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**Campus Weekly - Feb. 9, 2021**

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Tue, Feb 9, 2021 at 5:39 PM

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# LEADERSHIP LETTER

## From the Chancellor

I guess I should not have said anything about the nice winter. Sorry, I will never write about our weather the rest of the season. It certainly is a little chilly in northwest Minnesota now.

## Professional Development

We are looking forward to professional development day. You should all be receiving your calendar invite. Please clear your schedule and plan to attend.

## Open Skate

Some of you have inquired about open skate time at the Crookston Sports Center (CSC). In a normal year, we would have open ice time scheduled at the CSC. However, due to COVID, they are not allowing any open skate times for anyone.



## Immunization

We are slowly getting some of our faculty and staff immunized for COVID-19. If you want the immunization, I encourage you to call your medical provider and ensure you are on the list to receive it when it becomes available. The medical providers in the area are calling people in the various groups for the vaccines now. All of our medical providers and athletic trainers have been vaccinated. Some of our 65 plus people have been called for their first vaccine. We will have a clinic for 1B workers and those who are 65 and above who have not received their vaccination as soon as Polk County Public Health is allocated enough vaccinations for us to hold the event. I know this can be frustrating for those of you who want a vaccine. In the meantime be vigilant and continue to mask, practice safe distancing, and wash your hands. While we may be tired, the virus is not.

## Update on Roles

Michelle Christopherson will be taking over some of the responsibilities for writing and editing our weekly communique following Cassandra Morthera Navarrete's departure, If you have items you would like in the newsletter, forward them to Michelle at [mchristo@crk.umn.edu](mailto:mchristo@crk.umn.edu).

## Lunar New Year

The Year of the Ox is almost upon us and. We are excited to be ringing in the Lunar New Year Friday, February 12. As a campus, our International Programs will be having a Zoom social from 8-10 a.m. on Friday and an art installation in the leadership room from 10-11 a.m. on Friday. We are excited to celebrate the tradition of many of our students.

## Family Jokes

The last several years my kids, their spouses, and my husband and I have shared a family "What's App." In the daily conversations there are usually some math quizzes (as a bunch of them are engineers) or who can find the misuse of the word, what is going on in the family, interesting news articles, trends, etc. Sometimes we get philosophical and for a while it was political commentary. Although we had to call that one out of bounds after our family became about as divided as the nation. Everyday there are usually some "bad dad jokes" someone has seen or gleaned or even thought up. Sometimes the jokes are such groaners they need to be shared some more. Here are a few that have been circulating among our family:

Be careful what you eat at Sam & Ella's diner.

Lego store re-opens after lockdown. Folks lined up for blocks.

I am reading a book called "Quick Money for Dummies," by Robin Banks

When you teach a wolf to meditate he becomes aware wolf.

If you have to wear both a mask and glasses, you may be entitled to condensation.

My son wants to study burrowing rodents. I told him to gopher it.

Ghosts like to ride in elevators because it lifts their spirits

I pulled a muscle digging for gold. Just a miner injury.

Other times we make them up. For instance my son-in-law said they had a serious leek under their sink. He is British and sometimes they spell things differently, so immediately I went into the empathy mode...until I saw what he shared. He got me on this one.



Sometimes it is whimsical and just plain silly, such as what greeted me the other morning when I got back from the gym. This was on my made-up bed. Ma and Pa pillow ready for the cold weather.



Life is too short to not smile, laugh, and have fun. I invite you to build upon the positive in these difficult times. As our recently retired Tim Menard said, "Go get your joy."

Best,

Chancellor Mary

## EVENTS

Multicultural Education Presents:

# Conversations about Race over Coffee



To celebrate Black History Month, join us on Zoom as we continue our conversations about race in America. Each week, we'll talk about race, allyship, and ways we can all work toward understanding one another.

