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Leadership in the ACC

The weekend of February 27–March 1, 90 students and staff from the 15 ACC schools converged on snowy South Bend, IN on the magnificent University of Notre Dame campus to participate in the ACC Student Leadership Symposium. Each year this symposium focuses on the concept of social change in various interesting ways. This year the students were divided into multi-school teams to address topics like immigration, LGBTQ, socio-economic status and physical appearance, their charge was to come up with strategies to increase inclusivity on our campuses.



Senior Tomisue Smith, sophomores Danielle Deal and Kelsey Voit, and graduate student Julia Fleischer, attended with advisor Pam Curtis. The experience provided a unique networking and educational opportunity working with other ACC schools.

In 2016, the Leadership Symposium will be at Clemson University. Applications are available on OrgSync in the fall. Please encourage students you know who are passionate about social change to apply.



Kentucky Prevention Symposium

UofL's BRICC Coalition provides leadership in advancing policies, programs, resources and experiences that increase resiliency and reduces high risk drinking and substance use in the campus and community. On January 9, 2015, UofL's BRICC Coalition, the University of Kentucky, Murray State and EverFi (an education technology company designed to teach, assess, badge, and certify students in critical skills needed for life) led a statewide symposium with corporate, campus and community partners designed to increase alcohol and sexual assault prevention efforts. Governor Beshear gave the introductory remarks at the symposium. Seventy-five individuals participated in the symposium representing 17 universities and community agencies. We had a great turnout from UofL. Student Affairs participants included Dr. Angela Tayler, Dr. Aesha Tyler, and Mandy Parente. Check out some of the pictures here: <https://www.flickr.com/photos/uofl/sets/72157649852508640/with/15644321244/>



Intramural Sports Partnering with The First Tee!

One-fifth of public school students drop out before they finish high school. The First Tee is a national organization that uses golf to teach life skills such

as accountability, honesty, personal responsibility, and commitment to young people in an effort to curb that disturbing statistic. One of their most common sayings is "the best golf lessons don't involve a golf swing." First Tee of Louisville is headquartered at Shawnee Golf Course. One of our alumni members, Von Macklin, is highly involved with the program and is a retired teacher/coach in the JCPS system. We are partnering with Von and The First Tee of Louisville by having groups of participants come to the Student Recreation Center (SRC) to utilize the indoor golf simulator in the months of February and March. In April, they will move back outside to Shawnee Golf Course, but our partnership will continue as our intramural golf sport club and some of our full-time staff will be involved with them on site at Shawnee. We have also arranged to have some professionals from various courses around Louisville come and spend an evening with the students. This includes pros from courses like Valhalla and the University of Louisville Golf Club. This has the potential to be an amazing partnership as it includes sports along with personal and student development. The First Tee and SRC collaboration is part of UofL's signature partnership program.



UofL Hosts ACPA and NASPA Receptions

UofL hosts receptions at both ACPA and NASPA national conferences as a way to bring UofL alumni, students and friends together to reconnect. It also provides UofL the opportunity to showcase its programs and graduates. The



ACPA reception was held on March 6 and a good time was had by all. The NASPA reception will be held in New Orleans on March 23 at 9:00 p.m. in the New Orleans Riverside Hotel.

Job Fest

On March 3, In the Student Activity Center, UofL welcomed over 50 companies, non-profits, and universities on campus to meet with



students. Job Fest, as it is called, was hosted by the Career Development Center. It was the kickoff event for UofL's Career Week, which included a STEM Job Fair (also in the SAC) and the Business School Career Fair which was located at the Crowne Plaza Hotel. Students of every major had the

opportunity to network with different types of employers from fields such as logistics to healthcare and much more. A few graduate schools were also in attendance for those students looking to continue their education. The event provided an excellent opportunity not only



for students who were looking for careers but also for employers to gain familiarity and build relationships with the university community.

