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Leadership Letter

From the Chancellor

As we return from Christmas, Kwanza, Hanukkah, Ramadan, Solstice, and other holiday traditions, I hope you were able to spend time with family and friends, rest, relax and recharge for the new year.



A lot is happening on campus. We are launching an exciting new marketing campaign. As you travel on Highway 2 right outside our entrance you can see the graphic images of the campaign on the electronic billboard, and we will aggressively promote the campaign via electronic media and through other means as well. The campaign will run through May 30 and we will be monitoring all the contacts, clicks, hits and ultimately enrollees that come through the campaign. However, always remember that the most effective marketing is still word of mouth. Talk to your potential students about the treasures here at the University of Minnesota Crookston.

As many of you know Elizabeth and Terry Tollefson retired. Their last day was January 2. To determine how we should structure ourselves in the communications, marketing and public relations arena, I have asked a task force to do a deep dive and provide recommendations. The members of the task force and their charge is noted below in the newsletter.

There were three candidates on campus for the Veden Chair for Rural Economic Development and Strategic Initiatives this last few days. The search committee chaired by Rachel Lundbohm will be making their recommendations soon. This position, which is entirely funded by philanthropic dollars and can only be used for this purpose, will provide us yet another resource to help by securing outside funding, new partnerships and move

Searches are also underway for faculty and instructional positions in Agronomy, Healthcare Management, Management, and Marketing and we will soon launch a search for a position in Equine Science/Management to respond to one of the fastest growing populations of students on our campus. In Student Affairs, we are also launching a search for a Dean of Student Engagement, which will replace the Associate Vice Chancellor for Student Affairs position and allow us to restore the Student Activities position previously held by Lisa Samuelson prior to her move in to the Interim AVC role. The portfolio of the Dean of Student Engagement will be focused on residence life, student conduct, health and counseling, and orientation and educational programming. We will elevate the student activities position to a Director of Educational Programming. In addition to the student activities focus from Lisa's old position, the new Director will work with CSA, serve as a point person for Thursday Commons, facilitate community service and other student connections with the Crookston community, and be a liaison to various campus offices including student success, the wellness center, and health and counseling.

Over the next several weeks, we will also complete the final steps of our academic restructuring process. There will be open forums on Tuesday at noon in Dowell 101 and on Thursday at 3:30 in the Prairie Lounge. Next week, faculty will provide culminating feedback on the three potential organizational models through department meetings, and John will collect feedback from others in the final week of January. During the first two weeks of February, we will consider all feedback gathered and make a final decision, which we will announce to the campus by February 15.

As announced in the last *Campus Weekly*, there Alison Haas accepted a new position and left a vacancy in the Writing Center. Student Success Center staff have distributed her duties among themselves on an interim basis while we conduct a search for a new Writing Center Coordinator. Students can continue to schedule appointments through the online portal the same as in the past.

We won't have the final spring enrollment for a few weeks, but anticipate with the discontinuance of football we will have fewer on campus students. We are working with central administration to assist us. We will be giving a complete update on enrollment, budget and projections at the Campus Assembly.

For everything there is a season, and following a season of relative stability, we recognize that the pace, scale, and scope of change is significant. We also recognize that changes have an effect on your day-to-day work, so more than ever, we appreciate the confidence you place in one another and working together creates a stronger future. The changes

in programs and people.

Best wishes and happy 2020!

Did you know...

UMN Crookston started a podcast discussing all things college prep last spring. "Flying In with the Golden Eagles" podcast discusses a variety of topics from picking a college that best suits you to college life hacks & more. Tune in at z.umn.edu/flyingin

Campus Announcements

Communications/Marketing/Public Relations Task Force:

With Elizabeth and Terry's retirement, we have a big void of leadership and communications/marketing expertise. We also have an opportunity to objectively analyze should we change the way we currently have structured our public relations/communications group. Additionally should we focus more energy in marketing and less in public relations? Is the way we are organized now the best approach? Are there other models we should look at? Do we have everybody's job descriptions appropriate for the task we have at hand? These are just a few of the questions that your leadership team is asking.

