University of Louisville

Winter 2016-17

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Student Affairs Celebrates 40 Years at UofL

The Division of Student Affairs celebrated its 40th anniversary during homecoming weekend, welcoming back former staff and students to recognize the enduring contributions of the past vice presidents of Student Affairs that have led to four decades of progress to support student success.

The highlight of the weekend was an awards ceremony celebrating each of

the past vice presidents of Student

Affairs. The five past leaders were honored with the inaugural Student Affairs Legacy Awards.

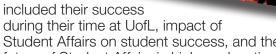
Honorees this year include: Ed Hammond, UofL's first

Vice President of Student Affairs: Denny Golden, Vice President of Student Affairs (1988-1994); Denise Gifford. Vice President of Student Affairs (1996-2005),

Michael Cuviet, interim Vice President of Student Affairs (2005-2007); and Tom Jackson, Jr., Vice President of Student Affairs (2007-2014).

The past vice presidents answered various questions from both the audience and the

master of ceremonies. Michael Mardis. the current Vice Provost for Student Affairs and Dean of Students. The discussion



Student Affairs on student success, and the future of Student Affairs in higher education.

To read more about the event, go to sa40thanniversary. com. Watch interviews with the former vice presidents here.

1:000:00

Excerpts from article by Bria Staten-Favors, UofL News

SRC Hosts One Millionth User

t's hard to believe the "new SRC" is already three years old. During Welcome Week of this fall, the center hosted its' one millionth user! The SRC has generated significant growth

in every program area. The structured intramural phase of the program has

seen record numbers of teams and participants

in every indoor activity and many outdoor programs like flag football and soccer. The group fitness program has established new records



in both the total number of classes and the types of classes offered.

This fall, 31 classes featured 15 different types of workouts. The group fitness program also introduced two new classes: basketball skills and conditioning, and an athletic conditioning class. Both provided the opportunity to participate to a new group of students. The sports club program has added new sports and set records for participants in many others. The informal recreation program has seen tremendous growth as well.

TRIO Student Support Services Meets Graduation Goal

TRIO Student Support Services is thrilled to announce that the program has met its 6-year graduation goal. The program's mission is to increase retention and graduation rates for its 140 participants by offering academic, financial, and

personal support to Pelleligible, first-generation college students and students with disabilities. The program set a target of a 50% six-year graduation rate for its students, and it exceeded this rate with a graduation rate of 52%. This data is based off of the performance of students from the 20102015 grant cycle, and from the 2015-2016 school year. The program also surpassed its goals of

a 75% fall to fall persistence rate (80%), and 80% academic good standing rate (85%) for the 2015-2016 year.

Each year,
TRIO Student
Support
Services submits

2015-16 Summary Results for the Standard Objectives Criteria Approved Actual Rate Attained Rate Persistence 75% 80% Good Academic 80% Standing 85% Bachelor's 50% Degree 52%

an annual performance report measuring if the program has met its objectives. The graduation rate was not assessed until the sixth year of the program, which was the conclusion of the 2015-2016 school year. These goals were met via intrusive advising, workshops and seminars based on academic and personal enrichment, and student advocacy. Kathy Pendleton, Director of the TRIO Student Support Services program, stated that, "The TRIO program has consistently met its objectives over the last six years. Meeting the six-year graduation rate is a testament to the hard work of the TRIO staff."

Congratulations to Kathy Pendleton and her staff Ashley Hopkins, Erica LaMarche, and Brenda Powell for the great job they have done meeting these goals!

Construction Activity Continues Around the SAC

he Student Activities Center (SAC) serves the university community for events and

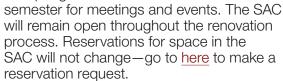


a variety of activities. Here's what's happening:

 The University of Louisville Campus Store opened on January 3. Located on the east first floor, the store features Cardinal apparel and

accessories, supplies, gifts, collectibles, textbooks and technology.

 The Multipurpose Room will remain available through the spring 2017



- Panda Express is expected to open around February 1, adding a new dining option in the SAC.
- Work will begin in the former bookstore space on the west first floor for the MarketPlace, a new dining concept that will be open by fall 2017.
- Work on the addition will begin this spring.
 The addition will include a new ballroom, large meeting rooms, lounge space and



You can find the latest updates at here.