UofL Recognized for Green & Compassionate Student Actions

The leading student-powered college network for sharing sustainable and socially responsible actions, myActions, announced the recipients of the Student Actions Awards for the 2014 fall semester on February 17, 2015 in Cincinnati Ohio. "It has been a wide range from an everyday action, like recycling at sporting events or helping out at a soup kitchen to epic events like creating public art from red cups after the weekend and organizing community programs" said Kristine Sturgeon, President of myActions.

myActions on Campus is the leading college network to engage students and deliver real world impact of green, caring, and healthy actions across friends, clubs, classes, and organizations. By harnessing the power of social networks, game theory, and engagement strategies, myActions empowers students to amplify personal actions, activate peers, and celebrate collective impact through a fully integrated text, mobile, and social solution. For more information, please visit: <http://campus.myactions.org>

UofL was recognized by myActions for green & compassionate student actions. Recognition was awarded on four different levels: Green Level, Silver Level, Gold Level, and Platinum Level. Eighty-seven schools were recognized for excellence. UofL received the Silver Level Award. While no school received the Platinum Level Award, only four schools received the Gold Level Award. Congratulations UofL!



Justin and Alex Step Out of the Comfort Zone

Good officiating is an important part of any successful intramural program. Intramural Coordinator Justin Peterson and Undergraduate Supervisor Alex Claywell stepped out of their comfort zone to be part of something special. They worked as basketball officials for the recent Bluegrass



Wheelchair Basketball Invitational Tournament—part of the National Wheelchair Basketball Association. Neither had worked with chair athletes before and had to learn the game pretty quickly. After the tournament, Justin and Alex took to a couple of chairs

themselves and played (or tried to play) a few games of two-on-two with some of the chair athletes. It was an eye opening experience for both of them and they came away with a new perspective and appreciation of the sport as a whole. The really cool thing is that on March 6, Justin and the entire intramural staff, had a professional development activity with the Louisville Wheelchair Athletes group where they were in chairs and participated in a number of sports and activities. That experience translated well to helping develop even better programs for our students.

SRC Max Nights Scheduled

The Student Recreation Center (SRC) will be hosting Max Night for all students, faculty/staff SRC members, and alumni members wishing to test their strength in lifts or exercises of the night. The exercises at the next Max Night will include dead-lifts and planks. Each Max Night uses different lifts than the previous ones. Max Night is all about



reaching the “max.” If the lift is a bench press, participants will gradually add weight to their previous bench press until they can’t complete the lift. That is their personal “max” on that lift. If the exercise is push-ups, they do push-ups until they can’t do any more and their total is their personal “max.” Competition is by weight class. Weigh-ins will be held in the lobby of the SRC. No advanced registration is needed, just show up and max out! Max night will be held the last Tuesday of every month at 7:30 p.m. The next Max Night is March 31 and weigh-ins start at 7:15 p.m.

NRHH Induction

The National Residence Hall Honorary (NRHH) welcomed seven new members at their February 4 induction ceremony. NRHH is a nationally recognized student organization that recognizes the top one percent of student leaders in campus



housing. These exemplary residential students exemplify leadership, recognition,

and service. The new inductees included: Erica Fields, Korri Woods, Temilade Yisa, Marcus Schwarting, Emily Crockett, and Nia Long. NRHH welcomes these new members.

Officiating Legacy

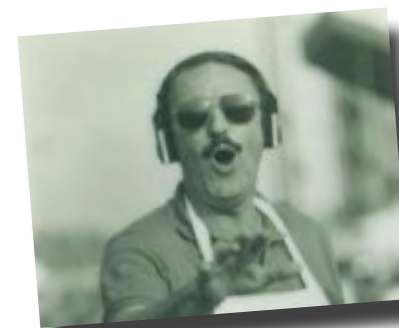
The department of Intramural Sports and Recreation has a rich history and legacy of outstanding accomplishments in the area of officiating. People who have worked in the intramural program have gone on to work in the NFL—including a Super Bowl, international soccer matches, an NCAA Basketball Championship Game, and state high school baseball

championship games. Some of the intramural staff have worked over 25 Kentucky High School Athletic Association state championships in six different sports. This level of involvement gives the department credibility in its administration of the leagues and tournaments organized here at UofL. In a recent high school basketball game between Eastern and Manual high schools, the officiating crew was comprised of Intramural Director, Dale Ramsay; Intramural Coordinator, Justin Peterson; and Undergraduate Student Supervisor, Mary Elise Schlich. The Intramural Sports and Recreation program provides staff and students the opportunity to develop and improve their officiating skills, and they give back to their community by offering their services.



