop 12 Legend automaker 13 Newsroom furniture 21 Corn cores 22 Most important 26 Vacation island south of Borneo 27 Farm team 28 Word before tired or heat 29 Fund for the golden yrs. 30 Lite 31 Navig. aid 32 Retro phone feature 36 Domesticate 37 Mythological underworld boundary river 39 Tapped vessel 41 Treatment for a broken heart, briefly 42 College Gamelan’s number 43 Still making payments 46 __ mater 49 “Little Women” woman 50 Frequent feeling of culpability 52 Man cave hangings 53 Bitterly pungent 54 Self-assurance 55 Cry of concession 59 Surgery reminder 60 “So long,” on the Lido 61 Shock, in a way 62 Peeved mood 63 “___ Brute!” 64 Warty hopper

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55 City of concession 59 Surgery reminder 60 “So long,” on the Lido 61 Shock, in a way 62 Peeved mood 63 “___ Brute!” 64 Warty hopper

PREVIOUS CROSSWORD SOLUTION

SUDOKU

THURSDAY NIGHT TIP-OFF

PIZZA GIVEAWAY

THE FUN PAGE
Life has been nothing short of an enduring battle on a path to betterment for Rosalino Santiago Garcia and his family. The 32-year-old migrant worker from Santa Ana, Oaxaca, Mexico finds himself in Fountain Run, Kentucky, providing for his loved ones nine months of the year, despite being a 72-hour bus ride away from home.

The last time Garcia saw his family was for two short weeks in November, before he headed back north to work in the United States, leaving behind his 21-year-old expectant wife, who will give birth to a baby girl. No longer does he have the opportunity to walk his son, Leandro, to school. The chance to put his youngest son, Josue, down to sleep disappears.

Santa Ana feels the effects of its hard-working migrant class. 80 percent of its working men are migrants, and each make an impact on the local economy when they funnel money they earn abroad back into the community.

Santiago is optimistic that next year, his final year in the tobacco fields, will be his last spent away from his family.

“I’m not able to talk with my family often, so I miss them,” Santiago said. “But everything has a sacrifice. Everything you need has a price.”

PHOTOS and story BY:
Nick Wagner

PHOTO

ABOVE: Rosalino Santiago Garcia, 32, of Santa Ana, Oaxaca, Mexico, peers out the window of his flight into Chicago on Nov. 2, 2014. Garcia spent 16 hours traveling to his home in southern Mexico.

RIGHT: Salena Garcia Pacheco, 21, rolls up her son Josue’s sleeves, while her husband, Rosalino, holds him.

TOP: Rosalino Santiago Garcia, 32, of Santa Ana, Oaxaca, Mexico, pushes a leaf-topping rig over a row of tobacco seedlings on May 12, 2014, on a farm near Fountain Run, Kentucky.

LEFT: Rosalino Santiago Garcia, 32, of Santa Ana, Oaxaca, Mexico, gives his son, Leandro, 5, a shoulder-ride home on Nov. 5, 2014. Garcia is taking two weeks off of work from the Kentucky tobacco harvest, returning home to accompany his pregnant wife who is due to have his third child.

FOR full STORY AND PHOTOS go to WKUHERALD.com
As a folklore graduate student, Björkman has always had strong ties with the Kentucky Museum. He said he wrote his first grant to bring a Kentucky Arts Council program to the museum during his time as a graduate student. Now, as director, he has even larger things he wishes to accomplish.

“I really want the museum to succeed,” Björkman said. “It was a perfect opportunity to come back to the region, back to Bowling Green area for several years, and to lead the Kentucky Folklife Program.”

The new director of the Kentucky Museum, Brent Björkman wants the museum to succeed, “I really want the museum to succeed,” Björkman said.