All work on the SAC is expected to be completed

by fall 2018. Once completed, the SAC will have a new ballroom with a capacity to hold 1,200 people; a multipurpose room with a capacity to hold 500 people; meeting rooms with a capacity to hold between 30 to 100 people; a renovated theater; conference rooms; large lounge areas;

renovated and new dining areas; a new campus store; new retail space; and outdoor plaza areas.

The SAC transformation is another component of the university's commitment to students. Student activities centers—often referred to as the "living room" of campus—provide spaces for students to collaborate, study, dine, shop and build community. UofL is committed to creating a SAC that plays this crucial role, providing a community-gathering venue that serves as a welcoming respite for our students, faculty, staff, and visitors. The SAC will foster an environment for student engagement outside of the classroom which will help enable students to perform better in the classroom.

2016 Game Changer Leadership Retreat

In its third year, the Game Changer Leadership Retreat, a development opportunity for Recognized Student Organizations (RSOs) and student group officers, was held October 14–16.

The participants included two students from the

Latin American and Hispanic Student Organization (LAHSO) - Ailen Sanchez and Alex

Nava-Mercado; three students from Engage Lead Serve
Board - Elshadai Smith-Mensa, Freshmen LEAD director;
Caleb Bridgwater, Training and Leadership; and Erin Burke, Communications director.
We also had an alum of the program, Phillip Bradley, return to assist as a team

facilitator. Our students focused on using their strengths to apply the Five Practices of Exemplary Leadership to achieve a significant goal



for their organizations over the coming year.

Special thanks to the graduate students who helped plan and implement the retreat: Catherine Thompson, Zach Smith,

A better world begins with better leaders

Brittany Barnes and Alli Lake. Also, Ron Burse from the Career Development Center served as a workshop

facilitator. We appreciate everyone's participation in the weekend retreat!



On November 17, 2016, TRIO Student Support Services students Ayla Baunach, Deantre Perry, Naomi Deeds, and Yomna Amer organized a partnership event in which representatives from the Student Activities Board, Engage Lead Serve Board, The Intersection, Cultural

Center programs, and the Muslim Student Association were included. The event, titled #ChalktheWalk, was in response to the recent vandalism of the Thinker statue and national increase in hate rhetoric. Participating

students encouraged passers-by to "spread the love" by chalking a positive message on sidewalks in front of the Student Activities Center. The event, which was hugely successful, aimed

to contribute to a diverse and inclusive campus. Well over 50 students

participated in the event, signing a banner supporting diversity and inclusion once they had chalked a positive message.

Homecoming Brings Back Former Kings and Queens

o commemorate 70 years of Homecoming Royalty, Student Affairs honored 23 former kings and queens dating back from the 1960's through to 2015—representing the last 6 decades.



The following is the list of names of returning royalty and the year they were crowned: Brenda Reid (1960), Beverly Ackerman (1963), Lori J. Chester (1979), Maria V. Lockard Nohalty (1982), Karen Rickert Graehler (1983), Preethi Ananthakrishnan (1992), Ernest Brooks (1992), Alice Davenport Baron (1995), Kevin Trice (1995), James Penny (1999), Pulac Khodadadegan

O'Kuma (1999), Shannon Rickett (2000), Lea Thurman (2001), Ryan Massa-McKinley (2003), Supra Parthasarathy (2005), Nathan Parthasarathy

Parthasarathy (2005), Brian Bennett (2006), Charis Botelho Brooks (2006), Rudy Spencer (2007), OJ Oleka (2008), Olivia Feldkamp (2011), Luke Hancock (2013), and Alex Dotsey (2014).

2016 Homecoming Royalty

Congratulations to this year's Homecoming King, Queen and Court.

The 2016 Homecoming Queen, Keturah Smith, is a senior majoring in



Secondary Education Social Studies, from Chattanooga, Tennessee. She is currently a member of the Alpha Kappa Alpha Sorority, Incorporated; Student Organization for Alumni Relations; CONECT; and the Student Activities Board Diversity Committee. She was sponsored by the Alpha Kappa Alpha Sorority, Incorporated.