Nominations Open for Harold Adams Award

The Harold Adams Award is a memorial tribute to Harold “Butch” Adams, 1963 UofL graduate and Assistant VP for Student Life. This award recognizes a faculty or staff member who has contributed to a



diverse and vibrant student life experience on campus through a unique commitment to students through their attitudes, behaviors, and extraordinary involvement in the lives of students.

Nominations for this year’s award are due by April 1, 2015. Submit your nomination here: <http://louisville.edu/dos/forms/adamsaward>

SRC Participation Still Growing

The student Recreation Center continues to log record participation in every indoor and outdoor intramural event. The informal recreation program (where facilities and equipment are made available for people to use on their own schedule, like coming in for a



workout, playing racquetball etc.) is averaging over 12,000 visitors a week. Students pay nothing to

30 groups of students are playing inaugural floor hockey

participate in group classes and they don't even have to register. The group fitness program has expanded and is offering new things such as Belly Dancing, Barre (similar to dance training with the stretches on a

A record 112 basketball teams tipped off the new season and are playing 5 days a week.

horizontal bar), TRX (a suspension training workout system that leverages gravity and your bodyweight to perform hundreds of exercises.) and Spin (bike exercises).



Tim Moore Honored with an Outstanding Performance Award

Tim Moore, Director, Student Involvement and the Student Activities Center spends most of his day serving students, the public, and UofL colleagues. He is in his seventh year as director of student involvement and the Student Activities Center. He oversees leadership and



community service programs and social programming, working with 30 Greek organizations and nearly 400 student organizations. He is also responsible for Student Activities Center (SAC) operation. Tim and his staff host more than 8,000 events each year at the SAC and plan events for all 20,000 UofL students. When working with student groups, Tim's goal is to give them a unique leadership experience they will be able to use later in their careers. He gives them opportunities to take on leadership roles, plan programs, work through problems, and work within a budget. He presents at annual national conferences, is published in numerous professional publications, and is recognized around the country as a dedicated and experienced professional. He is often called upon to provide consulting services and host national meetings.

Dr. Michael Mardis at December Graduation



Belk Bowl Service Project Reaches Out

More than 50 University of Louisville students, alumni, and fans performed some pre bowl game community service in



Charlotte, N.C. the morning of the Belk Bowl.



The Ronald McDonald House of Charlotte was the recipient of the volunteer labor with the Cards doing a deep cleaning on the kitchen, organizing the food pantry, putting away Christmas ornaments, and cleaning rooms. The Cards were joined by a handful of University of Georgia fans for the joint project, which was organized by UofL staff member Glenn Gittings. "This is fantastic" said Michelle Hunt, volunteer services coordinator for

the Ronald McDonald House. "Our families really appreciate these fans from Louisville and Georgia being generous with their time."

The Charlotte house provides lodging for about 2700 families each year who are receiving care at two local hospitals. UofL nursing student Lorena Birt and her husband Jeff were attending their first bowl game. But in the morning they were cleaning ovens and cabinets. "We want to show Charlotte that UofL fans have a big heart and a lot to give" Lorena said.



"This project says we are aware that there are problems in communities other than ours" said junior nursing student Katy Booth, a thought echoed by UofL President James Ramsey. "This is a great project that shows how much UofL students, faculty, staff, and alumni care about, not just our community, but others as well" he said. UofL alum Trey Fletcher who was cleaning out



Vibrations

refrigerators, said “This speaks volumes about UofL’s community outreach.”