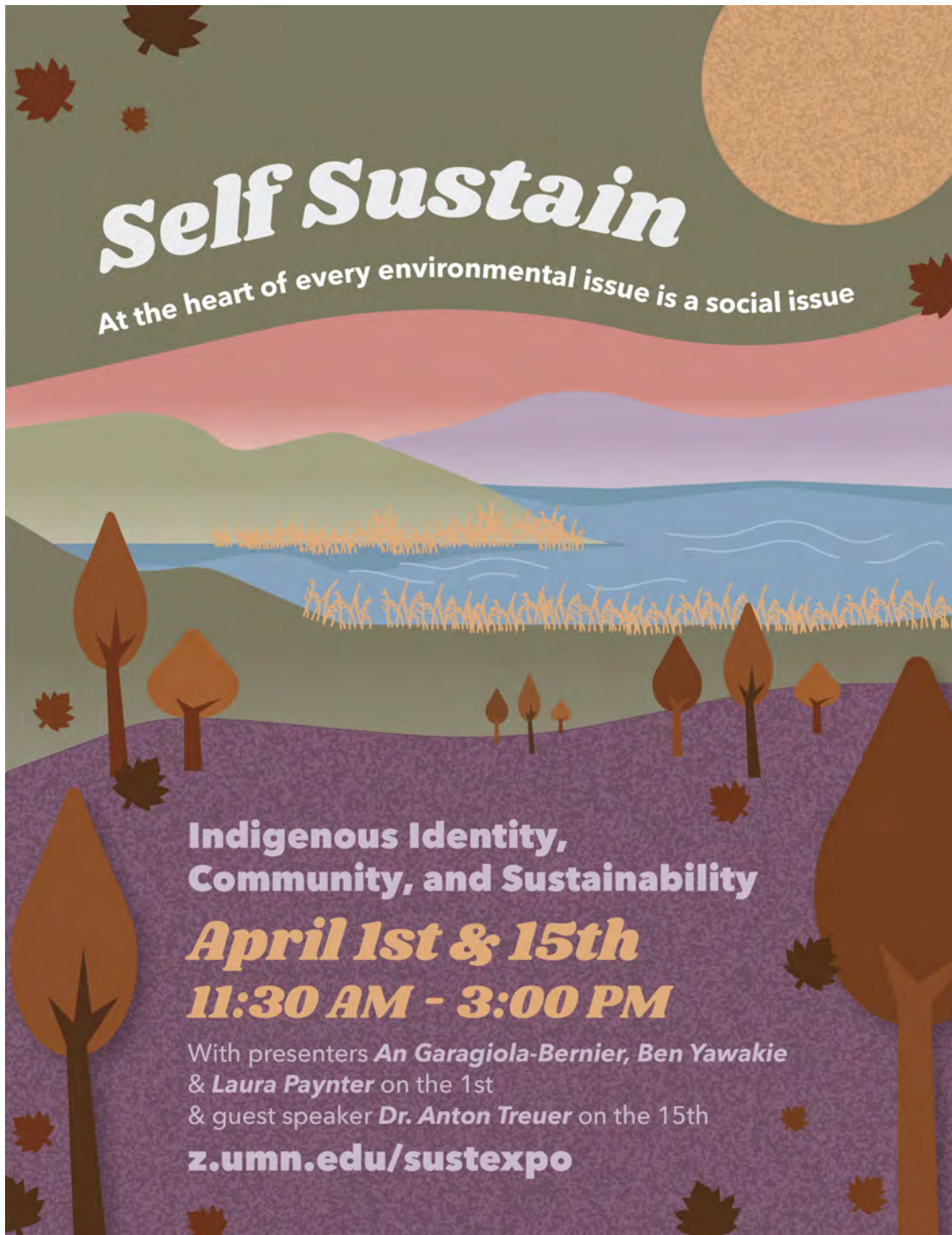
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**February 3: Freedom for All-** To understand the present, we need to understand the past.  
 12pm- 1 pm

**February 9: Sparks of Change-** This country has come a long way, but we still have a long way to go. 12pm-1pm

**February 17: Dismantling Racism-** Where do we go from here, and how can we work together as allies for a better future?  
 12pm-1pm

