

# UPUA conducts survey

By Kathleen Loughran  
COLLEGIAN STAFF WRITER

In an effort to increase campus safety, Penn State's student government is conducting a survey on campus lighting this week.

With the help of five other student organizations, the University Park Undergraduate Association is assessing areas of campus that need more lighting at night, UPUA President Christian Ragland said.

"The lighting survey was another part of my platform that I ran on," Ragland (senior-political science) said. "We want to increase campus safety in regards to lighting. We can't do it ourselves. We have to get a whole community involved... [and] wanted to do it around Daylight Saving Time because it gets darker earlier."

UPUA Director of Facilities Mike Stegura planned the lighting survey and worked out the details, including sending out the

initial e-mail to many of the student organizations to see which groups were interested in participating.

"Each group is assigned an area that they're going to go out and scout and have their maps to look for dark areas," Stegura (sophomore-mechanical and nuclear engineering) said.

After the survey is over, Stegura will organize a meeting with the Penn State Environmental Health and Safety office to discuss the results, he said.

Curt Speaker — a bio-safety officer from EHS — said he is interested to see UPUA's survey results, even though EHS conducts its own biannual survey.

"We encourage the input," he said. "UPUA has decided to do a slightly more comprehensive survey. They're going to block the whole campus and have people go through each of those quadrants."

But Speaker said he did warn

UPUA members that there are some aspects about lighting on campus to consider while holding the survey.

"It's not cost effective and environmentally sound to light up every square inch of the campus," he said. "There are also sensitive areas like around our green houses... our philosophy is that we want to identify the major pedestrian walkways and make sure they're well-lit."

Maggie Payne, who lives on campus, said she thinks lighting on campus could be better — she's glad to hear that UPUA initiated a survey.

"I think that it's a good idea especially for girls walking by themselves," Payne (freshman-biology) said. "It can be kind of freaky walking alone in the dark."

Stegura said the survey has been going well so far, and he hopes its results will be beneficial to students.

To e-mail reporter: [krl5106@psu.edu](mailto:krl5106@psu.edu)



Chloe Ermer/Collegian  
Maggie McDowell, Class of 2008, helps Ari Hiller (sophomore-supply chain) with his resume for PricewaterhouseCooper's Career Explorer.

# PwC reveals new career program

By Micah Wintner  
COLLEGIAN STAFF WRITER

Sami Badri said the business-oriented social networking site LinkedIn has the potential to be bigger than Facebook in the coming years.

Badri (senior-finance) was one of many students in the HUB-Robeson Center Alumni Hall on Wednesday as LinkedIn and PricewaterhouseCoopers presented Career Explorer, a LinkedIn application designed to help students chart their career paths and network with professionals.

Career Explorer launched Nov. 4 at New York University and is currently available for students at 60 universities across the United States. It can be accessed for free by Penn State students with a LinkedIn account. LinkedIn representative Alexander Kvamme said.

Students can select a major they are interested in and Career Explorer will map out a job path, estimate expected salaries and provide names of people in that user's network already involved in that career, Kvamme said.

A user's network is their direct connections and their contacts, making a network expand exponentially and making the oppor-

tunity to meet people in a specified career field readily available, Kvamme said.

LinkedIn representatives were available to help students learn how to use Career Explorer and provide information about LinkedIn.

A career panel was also present to answer any questions students had, and students could bring their resumes to review them with PwC professionals.

As the largest recruiter of college graduates in the world, PwC saw Career Explorer as an opportunity to help students start their career and "jumped on board" with LinkedIn and its new program, said Jackie DiAmicis, PwC campus recruiter.

PwC Advisory Partner Joe Atkinson said Penn State was chosen as an early launch site for the Career Explorer program because of its strong relationship with the university.

Out of 300 Penn State applicants to PwC, Atkinson said 200 were making their way through the hiring process.

Badri said he strongly encourages students to create a LinkedIn account and start networking with professionals.