The 2016 Homecoming King, Jordan

Potts, is a senior majoring in Civil and Environmental Engineering, from Mount Sterling, Kentucky. He serves as the



president of the National
Society of Black Engineers and is a
member of AVIATORs, CONECT, and Alpha Phi
Alpha Fraternity, Incorporated. He is a recipient
of the National Society of Collegiate Scholarship
and the Kentucky Transportation Cabinet
Scholarship. He was sponsored by the National
Society of Black Engineers.

Parent of the Year Honored During Family Weekend

About 1,100 family members participated in the



10th annual Cardinal Family Weekend, Oct. 21-23. Cardinal Family Weekend is a series of events, both at UofL and in the Louisville community, that allows parents and families to reconnect with their student, and for students to share

their favorite campus activities with their families.

This year's events included: the Homecoming Parade, Corn Island Storytelling Festival, Parent Family

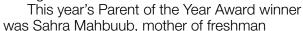


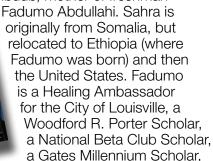


Tailgate & Cardinal Football game, Sunday Brunch at The Ville Grill and much more. Attendance was a record this year with almost 1,100 tickets sold to the game for families and nearly 600 family members

attending the pre-game tailgate.

The Parent of the Year
Award ceremony is also
held during Cardinal Family
Weekend. Now in its ninth
year, the award allows
students to recognize their
parents for the help and
support they've given
throughout the students' lives.





and a representative of the legacy of Muhammad Ali. Fadumo's letter was chosen among 65 nominations, a record number of submissions. Sahra took home a large plaque and a copy of Fadumo's nomination letter. You

can read Fadumo's letter online.

Excerpts from an article by Bria Staten-Favors in UofL News

Congratulations to the New Mr. & Ms. Cardinal!

Jason Jewell was named Mr. Cardinal. Jessica Morgan was named Ms. Cardinal. The Mr. and

Ms. Cardinal award is given to the top male and female senior who have demonstrated significant contribution to the University of Louisville through co-curricular activities, service to the university and/or Louisville community and achieved a minimum 3.0 GPA.



served as a member of the PEACC Program, the raiseRED Dance Marathon, Order of Omega President and Chi Omega Sorority.

This year's Mr. Cardinal majors in Political Science. He is a Harlan Scholar, a Woodford R. Porter Scholar, a Martin Luther King, Jr. Scholar and a McConnell Scholar. He serves as a Student Government Association's Arts and Sciences Senator and the Club Programming Committee Chair. He has also served as a president of the Society of Porter Scholars and served as a member of the UofL Honors program, Students Stimulation Conversation and the Task Force Freshman.

2016 SACSA Outstanding Graduate Student Award

he Outstanding Graduate Student Award



for 2016 was given to UofL's
Alli Lake in November at the
SACSA (Southern Association
for College Student Affairs)
Conference in Jacksonville,
Florida. The award recognizes
a graduate student for their
academic achievement,
campus involvement and



potential for significant contributions to the Student Affairs profession. Criteria are as follows:

- Enrolled as a full-time student pursuing masters or doctoral work in a Student Affairsrelated degree program, with intention of pursuing a career within Student Affairs.
- Demonstrated academic achievement.
- Active involvement and leadership roles in campus activities and organizations.
- Possess a paraprofessional or internrelated position within the Student Affairs Division.

Congratulations Alli!

UofL Staff Win CPAK Awards

The College Personnel Association of Kentucky (CPAK) has awarded three UofL staff members for their contributions to the field of Student Affairs. Angela Taylor won the Dr. Fred Rhodes Outstanding Service Award. Glenn Gittings won the Innovator

Award for his creation of the Bowl
Trip Service Project.
Olivia Feldkamp won
the Outstanding New
Professional Award.
Congratulations Angela,
Glenn and Olivia!



parents, faculty, staff, alumni, and fans engaged in a "hygiene kit" building

event that will culminate in distribution (by Clean the World) to those in need of basic hygiene materials

> around the world. More than 300 volunteers packaged

recycled soap, shampoo, and other supplies. They also included inspirational notes,

which will be distributed with the

hygiene kits, for those in need following natural disasters around the world.



UofL students.