This is the fourth joint community service project UofL has performed with their opponents in bowl games and the Final Four. <https://www.flickr.com/photos/studentaffairs/sets/72157649625427937/>

Fryberger Reception



Fryberger Sing



MLK Day of Service

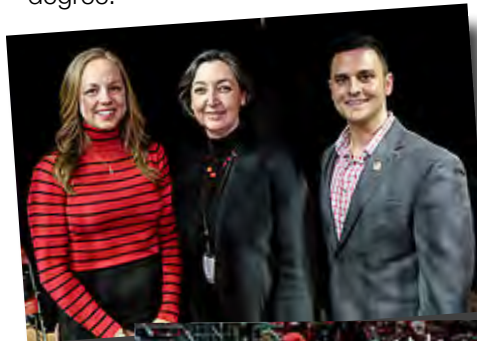


International Fashion Show



Mr. and Ms. Cardinal 2015

Meet Mr. and Ms. Cardinal 2015. Erin Yenney was the women's soccer team captain and will graduate with a degree in Industrial Engineering. Benjamin Hota is a U.S. Marine veteran and will graduate with a finance degree.



Meet the New SGA Officers

Victoria Allen
Student Body President



Caitlin Durgin
Executive Vice President



Alexander Stewart
Academic Vice President



Kaylee Brandt
Services Vice President



Two ways you can help Student Affairs!
Buy a West Plaza Brick!

Responsible Pet Owner Fair



The Engage Lead Serve Board held the Animal Welfare Committee's Responsible Pet Owner Fair, which took place March 11 in the Red Barn. The purpose of the

event was to familiarize students with the numerous responsibilities associated with owning a cat or dog. Students received information on monthly food costs, expected exercise/activity time, training needs, and veterinary



medical needs. It was a wonderful event and more than 150 students participated. The event

featured tables sponsored by St. Matthews Animal Clinic, Head Over Heel K-9, Feeders Supply, and Animal House Adoption Center. Additionally, Louisville/



Jefferson County Department of Animal Services brought a furry friend named Tiger Lilly and information about the services they provide.



Tips for Marketing to College Students in the Year 2015

There are over a million college students in the U.S., and these trendsetting students are tech-savvy and they spend more time together than most other social or professional groups. It is estimated that Generation Y is the largest consumer group in the history of the United States. Marketing decision-makers might think of keg stands, spring break, and slim wallets when they hear the word "student." But, there are ways you can effectively market to college students.

• Segmentation

Before all else, segment your audience and identify which ones are college students. Armed with information, you can change the message, send relevant emails, create college landing pages, and design campaigns that look like they were meant for students.

• Admit you're old

Most decision-makers are a little too old or disconnected to adequately understand the student demographic. Being older than college students is fine, so long as you do not pretend to speak their language, understand their tastes, or tell them what to do.

• Keep things simple, and find a college student

All age groups respect honesty and brands that are true to themselves. Common courtesy and short, to-the-point messages are important. If you can, hire someone who uses SnapChat and knows how to play beer pong. If you can't do that, try an intern who can provide some insight.

• Provide a real incentive

Could you offer better service? Better terms and conditions? A free trial? Whatever your differentiator for the student segment is, make sure it includes a real incentive.

• Use targeted marketing

Create separate landing pages, email marketing strategies, social media accounts, and mobile applications. Present your unique value proposition



through a method dedicated to students. If the product is right and the perceived benefit is greater than the cost, student budgets are suddenly elastic. So, how are you connecting with the uber-connected?

Based on US National Retail Federation reports and an article by Atle Skalleberg, CEO at StudentUniverse.

In the Spotlight

Shirley Hardy came to UofL 32 years ago as a word processing secretary at the School of Dentistry. Currently, she is a student conduct officer in the Dean of Students office. She transitioned to the department of Student Affairs from the Division of Humanities in 2004 and began working for Becky Clark as her assistant for Assessment and the Parent Program. In 2007, due to the reorganization in Student Affairs, Shirley was reassigned to be Dr. Jackson's assistant. In 2009 she was asked to serve as one of the logistics coordinators for the department. Currently, she serves as the logistics coordinator for the Botswana and Trinidad International Service Learning Programs (ISLP). After Dr. Jackson departed in July 2014, Shirley shared her desire to work with student conduct and her wish came true.