The new director of the Kentucky Museum, Brent Björkman wants the museum to at least be a more well-known entity for WKU students and the city of Bowling Green. Björkman served as interim director of the museum during the fall semester of last year and acquired the title of director on Jan. 1 of this year. He had been away from the Bowling Green area for several years, moving back in the summer of 2012 when the Kentucky Folklore Program decided to come to WKU.

“It was a perfect opportunity to come back to the region, back to Bowling Green, back to Kentucky and back to WKU,” Björkman said.

As a folklore graduate student, Björkman has always had strong ties with the Kentucky Museum. He said he wrote his first grant to bring a Kentucky Arts Council program to the museum during his time as a graduate student. Now, as director, he has even larger things he wishes to accomplish.

“I really want the museum to succeed,” Björkman said.
The Literacy Center, located in Tate Hall Page Hall, and its program, College Reading Success, were created to help students improve those skills. Starting this month, the Center will have several workshops to ask WKU students.

Reading and comprehension services for students have existed in other forms for many years, but the Literacy Center was only recently created in 2010. The College Reading Success program was created because of this need among college students’ to have assistance.

According to the ALIVE Center for Community Partnership, the Literacy Center provides individualized diagnostic evaluations and intervention for students in the first through 12th grades, along with adult learners.

The number of students at each session varies depending on the topic, but some sessions have had more than 60 students in attendance. “We have many repeat students, and we have also had students tell us that the strategies we offer were instrumental in helping them earn higher grades in their coursework,” she said.

There are refreshments at each session, as well as giveaways that include useful items, such as books and flash drives, and at the end of each semester, a Student Success Basket is given away.

Topics for the program are selected based on student feedback and need. The first session is a general forum outreach given their limitations, but under Bjorkman, it will improve. “I think the museum will be more connected to the community,” Spurlock said.

Lynne Marrs Hammer Ferguson, Kentucky Museum artist-in-residence, believes that the aspect of community outreach was cut back in the past, but will be seen more now. “A goal will be to move more collaborative programming with campus groups and the community,” Ferguson said.

Ferguson said the museum hopes to offer new opportunities for student involvement and be able to get outside of the Kentucky Museum building to offer up opportunities to other locations in the world. “We want to make sure students know we’re here,” she said.

The Kentucky Museum is open Wednesday to Saturday from 9 a.m. to 4 p.m. and Sunday from 1 to 4 p.m.
SOFTBALL

SOFTBALL STARTS INAUGURAL C-USA SEASON

BY JONAH PHILLIPS
SPORTS CORRESPONDENT

The WKU softball team starts its inaugural Conference USA season this weekend, traveling to Troy, Alabama for the Troy Chick-It-A Invitational. Despite C-USA coaches voting WKU to finish fifth in the 12-team conference, the Lady Toppers are the only team from the conference receiving votes in this year's ESPN® C-USA Softball College Top 25 poll.

"I think the younger players are all really excited with it," deputy head coach Amanda Kramer said. "We are just trying to build off last season and come out strong. I think it has all really come together these past couple of weeks."

Along with the new conference, Head Coach Amy Tudor has been tasked with getting the seven returning players on the same page as the 10 new students on the roster this fall of 2015. These signees join defensive linemen Sidney Hammond and Jontavious Morris, linebacker T.J. McCollum, running back Marquez Trigg and offensive lineman Cullen Reynolds, who have already enrolled this spring.

Check out WKUHerald.com for more on national signing day.

ON THE Border STATES

NATIONAL SIGNING DAY

On Feb. 4th, Head Coach Jeff Brohm announced that 15 student-athletes had signed national letters of intent to join the WKU football program in the fall of 2015. These signees join defensive lineman Sidney Hammond and Running Backs Tony Jones, inbacker T.J. McCollum, running back Marquez Trigg and offensive lineman Cullen Reynolds, who have already enrolled this spring.

Check out WKUHerald.com for more on national signing day.