PDC Sponsors Senate Panel

Staff Senate representatives, Glenn Gittings,

John Smith, Erica LaMarche, and Geri Morgan answered questions for participants at Student Affairs Snack & Learn presented by the Student Affairs



Professional Development Committee.

Summer Academy Winners

Winners of the Olympic Games at Summer Academy received their pizza, doughnut and



New Student Involvement Video

UNIVERSITY

Citrus Bowl Service Trip

he University of Louisville continued its tradition

by participating in the 6th consecutive bowl community service project this year. It took place in Orlando during the Buffalo Wild Wings Citrus Bowl.



GA Lunch with the VP

Graduate Assistants in Student Affairs had lunch with Michael Mardis and Angela Taylor in honor of Graduate Student Appreciation Week.





Run with Our Heroes 2016



Winter Leadership Institute

The Winter Leadership Institute took place on Friday.



16. This one-day conference was organized and executed by the Student Affairs Professional Development Committee and graduate students Alli Lake and Makayla Moore. The



day was themed "I am Human" and featured nine breakout sessions from university staff, faculty and graduate students with topics including "Understanding the Basics of Islam," "Black Queer Men in College: (re)

Defining Black
Masculinity," and "The
Myth of 'Environmental
Sustainability'—Ain't No
Green Without Justice!"
The morning keynote
address featured
Campus Housing Staff
member and MBA
Candidate Arielle Clark
outlining racism, privilege
and discrimination at the University of
Louisville through her eyes.



With more than 60 attendees, the conference was a great success and the content of the breakout sessions received positive feedback on

evaluations from attendees.

Ice Hockey has Great Season

Our Ice Hockey Club team is wrapping up a tremendous semester right now with only 4 games remaining before they break until mid-January. They stand 19-5 right now and are ranked 7th in the American Club Hockey Association's national standings. They will be climbing in those rankings though after having

defeated #6 Rowan
University and #16
Virginia Tech in the
ACHA Showcase
Tournament recently.
The team qualified
for the national
playoffs last year
defeating Princeton
in an exciting first-round

match-up before losing to #1 ranked Penn State in overtime. The team looks to build on that next spring and make another strong run in the post season.

Intramurals Participates in Officiating for Special Events

The Intramural and Recreational Sports staff have always been involved in officiating high school and NCAA sports. Doing so adds to their credibility and allows them to receive highlevel instruction to pass on to student staff and program participants.

Recently there were two instances where staff members were recognized for their

knowledge and ability by the Kentucky High School Athletic Association. Dale Ramsay was chosen to officiate the recent State Field Hockey Championships. To receive a state

tournament assignment means

that you are recognized for being one of the best in that particular sport. Kudos to Dale for this significant achievement. Dale has worked 9 other state championships including the prestigious Sweet Sixteen Basketball State Championships.

John Smith was selected to be the

supervisor of officials for the recently concluded KHSAA State Volleyball Championships. That means John observed the officials working the tournament, gave the KHSAA input into who should advance in the tournament as well as provided instruction and review of performance for all of the officials. John has worked state championships in volleyball, football, softball, and track and field.

A Look at Marketing to Generation Z

Born in 1996 or later, Generation Z will represent a third of the population by 2020. This generation differs from Millennials in that they are less focused due to living in a high tech, constantly updated world. They are the first generation of digital natives.

Some of the characteristics of Generation Z are as follows:

- They are big on individuality; defy and resent conventional labels
- Want to be seen as diverse
- Attention span is 8 seconds
- Love technology and digital devices,



however, also love their time away from technology

- Send more than 100 texts per day on average
- Better at multi-tasking
- 1/3 live in single-parent households, many in multigenerational households
- 76% are concerned about human impact on the planet
- 50% will be university

educated (vs. 33% for millennials)

- Very open about conversations and gender roles
- Have a global perspective on issues, values, and culture
- Want to have an impact on human rights
- 85% do research online
- Want to know their worlds are safe online and off
- Want to feel supported in healthy decision making
- Often turn to parents, counselors, and friends for help in making big decisions

Gen Zers have higher expectations of loyalty from businesses, brands, and retailers and will go elsewhere if they feel unappreciated. What this means for marketing efforts is that we need to keep our messages very short and to the point. We will need to keep updated with the

social media outlets they frequent and use them to lift Gen Zers up and make them feel like heroes. It's important to them for us to talk to them based on their mindsets and not their demographics. They want to be wowed.