Towards that end I am convening a group of people who are interested/have expertise in these questions. The task force consists of Megan Beck, Courtney Bergman, Dani Johannesen (Chair), Megan Pedersen, Shawn Smith and CAAB Member Judy Streifel-Reller. They were chosen because while they have expertise, they are currently not working directly in any affected office so there is less opportunity for conflict of interest, or preconceived ideas. I am asking this group to provide a fresh look and then provide a report/analysis by the end of February early March. Please be rest assured that NO jobs will be eliminated through this change (if there are any changes).

As part of our overall marketing and communication strategies to connect with potential students at every step of the admission/enrollment conversion funnel and reach our enrollment goals we have partnered with Salvage Advertising agency to plan, develop/design and execute a digital media marketing campaign that supports increased university visibility with a clear focus on reaching and enrolling prospective on-campus and on-line students. We will reach our target markets with ads on their phones, laptops and through social media.



Launched on January 13, 2020 and running through May our digital media campaign titled "Major in the Making of You" will target high school juniors and seniors, parents of high school juniors and seniors and working adults.

The creative was chosen and carefully developed with a keen eye on putting UMN Crookston on the map for potential students. We wanted to capitalize on utilizing the highly recognizable University of Minnesota "M" and localize it by depicting an inspirational snapshot within the "M" of life at UMN Crookston. We selected aspirational visuals to keep the campaign from looking mundane or unappealing to our targeted markets. The advertising makes an emotional connection that cuts through the clutter of all the other digital ads that our market sees every day.

Our digital media strategy includes best practice digital tactics of E-Blasts, Programmatic Display Ads, Geo-Fenced Digital Display Ads and Performance Targeting Digital Display Ads. We'll be tracking who is clicking on our digital ads to request more information and/or sign up for campus visits and we will be them sending targeted e-blasts with relevant information.

To measure the effectiveness of the campaign Salvage will provide constant monitoring and use tracking methods and analytics to optimize the campaign effectiveness.

Image: Ad on the digital board which is part of the "Major in the Making of You" digital marketing campaign on US 2 north of Fisher Avenue in Crookston.

From Facilities:

new compost bin. Do not use the new bin for recycling, this will be used soon for the compost project.

From the Business Office:

Please find the hotel contracted rates for calendar year 2020.

- AmericInn: <https://www.crk.umn.edu/sites/crk.umn.edu/files/americinn-contract-2020.pdf>
- Cobblestone Hotel and Suites: <https://www.crk.umn.edu/sites/crk.umn.edu/files/cobblestone-hotel-suites-2020.pdf>



Drive to Discover at Minnesota State Fair:

The *Driven to Discover Research Facility* at the Minnesota State Fair (referred to hereafter as “D2D”) provides researchers the opportunity to recruit, enroll, and collect a variety of data from fairgoers in a highly efficient manner given the unique access it provides to a large number of potential research subjects in a short period of time. An estimated 20% of the population of the State of Minnesota attends the Fair each year. D2D thus links the massive research capacity of the University of Minnesota with a large number of potential research subjects from across the Minnesota population.

- **Evidence of Rapid Recruitment at D2D:** Since D2D was established in 2014, fairgoer participation has increased steadily. In 2019, over 25,000 participants were enrolled in 47 studies, an average of 162 participants (range 22-402) per shift (5 to 6.5 hours), per study. Additional participants were recruited for studies conducted off-site.

Highlights

From Outreach and Engagement:

Pine Lake Wild Rice After School Program: Increasing agricultural literacy in K-12 education through Minnesota Ag In the Classroom is the goal of the after-school program. Supported by UMN Crookston and a regional gift this after-school program is free. This

language arts and nutrition. Through the delivery and understanding of one's food and fiber system students will gain a stronger appreciation of agriculture and discover career pathways.

For more information contact Michelle Christopherson, Director of Outreach and Engagement, at mchristo@crk.umn.edu

From Office for Public Engagement:

[U of M Community-Engaged Scholar Awards—Nominations due Friday, February 21, 2020](#)

The Office for Public Engagement and Vice Provost for Faculty and Academic Affairs seek nominations for the 2020 University of Minnesota Community-Engaged Scholar Awards. These annual, systemwide awards recognize faculty or academic professional and administrative employees (P&A) for exemplary community-engaged scholarship in their respective field(s) of inquiry.