"Never did I image that my children and I would be alumni of the university. It has been a long journey, but my family and I have been blessed by the many benefits the university provides to its employees" says Shirley. So many things have changed since she stepped foot on the Belknap Campus in 1984. "The university has done an awesome job in the transformation of the entire campus community. I am proud to be an employee at the University of Louisville and a true Cardinal at



heart" she says. As for advice she would give for success: "Be patient, open-minded to learn and experience new things, respectful, laugh as much as you can—even at yourself when you make a mistake, and always be willing to make time to listen to others."

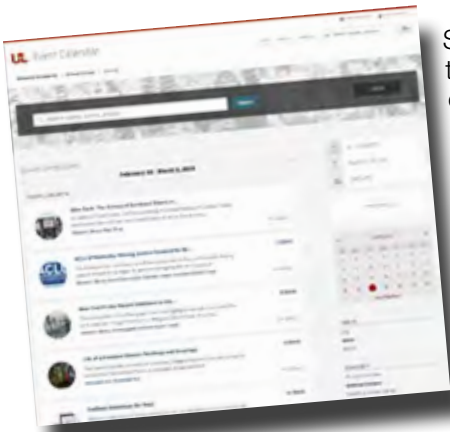
Did You Know?

You can customize the events you want to see on the UofL Event Calendar. Go to: <http://events.louisville.edu> to see the calendar.



Scroll down under the little month calendar in the right hand column and select the community, type, department, or audience for which you would like to see events and it will be filtered for you. You can filter for Student Affairs

events by scrolling down under "Departments" until you find Student Affairs. You can even filter by department under Student Affairs.



Welcome New Staff

Trey Lewis, Director of the Career Development Center, likes to create great partnerships with organizations looking to identify and acquire new talent. His experiences and focus areas within higher education include academic advising, multicultural affairs, and career services. Trey counts it an honor and a privilege to serve his campus and community and his continual goal is to add value to whatever environment he enters (especially in the workplace). He has his Master of Science in Human Resource Development and his Bachelor of Business Degree in Human Resource Management—both from James Madison University.



Evan Keil is the Coordinator for Residence Education in Housing and Residence Life. In this role,

Evan will be tackling the development of the Residence Education Model, expanding the Living-Learning Community programs on campus, and advising the Resident Student Association. You may recognize Evan because he previously served as the Graduate Hall Director for Threlkeld Hall and had been in that position for the past year and a half. He looks forward to working in his new capacity to help increase student learning and retention. Evan is also in the Masters of Education in College Student Personnel program and will finish his coursework this summer.



Christopher L. Medley is the Associate Director for Operations and Facilities Services for Housing and Residence Life. Chris, known by most as "Medley" is a native of Chatham, VA and holds a Bachelor of Science in Psychology with a concentration in vocal performance and a Master of Arts in Education from the Educational Leadership and Policy Studies Department at Virginia Tech. His areas of research and practical interest within student affairs includes:



male group dynamics/attitudes, religiosity, sexuality, fraternity/sorority life and social inequality. Prior to his arrival, he was employed as the Assistant Director for Residential Facilities Services at North Carolina Central University. Chris is passionate about service and mentoring. He works extensively in scholarship pageant programs including the Miss America Organization and Miss USA systems. In addition, he holds membership in several service/fraternal organizations including 100 Black Men of America, Alpha Phi Alpha Fraternity, Inc. and Prince Hall Free & Accepted Masons, Inc.

Arielle Clark is program Coordinator of Assignments for Housing and Residence Life. She is a graduate of Bellarmine University (class of 2013). Before this job, she was a leasing consultant at Champion Farms Apartments in Springhurst. In her spare time, she

really enjoys people-watching, exercising, and reading anything by Sarah Waters.