We can reach out to them through "green" efforts, human rights campaigns, and healthy events.

76% concerned about

concerned about human impact on the planet

Authenticity is very important in the messages we send out. Once Gen Zers see something as "worthy," they can become engaged and committed in an obsessive way.

Create content that makes them feel comfortable. Although they commonly use social media acronyms (LOL, OMG, etc.) if we use them in our efforts to reach them it sends a message that's unauthentic and fake, so avoid using social acronyms. Create honest, reliable, authentic, and transparent relationships and give value to interaction.

Sources: George Beall and Deep Patel, The Huffington Post; Ologie, This is Gen Z.

New Social Media and Web Committee

A new committee was created within the Division of Student Affairs that focuses on social media and our departments' websites. The committee's charge is to collect regular usage data for each department and share ideas, resources and expertise among those in the division who work with social media and web pages. The idea is

to learn what is working well for some departments and drive traffic to websites and social media sites throughout the division. The

likes & comments
viral reach
retweets
follower metrics

SOCIAL
shares
people talking about this
influencers
engagement

referrals
unique visits
pages per visit
paid seare
WEB
page views
SEO
landing pages

committee is co-chaired by Susie Cucura and David Horrar. The department representatives are Brittany Barnes, Amy Chambers, Arielle Clark, Colleen Gettys, Caroline Houchins, Aimee Jewell, Tracie Meyer, Nicole Rosskopf, John Smith, Kelsea Visalli, Katie Wells, and Ashlea Worner. If you have an interest in social media and would like to work with this committee contact Susie Cucura.

Person of Interest

Samantha "Sam" MacKenzie is the Student Advocate and is located in the Dean of Students Office. The Student Advocate oversees the compassionate and medical withdrawal process; assists students with various problems that arise; helps with crisis and care management; and serves as a resource that helps students navigate educational, personal, and other campus obstacles that impact the successful completion of their academic goals.

Sam's journey to UofL and the role of

Student Advocate began in 2007 when she was an undergraduate student here and was selected for Student Orientation Staff (SOS). Her experience as an SOSer lead to an interest

in higher education. After graduating in 2010 with a Bachelors Degree in Sports Administration, she began working as an Admissions Officer at Sullivan College of Technology and Design. It was then that Sam decided "higher education was the place for me."

She worked as a Ticket

She worked as a Ticket
Office Assistant in the
UofL Athletic Ticket Office

from 2011–2014 while working

on her Master of Education in College Student Personnel degree. Upon graduating in 2014, she accepted the position of Advisor/Student Life Coordinator at Elizabethtown Community and Technical College where she was responsible for advising all distance learning students and coordinating student life, orientation, consumer information and title IX education. Sam accepted the position of Student Advocate in May 2016. Her future goal is to complete a Ph.D. in Higher Education Administration.

Sam's advice to Student Affairs staff is to take advantage of every opportunity no matter how insignificant it may seem, and to continue to challenge yourself. "Don't be afraid of trying new things and failing. Get out of your comfort zone. Spend time on professional development. All of these things will help you grow and reach your full potential," exclaims Sam.

At home, she has two fur babies, Zeke and Tucker. She spends much of her free time serving as the Silent Auction Chair for the Out of the Darkness Walk and as Chapter Adviser for the Alpha Omicron Pi sorority chapter at UofL. Her favorite hobby is reading and she owns over 1800 books! Her goal is to someday read

365 books in a year and so far the closest she has come is 220 in a year. She loves sports, especially football (Go Cards and Packers!). She is also a bit of an adrenaline junkie and loves to skydive.

RSO Spotlight

he 14th annual Phi Kappa Tau Sorority Step Show was held on October 8. The Step Show is a UofL tradition. Every year, *all* of the proceeds go to benefit their national philanthropy, Hole in the Wall Camps (now known as SeriousFun Children's Network). These camps, which span

the nation, give chronically ill children a chance to enjoy a



summer of fun all at no cost to them. Countless brothers of Phi Kappa Tau, have volunteered at the camps to allow the

children to have an unforgettable experience. With the help of the University of Louisville Sororities, they were able to raise and donate \$24,385.00 to SeriousFun Children's Network! Congratulations to Phi Kappa Tau and to everyone who helped make this possible!

