

November 17, 2003

Lee C. Bollinger
President of Columbia University
202 Low Library

Dear President Bollinger,

We, as members of both the Columbia College Student Council and the Columbia College student body, recognize the importance of athletic pride in raising school spirit. We have witnessed a serious lack of appreciation amongst the students for our athletic teams and programs. Clearly, the distance from the main campus at 116th Street to Baker Field at 218th Street is an impediment for students who wish to attend games and support the athletic teams. We wish to alleviate this situation by making it easier for students to attend athletic events at Baker Field.

We have observed that large-scale events such as Baker Blast and Homecoming attract huge crowds. However, there are few students in the stands at other regular season football games. We are well aware of the University's generosity in last year's decision to make admission to Baker Field free as well as in its offer of shuttle buses to Baker Field, free of charge, for football games. Despite these attempts, student attendance at these events continues to be minimal. One remedy to this problem could be the simple relocation of the free shuttle buses.

Currently, shuttle buses are stationed on Amsterdam Avenue and 116th Street, a part of campus not often frequented by a large portion of undergraduates. The shuttle buses are not clearly visible to students; consequently, many students are unaware of this service or are uncertain about the location of the buses. These students opt either to take the subway, negating the advantage of free transportation or not to attend the games altogether. We may be able to address this issue by heavily advertising the location and availability of the shuttle service via email. However, we have observed mass mailing is not always effective because students either delete or carelessly read such emails. Therefore, we believe a more effective solution to increase awareness of the available shuttle service would be a simple relocation of the buses.

Should the shuttle buses be relocated from Amsterdam to the center of College Walk, a more central and visible location for a larger portion of the student body, we believe student attendance at games would increase dramatically. One of the main reasons for the lack of student attendance at games is the inconvenience of traveling to Baker's Field. Many students have voiced that had they known about the shuttle service, they would have attended more games. Since a primary reason that students are not aware of the shuttle service is its location, we believe changing the location to a highly visible area would raise more awareness of the shuttle service. In turn, student attendance at games would increase dramatically thereby increasing school spirit and pride.

For these reasons, the Columbia College Student Council is requesting that the shuttle service be moved from Amsterdam Avenue to College Walk. We thank you in advance for your consideration and for the importance you place on increasing school spirit and pride.

Respectfully submitted by,

Eva Colen

Student Services Representative

Columbia College Student Council

cc: Dr. John A. Reeves