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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. There will be graphic images of the campaign on some electronic billboards, 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 friends and family about the treasures here at the University of Minnesota Crookston.

Thanks to all of you who completed the online survey. We recognize it was a little long, but this is a nationwide survey that benchmarks us against other universities in the U.S. We will be compiling the results and back to you soon on implementation on what you told us.

You may have heard that 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—there will be no disruption in writing support for students.

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

us yet another resource to help by securing outside funding, new partnerships and move our strategic work forward.

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.

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 will be giving a complete update on enrollment, budget and projections at the Campus Assembly. Let me know if you want to listen to the Assembly and if you do, we can livestream it. My email is mhclause@crk.umn.edu.

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. The changes allow us to create a more flexible and nimble structure to adapt, which is essential in the context of increased competition for fewer students. It also allows us to make investments in programs and people.

Best wishes and happy 2020!

Did you know...

best suits you to college life hacks & more. Tune in at z.umn.edu/flyingin

Campus Announcements

2020 Ag-Arama Photography Contest:

Theme: Raised on Country

Rules/Guidelines:

- Photos must be themed based
- Photo must be original and taken by participant
- Photo must be either a 5x7 or 8x10



Entries are due Friday, January 17, 2020. Please mail entries to:

Elizabeth Reich
2900 University Avenue
PO Box 1503
Crookston, MN 56716

Winners will be announced during the Ag-Arama Ceremony on Saturday, January 25, 2020.

Please contact Liz at reich582@crk.umn.edu with any questions.

Highlights

Student Feature:

The opportunity to interview farmers and producers from across the country to help share their story was one that Amber Johnson jumped at this summer. Johnson completed an internship through the Ag Marketing Resource Center (AMRC). The senior from Sebeka, Minnesota is studying agriculture communication and communication studies with a writing emphasis, here at the University of Minnesota Crookston.

To read about Amber's experience, click

[here.](#)



Events



Free Webinar: Making Healthy Lifestyle Changes that Last

[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

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.