New Staff

Rachel Evans is the newest addition to the Counseling Center staff here at UofL. Originally from Dayton, OH, Rachel completed her BFA at Ohio University in Athens, OH. She has since lived in North Carolina and Kentucky over the past 10 years. She first moved to Louisville in

2008 by way of Asheville, NC to pursue her MEd in Counseling with a concentration in Art Therapy. After graduating from UofL in 2010, she worked as an art therapist at a local community mental health organization in Louisville for 4 years where she gained great work experience and



obtained her licensure in both counseling and art therapy. Rachel and her partner then moved to Boone, NC, and for the last 2 years she worked at Appalachian State University in the Dean of Students Office and Counseling Center. Although she loved living in the mountains of Western North Carolina, Rachel missed Louisville and decided to move back and be closer to family. "I am so happy to have returned to my Kentucky home and am thrilled by the opportunity to serve UofL students!" she said.

High Fives

Candace Lamb

Career Development Center Candace gets two High Fives:



"In addition to handling her own caseload of students, she graciously assists other (and especially new) employees by sharing her expertise regarding technology used in the office."

And "Great job Candace for taking the lead and executing

on the Career Trek to Brown Forman and partnership with the LGBT Center!"

Ron Burse

Career Development Center
Ron gets two High Fives: "Ron
joined our Game Changer Retreat



planning team as a session facilitator. He was an invaluable member of the team and helped create a wonderful experience with the students who attended. Thank you for sharing your passion for developing student leaders!" And "Ron brightens my day and has been a delight to work with throughout the past few months. He is the first to lend a helping hand, if you need one, and is always available to bounce ideas off of—which I greatly appreciate. He is a team player and is always there for a laugh."

Arielle Clark

Campus Housing
"Arielle has really taken on some
new tasks in the last few weeks and
has truly rocked it. She consistently
does awesome work with students
and her fellow co-workers. THANK
YOU:)"

Evan Keil

Campus Housing
"Evan has been truly welcoming and wonderful since I have started here. I also find myself going to him for advice and getting ideas for lots of things. I am so grateful to be working with him! He is awesome on all levels:)"



Career Development Center
"Dr. Esrock has been instrumental in my transition to the university. His assistance throughout the past few months have been much appreciated, and his encouragement has meant the world to me. Dr. Esrock is always willing to assist where he can

and share his knowledge as an established faculty member of the university. Thanks, Dr. Esrock!"



Aimee Jewell

Career Development Center
"Thanks Aimee for filling in a pinch
and stepping up to help with
transportation at our Career Trek
to Brown Forman."

Megan Steed

Career Development Center
"Thank you for taking time out of
your busy schedule to help with the
PDC event invitations and RSVPs.
You are a real life-saver!"



Rosie Shannon

Career Development Center
"Thank you for taking time out of
your busy schedule to help with
the PDC event invitations and
RSVPs. You are a real life-saver!"



Ashley Hopkins *TRIO*

"I would like to recognize this individual because of her help in submitting the APR."

Submit a High Five here.



Did You Know?

There is a web page for Student Affairs
Technology Resources. It links to

the Authorized User Agreement and Statement of Responsibility, the HelpDesk, Email setup for mobile devices, IT software, the Outlook 2010

Quick Reference Guide (PC), Plone

4 Users Manual, Student Computer Usage and Access

Agreement, UofL Alerts and ULMobile. Just go to this page within the Student Affairs website.

Reference Corner

Here are four websites to keep handy. Click

on the buttons here and 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 Red Barn Digital Sign. 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.



Mark Your Calendar

Jan 18 Coffee & Conversation, GAPSA, Red Barn, 9-10:30am

Feb 15 Coffee & Conversation, Disability Resource Center, 8:30-10am

Feb 18 NACA Conference

Feb 20 NIRSA Conference

Feb 21 SEAHO Conference

Mar 11 NASPA Conference

Mar 14 Coffee & Conversation, Counseling Center, 8:30-10am

Mar 19 ACUI Conference

Mar 26 ACPA Conference





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