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**Zoom ID:** 910 2803 9693    **Passcode:** QhyG49

**Zoom Link:**  
<https://umn.zoom.us/j/91028039693?pwd=ck9iL0VLUzJaUVZ6QnhvR1hHY3dPQT09>



# Self Sustain

At the heart of every environmental issue is a social issue

**Indigenous Identity,  
Community, and Sustainability**

**April 1st & 15th**  
**11:30 AM - 3:00 PM**

With presenters *An Garagiola-Bernier, Ben Yawakie*  
& *Laura Paynter* on the 1st  
& guest speaker *Dr. Anton Treuer* on the 15th

**[z.umn.edu/sustexpo](https://z.umn.edu/sustexpo)**

**SAVE**  
*the*  
**DATE**

**PROFESSIONAL  
DEVELOPMENT**

**A FOCUS ON BELONGING**



**02 . 15 . 21**  
**10:00 - 11:30 AM :: VIRTUAL**

A graphic for a virtual pre-game social event. At the top, a television set displays the University of Minnesota Golden Gopher mascot. The background is maroon with gold accents, including circles and rectangles. Below the TV, the text "VIRTUAL PRE-GAME SOCIAL" and "FEBRUARY 13, 2021" is written in a bold, gold, serif font. Underneath, a paragraph of white text explains the event's purpose and provides details about the games on Saturday.

**VIRTUAL PRE-GAME SOCIAL**  
**FEBRUARY 13, 2021**

At this time, only a limited amount of fans are allowed to watch the games in-person, but we will support our student-athletes and cheer them on as best we can.

We will get ready to watch the basketball and hockey games Saturday and have community. The men's basketball team plays at home against St. Cloud State at 1:30 p.m. and the women's basketball team plays on the road against the Huskies at 4 p.m. The hockey team takes on Williston State on the road at 2 p.m.

[CLICK FOR ALL EVENTS](#)

[CAMPUS UPDATES](#)

# OFFICE OF ADMISSIONS



## 2966 TEXTS SENT

To current applicants or those interested in Fall 2021

## 217 VIRTUAL VISITS

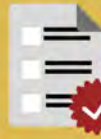
On campus has completed 167 virtual visits. Of those students 48 have applied and 34 have been admitted.

Online has completed 50 virtual visits. Of those students 7 have applied and 5 have been admitted.

## \$2,762

is the average Achievement Scholarship awarded to on campus students. Students scholarships are based on the items provided on their admissions application. The main factors are GPA, coursework, involvement such as extra curricular activities, employment, and essay questions.

## 342 APPLICATIONS REVIEWED



First Year Applicants Reviewed for Admission: 310

Of those 284 have been awarded an Achievement Scholarship.

Transfer Applicants Reviewed for Admission: 32

## TOP MINNESOTA HIGH SCHOOLS STUDENTS ARE APPLYING FROM

- Detroit Lakes
- Grand Rapids
- LafayetteBecker
  - Blaine
- Climax-Shelly
- Coon Rapids
  - Edina
  - Hawley
- New London-Spicer
- Thomas Jefferson (Bloomington)



## TOP COLLEGES TRANSFER STUDENTS ARE APPLYING FROM

- Century College
  - M State
- Normandale Community College
  - Northland Community & Technical College
  - Rochester Community & Technical College

**47%** of applicants  
are first-generation college students

### Face Shield Policy

We have received word the UMN System intends to change its policy requiring facial coverings in the coming week or so. The change will limit the use of face shields as well as



handkerchiefs and some other mask alternatives to better align with new CDC guidelines. The CDC changes are in response to more easily transmittable COVID variants. We anticipate that exceptions for face shields will be allowed when working with students with certain disabilities, children, and animals, but I have not yet received final guidance.

For those of you who may be impacted, please let your supervisor know as they will help with planning. That being said, note your supervisor will not be able to answer any questions until we receive official guidance from the UMN System.