MEN'S BASKETBALL

Continued from sports

Tyrone Corbin, G, Fort Worth, TX
Darius Bayron, G, Mobile, AL
Hunter Hollins, G, Buford, GA
Drew Bernard, G, Levittown
Lucky Jackson, G, Lexington
Dylan Donley, G, Lexington
Jason Johnson, G, Pahokee, FL
Jordie Thompson, G, Elizabethtown, KY

WOMEN'S BASKETBALL

Continued from sports

Andre Thomas-Cobb, WR, Lehigh Acres, FL
Quinn Jernighan, WR, Lavergne, TN
Hunter Holland, OL, Buford, GA
Omarius Bryant, DL, Hazelhurst, MI

National Signing Day

Lucky Jackson, WR, Lexington
Devon Quincy, LB, Lexington
Jason Johnson, DB, Pahokee, FL

National Signing Day

Lucky Jackson, WR, Lexington
Devon Quincy, LB, Lexington
Jason Johnson, DB, Pahokee, FL
Nick Coffey, DL, Dunnville

Continued from sports

Texas (9-11, 3-5 C-USA) is coming off of a three-game homestand where the team went 2-1 in the process demoting Louisiana Tech, WKU in the only conference loss.

"They are good. They are very talented," Harper said. "Earlier in the year we were competitive by about 10. Let them watch on tape, and they are long and athletic. They cause you a lot of confusion, but we have two more days to try and get ready for them." The Lady Toppers entered the matchup Tuesday against the Rice Owls (6-14, 3-5 C-USA), have two of their remaining seven conference games here in about a month.

"Like I told our kids, we are 3-1 on the road in conference play, so far and we have done everything we can to win," Harper said. "I think the future is very bright. We haven't played a game, but we have a lot of great newcomers and a lot of great returners," Tudor said. "We are looking forward to this season in the new conference. We are just really excited about it."

Continued from sports

The WKU football program has added 15 student-athletes to its 2015 list for the inaugural Conference USA season. These signees join defensive linemen Sidney Hammond and Jontavious Morris, linebacker T.J. McCollum, running back Marquez Trigg and offensive lineman Cullen Reynolds, who have already enrolled this spring.

Check out WKUHerald.com for more on national signing day.

Beyond the Arc

Continued from sports

Of those five games, three of them feature teams in the top half of the conference standings, highlighted by trips to UAB (11-11, 7-2) and Old Dominion (17-4, 6-3).

To comfortably win any conference, a team needs to win all of their conference games—something that WKU did not do this season by an average of 8.9 points.

With the home games matches remaining all featuring teams on the lower half of the conference standings, this appears to be a reasonably accomplishable task for the team. These come against North Texas (9-11, 3-5 C-USA), Rice (6-14, 3-5 C-USA) and Athletic. They cause you a lot of confusion, but we have two more days to try and get ready for them."

The Lady Toppers will face UAB (11-11, 7-2) and Old Dominion (17-4, 6-3), dropping even more to just two points in the standings between each game. With seven conference games left, this is something that we talk about every week. That's all you can worry about. It's something that we have to make the postseason, and in order to do that the team has to play better than they can control, and that is something that we talk about every week."

"There is balance in conference," Harper said. "UTSA came in here a few weeks ago and we had to go right to the wire. They are right there about the same spot as North Texas. There are not just any bad teams. Everyone in the league plays a little bit different. I think it's a great league and I think it's a league that should receive multiple bids when it comes tournament time in late March/early April."
The Lady Toppers will follow up that Thursday visit to North Texas with a Saturday trip to Houston to take on Rice (7-12, 2-6). "We are just really focusing on defense and playing with energy," junior guard Micah Jones said. "Last game, we didn't come out with any energy, and we didn't make stops. So, we are just going to go back to that and playing solid defense."

Senior Atecia Gross, a Texas native, registered her career-high 40 points against North Texas on Dec. 30, 2012 in Diddle Arena. She scored 57 points the past game at the University of North Texas against Rice, 76-68. Gross is now tied for first place in the league.

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