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Diversity

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see how prevalent this attitude is and what steps can be taken to ensure every voice is heard. She said doing so will make the campus a better place for everyone, not just minority students.

Brooklyn

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Although this year the ASUO has committed itself to fighting for a tuition freeze, a housing code and the preservation of the student incidental fee — issues that affect all students — Brooklyn and Nair said many people still do not feel directly impacted by the group.

This is why one of the candidates' main goals is to bring the ASUO outside of its office and onto the campus streets. With plans to make campaigns more visible on places such as 13th Avenue, the candidates hope the ASUO will bring information to students and not just wait for students to come to them. They said that although visibility may seem like a simple thing, sometimes that's all it takes to make students aware.

The candidates added that signs of student apathy, such as the 9 percent voter turnout in the primary election and lack of student involvement, does not necessarily mean students do not care about campus issues.

But students need to know why they should care, they said.

"Often times, people don't get involved with things they don't feel are directly relevant to them," Brooklyn said. "It's one thing to go out there and do things, but we also need to make sure people know how this is a part of their lives."

As the controversial student inci-

"Once a climate is good for those who stand out in class, it's typically better for everyone in class," she said.

Anne Leavitt, associate vice president of student affairs and dean of students, said the survey, which will cost approximately \$15,000, will be more accurate than other surveys because it will

"over-sample" under-represented groups to gain specific data on those groups.

She said this gives the University administration better information on how to implement plans for its new institute to study diversity and it will also help "clarify enrollment and recruitment goals."

dental fee issue simmers on the hot plate nationwide, some students may not even know what the fee is and how it benefits almost every student on campus, the pair said.

For example, many students may not know that the fee pays for computer lab access and free bus rides. As a result, the candidates have considered putting up posters that show people what services the fee provides.

Dawn Liu, a senior general science and psychology major, agreed that students are not aware of everything the incidental fee entails, and that posters would be a good start.

"A lot of people assume that it's just for student programs," she said. "Raising awareness of what the student fee actually affects is a great way for students to begin to understand everything it does."

Jennifer Greenough, a senior political science major, also agreed that many students do not know much about the fee, but that it may take more than posters to spread the word. She said there have been posters telling students that football and basketball tickets are subsidized by the fee, yet some still are not aware.

"It would help students realize somewhat more, [but] I don't know how effective that would be," she said. "There's still a general lack of knowledge about the incidental fee."

Brooklyn and Nair also hope to keep the ASUO's relationship with other groups, such as student unions, the administration, the Eugene Police

Department and the Eugene City Council, as close as possible.

"Our collaboration is what makes us a strong organization," Brooklyn said.

The two women also hope to work with the administration in making diversity more of a priority on campus.

One of the more obvious problems in regard to diversity on campus, the candidates said, is the lack of faculty and students of color. They said that if students do not have mentors and are not learning in a diverse atmosphere, it will be a shortcoming when they graduate and have to enter a competitive workplace.

And as tuition hikes approach, the pair said, students need to ask if they're getting their money's worth.

"You're paying all this money for a university that doesn't get you prepared, and more students need to question that," Brooklyn said.

More than any platform objective, the candidates hope that spreading the ASUO's messages to students who are not involved outside will show them what power the ASUO has and encourage them to get involved.

"One of the biggest things we're going to do for students is listen," Brooklyn said. "We're really excited to do this job, but we're not at all experts. We're hoping to vocalize questions and see who has the answers, and keep the office open to anyone with ideas ... that's the best thing we can do."

Jacobson

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son said. "We want all students to think that their student government is not only relevant, but also responsive to their concerns."

A major policy Jacobson and Cook are pushing is what they call an ASUO "public relations hub," which would aid student groups that need or want help publicizing their events.

The idea came to the pair as they visited a number of student groups while campaigning. Jacobson said the programs were planning a lot of wonderful ideas — from film festivals to culture nights — but that those ideas did not seem to be reaching the bulk of students on campus.

"Very few students who just go to class know about these events," Jacobson said.

To remedy the problem, the pair decided that within their executive office, they would create a public relations service for student groups. One staff person and a team of public relations and advertising major volunteers would help programs with everything from press releases to poster designs — with an aim of piquing the interest of students and community members.

Jacobson added that messages about program events would focus not only on campus, but on the com-

munity — and possibly the state — as well. Targeting the greater community would be a first step in improving campus-community relations, which have encountered rough times lately, Jacobson said, pointing out problems with the Eugene City Council and the Eugene Police Department.

In order to let students know about the available service, Jacobson said, the public relations service coordinator would visit each student group at the beginning of the year.

Dawn Liu, a senior majoring in general science and psychology, said getting student groups to use a public relations resource may not be as easy as it seems. As former co-director of the Asian Pacific American Student Union, Liu said promoting an event is often less of a priority compared with all the planning a group must do.

"Ideally it sounds like a good idea," Liu said, but "realistically it's not as plausible as it sounds."

Jacobson said he and Cook would also like to create a "projects coordinator" position within the ASUO that would help student groups "plan, fund raise and implement" their various projects.

Many student groups face difficulties when approaching the Student Senate for money, Jacobson said, and oftentimes they don't know or understand the proper procedure. But having a coordinator whose sole job is to help them through it would make the

process a little easier.

The coordinator would spend most of his or her time outside of the office, meeting with student groups and finding out what they need help with. The position itself, Jacobson said, demonstrates the fundamental difference between his view of student government and the view that currently reigns.

Right now the ASUO is "fairly reactive," Jacobson said, and it benefits only a small group of people. A "cliquish nature" and a "tendency toward small-mindedness" plague the ASUO, Jacobson said, but he and Cook could fix such problems by exhibiting a professional and civil demeanor.

"Matt and I think we can go out and talk to average students and speak their language and explain why the student government is important," Jacobson said.

Senior political science major Jennifer Greenough, who supports Jacobson and Cook's campaign, said that because the pair hails from outside the ASUO, they can relate more easily to students not involved in student government.

"I think they have the most potential to represent the students as a whole on this campus," Greenough said. "They're willing to work hard [and] they're not doing this as much for themselves as they are for students."

Oregon Daily Emerald
P.O. Box 3159, Eugene OR 97403

The Oregon Daily Emerald is published daily Monday through Friday during the school year and Tuesday and Thursday during the summer by the Oregon Daily Emerald Publishing Co. Inc., at the University of Oregon, Eugene, Oregon. A member of the Associated Press, the Emerald operates independently of the University with offices in Suite 300 of the Erb Memorial Union. The Emerald is private property. The unlawful removal or use of papers is prosecutable by law.

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