Justin Lucas is the Facility Supervisor at the Health Science Campus Fitness Center for Intramural Sports and Recreation. Justin earned his BS in Sport Administration from the University



of Louisville in 2011 and was a recipient of the Most Outstanding Undergraduate Student in Sport Administration award. Justin returns to the University after working for Louisville Metro Parks Athletics as a League Coordinator from 2011-2013 and at the Kentucky State Reformatory as a Recreation Leader from 2013-2015. Justin enjoys attending UofL sporting events and spending time with friends, family, and his dog.

High Fives

Pam Curtis, *Student Involvement*



"A high five for extraordinary contributions in her service as Vice President for Professional Development to SACSA. Pam worked to advance professional development for mid-level and new professionals as well as higher education faculty and their research. She also incorporated service components into the SACSA conference. Her contributions have enhanced the direction of SACSA and reflected well on the University of Louisville."



Candace Lamb, *Career Development Center*

"Candace spearheaded the Career Development Center's partnership with the LGBT Center in the recent Out for 'Werk' series. She coordinated a great panel discussion featuring



employees from various industries discussing their companies' policies on diversity and their personal experiences as LGBTQ employees. The event provided students with opportunities to network with employees and gain valuable insight on diversity in the workplace. Great job Candace!"



Tim Lynch, *Intramural Sports*

"For the past year Tim has been taking on more and more responsibility while dealing with some very stressful situations. He was very close to a colleague whom he worked with every day, who passed away unexpectedly. He has been a tremendous example and mentor to the students he works with as well as patrons of the HSC Fitness Center."

(Left to Right below) **Bridgette Hildreth**, **Andrea Shaw**, **Autumn Reed**, **Dominique Bryan**, and **Kathy Meyer** from *Student Involvement*, **AJ Jones** from the *Dept. VP for Diversity & Equal Opportunity*, **ShirDonna Lawrence** from *Financial Aid*, and **Ashleigh Hazley** from *Admissions*

"Thank you for your support of MLK Day of Service! Your leadership while serving as a group leader was invaluable to making the day a success for our volunteers!"



Mark Your Calendar



- 3/26/15 DRC Cookout
- 4/1/15 Lunch & Learn–OrgSync, 12pm, SAC W305
- 4/3/15 Live Lunch, 12pm, Red Barn
- 4/14/15 Student Awards, 6pm, SAC MPR
- 4/17/15 Crawfish Boil, 6pm, Red Barn
- 4/21/15 Coffee & Conversation, 9–19:30am, DOS, SAC W301
- 5/8/15 Senior Day at the Downs
- 5/8/15 SA Graduation Reception, 11am
- 5/13/15 SA Directors Planning Meeting
- 5/18/15 Coffee & Conversation, 8:30–10:30, Counseling Center
- 5/22/15 Classified Staff Retreat
- 7/16/15 Summer Academy

Reference Corner

Here are four websites to keep handy. Click on the buttons here and then bookmark them on your web browser. When you have events you want students to attend, be sure to submit them to be placed in the Student News and Events weekly e-mail, Digital TVs and UofL Event Calendar. Just click on the appropriate button on the right and follow the directions. The Follow the Bird button will take you to the Student News and Events Facebook page. Feel free to "like" our page.



Special Thanks

The following people helped produce this issue of Vibrations by gathering information, writing, taking photographs, proofreading, submitting articles, and/or submitting photos. Special thanks go to: Brittany Barnes, Arielle Clark, Pam Curtis, Joe Gamsky, Dr. Glenn Gittings, Shirley Hardy, Trey Lewis, Justin Lucas, Dr. Michael Mardis, Brett Meadors, Christopher Medley, Laura Mercer, Frank Mianzo, Julie Onnembo, Heather Parrino, LeeAnn Riffle, John Smith, Shannon Staten, Dr. Angela Taylor, Beverly Wolford and all of those who helped produce this issue of Vibrations for your contributions to this newsletter.

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