GPS Alliance:

2020–21 Internationalizing Teaching and Learning Faculty Cohort Program

Applications are now being accepted for the Internationalizing Teaching and Learning Faculty Cohort Program. As part of this multidisciplinary cohort, faculty will engage in a year-long process to design or redesign courses that prepare global-ready graduates.

Through self-directed pre-session work and an intensive three-day workshop (January 6–8, 2021), cohort members identify global learning outcomes for their courses; expand their teaching strategies; and develop course materials, activities, and assessments.

Participants who complete the workshop receive continued support and consultation from the Internationalizing Teaching and Learning team at the University of Minnesota.

Faculty members from all five University of Minnesota campuses are encouraged to apply. Completed applications are due by 4 p.m. on **Tuesday, March 31, 2020**.

For more information visit: [https://global.umn.edu/icc/itl/cohort.html#about-tab/!](https://global.umn.edu/icc/itl/cohort.html#about-tab/)

For questions, please contact Yuliya Kartoshkina (ykartosh@umn.edu or 612-625-9520).

This program is offered by the [Global Programs and Strategy Alliance](#) in partnership with the [Center for Educational Innovation](#) and [Academic Technology Support Services](#).

Admissions Update:

With Elizabeth Tollefson retiring from her position as the Director of Communication and Marketing, we have asked **Kelsey Engelstad**, from the Office of Admissions, to serve as the **Interim Creative Director**. She has agreed and will serve in the position until June 30, 2020. While maintaining her responsibilities in the Office of Admission, she will be overseeing and managing the creative services of the university.

Welcome

- **Mark Ellerbusch**, UMN Crookston Liberal Arts and Education
- **Stephen Larson**, UMN Crookston Liberal Arts and Education
- **Rafaa Khalifa**, UMN Crookston Liberal Arts and Education
- **Shanna Eckberg**, UMN Crookston Math, Science, and Technology
- **Amanda Clary**, UMN Crookston Agriculture and Natural Resources

Events



FREE Fly Fishing Workshop

FREE (ages 12 and up)

Fly fishing, the fundamentals of beginning fly fishing.
Make your own fly to take home and learn to cast.

🕒 Thursday, January 16 at 5:30am to 7:15am

📍 UMC Wellness Center, Wellness Center Classroom and Gym 2900
University Ave.



[Join us](#) for a session with Theresa Nutt, Co-Director of the Integrative Health and Wellbeing Coaching program at the Earl E. Bakken Center for Spirituality and Healing. The webinar will explore reasons why making change is hard, how health coaching can support your efforts, and 7 strategies for making changes that last.

Cost: Free
12:30 to 1:15 p.m.
Please note, this webinar is not recorded.

🕒 Wednesday, January 15 at 12:30pm

UND HISTORY PROFESSOR
Eric Burin



A DISCUSSION OF THE PAST



In Observance of MLK - Guest Speaker Erin Burin

Eric Burin, a Professor of History at the University of North Dakota, will be presenting about race and protests in America. There will be time at the end of the presentation for questions and discussion.

He is the author of *Slavery and the Peculiar Solution: A History of the American Colonization Society (2005)*, and editor of two open-access anthologies, *Picking the President: Understanding the Electoral College (2017)* and *Protesting on Bended Knee: Race, Dissent, and Patriotism in 21st Century America (2018)*, both of which can be downloaded for free at The Digital Press at the University of North Dakota's website: thedigitalpress.org.

🕒 Thursday, January 16 at 12:30pm

📍 Bede Ballroom

Sargeant Student Center, 2900 University Ave. Crookston, MN 56716

Looking Ahead

- Artist Talk Featuring Megan Beck - Wednesday, January 29
- Guest Speaker: Washington Post Reporter, Christopher Ingraham - Thursday, February 6, 2020
- Farm to Table Dinner - Thursday, August 13, 2020
 - \$100 general public
 - \$75 UMN Crookston faculty, staff, and students



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