To e-mail reporter: [maw5438@psu.edu](mailto:maw5438@psu.edu)

# Computer Store to hold food drive

By Paul McMullen  
COLLEGIAN STAFF WRITER

Today, students can exchange food and toys for prizes while helping the State College community at the Penn State Computer Store's one-day food drive and Toys for Tots campaign event.

The drive, which serves as part of the Computer Store's 20th anniversary celebration, will be held from 11 a.m. to 1 p.m. at its HUB-Robeson Center location. All proceeds will directly benefit area food banks and the local Marine Toys for Tots foundation.

"Imagine growing up and never being given a toy, or not being able to provide enough food to feed your family during the holidays," said J.J. Murphy, IT manager for the Computer Store. "This celebration is a great chance for everyone to help those who can't help themselves."

As added incentive, the first 200 students, faculty and staff who donate a minimum of two non-perishable food items will receive

## If you go

**What:** Penn State Computer Store's 20th anniversary celebration

**When:** 11 a.m. - 1p.m. today

**Where:** Penn State Computer Store, HUB location

**Details:** First 200 to bring two nonperishable foods get a free pair of headphones.

a free pair of earbud headphones, compliments of iFrogz, he said. The first 50 participants who donate a new, unwrapped toy valued at \$5 or more will also get a free pair of the iFrogz headphones, which retail at \$40, he said.

Robin Becker, general manager of the Computer Store, encouraged those interested in participating to bring their food and toys early because similar events held at the store in the past have attracted a large turnout. In

April, the headphones brand Skullcandy donated products for the same type of event and supplies were gone within the first 30 minutes, she said.

Within that time, participants brought 500 pounds of food that went directly to local families, she said.

"This event is not only about bringing food and getting free headphones; it's about helping those who can't help themselves," she said. "The celebration is ultimately a win-win for all who participate."

Donors who stop by will also be able to play "Name that Tune" for a chance to win prizes, as well.

Though there are plenty of opportunities to leave the event with prizes, the goal is to have a good time and extend a helping hand to those in need, said Brittany Berger, Computer Store account executive for Happy Valley Communications.

To e-mail reporter: [phm5030@psu.edu](mailto:phm5030@psu.edu)

# New 'Identified' website helps students network for jobs

By Sarah Peters  
COLLEGIAN STAFF WRITER

In today's economy, jobs and internships are difficult to come by, especially for fresh-faced college students and graduates.

But a new website, **Identified.com**, aims to help ease the search for that coveted summer internship or first job after graduation. The site allows users to upload their education and employment information and networks from Facebook to connect with companies seeking

interns or employment.

About 220 companies are recruiting on the site, which is free for students, said Francois de Lame, director of social media and public relations for Identified.

"A lot more companies now are posting internships and jobs they're looking for," de Lame said. "In terms of user growth and the reception that we've had, both users and companies have been very, very positive."

Identified was started by Stanford MBA students Brendan Wallace and Adeyemi Ajao, who

wanted to create a recruiting professional network with the social network students already have, de Lame said. The site launched in mid-September.

Save the Children, Disney consumer products and Neiman Marcus are all recruiting on Identified — and 6,800 students are using it, de Lame said.

But Senior Director of Career Services Jack Rayman said growth in recruiting from social media is "modest" — most companies have concluded that it's not productive.

"There are clearly some that are excited about it, but I think that's a minority view," Rayman said.

Max Spiegel, College of Agriculture social media strategist, said social media's popularity with young people attracts potential employers to use it.

"You have more effective success in meeting people and shaking people's hands than you are just blindly sending resumes to companies you know are hiring," Spiegel said. "There's nothing new about it — it's just

happening on the computer instead of happening in the real world."

Identified allows users to see which of their friends and or their second-degree connections, or "friends of friends," have worked for the companies they're interested in.

While a Facebook account is required to create an account on Identified, users can also import their Identified profile through LinkedIn or their resume.

To e-mail reporter: [svp5071@psu.edu](mailto:svp5071@psu.edu)

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