### **Lunar New Year Celebration**

Join us in ushering in the Year of the Ox! The Lunar New Year falls on Friday, February 12, this year and spans a total of 15 days. It is also called Chinese New Year, Korean New Year, Spring Festival, or Tet. Customs differ slightly in each Asian country, but the basic tradition everyone adheres to is wearing the color red on the first day of the new year. Children are happiest on this day as they not only get new clothes and shoes, they will also receive lucky money in red envelopes from their parents.

International Programs will celebrate this day with an art installation in the Leadership Room between 10-11 a.m. on Friday, February 12. You will learn about the traditions of the festival, watch a fireworks display on virtual reality, discover what feng shui masters predict for you in the Year of the Ox, tie an auspicious knot, pick up an ox character carved on soapstone and printed on rice paper, get your name written in on rice paper, taste a pineapple shortcake, and bring home a red lucky envelope!

In addition, we will have a zoom social from 8-10 a.m. on Friday, February 12, where we hope to meet our alumni, online students, and partner institutions. If you are able to join us, here is the zoom link: <https://umn.zoom.us/j/99603294363>

<https://z.umn.edu/springfestival>

Watch this slideshow for more information regarding the spring Festival.

### **From Technology Support Services**

Last spring, the Office of Information Technology (OIT) began rolling out a systemwide [outgoing email security requirement \(DMARC\)](#). OIT is continuing this implementation and starting February 11 all emails that are not DMARC compliant, those that are currently displaying [UNVERIFIED] in the subject line will be moved to the receiver's spam folder.

Note: monthly OIT reporting demonstrated that only a small number (about 10-12) of Crookston emails were identified as not compliant with DMARC standards.

If you have questions, contact the UMN Crookston Computer Help Desk, [umchelp@crk.umn.edu](mailto:umchelp@crk.umn.edu) or (218) 281-8000.



### Athletics Update

The Golden Eagle women's basketball team played a close game Saturday against No. 6 University of Minnesota Duluth. UMN Crookston cut the lead down to two points with 1:26 left in the game. The Golden Eagles ultimately lost 72-64 on Saturday and 67-45 on Friday to the Bulldogs. Minnesota Crookston will hit the road for the last time this season to take on St. Cloud State University Friday, February 12 at 6 p.m., and Saturday, February 13 at 4 p.m. The Golden Eagles are currently 3-9 on the season. Freshman Jes Mertens (Devils Lake, N.D.) ranks ninth in NCAA Division II in steals and sixth for steals per game.

The Minnesota Crookston men's basketball team lost two games at University of Minnesota Duluth last weekend. The Golden Eagles return home for a final time this season to take on St. Cloud State University Friday, February 12 at 5:30 p.m., and Saturday, February 13 at 1:30 p.m. Saturday's game will be the final home game for senior Ibu Jasse-Demba. You can follow the basketball games this weekend for both the men and women on the NSIC Network.

The Golden Eagle hockey team is ranked 18th out of nearly 200 ACHA Division II teams. UMN Crookston is 2-5 on the season. Minnesota Crookston fell 5-2 to No. 1 UMary Saturday and 9-1 on Sunday. The Golden Eagles will hit the road to take on Williston State College in Williston, N.D., Friday and Saturday.

The Golden Eagle tennis team competes against University of Mary and Minnesota State University Moorhead Saturday and Sunday in Virginia, Minn.

UMN Crookston's softball team will lift the lid on the 2021 season on Wednesday, February 10. The Golden Eagles will take on University of Jamestown and Bemidji State University in West St. Paul, Minn. They will then play four games at the Husky Dome Tournament in St. Cloud, Minn. on Friday, February 12 and Saturday, February 13.

The Minnesota Crookston equestrian team opens up the 2021 season this weekend. The Golden Eagle hunt seat equestrian squad will compete at an NCEA meet at the University of Tennessee at Martin Friday, February 12.

### **From Office of Public Engagement**

#### 2021 Dr. Martin Luther King, Jr. Community Service Pledge Drive

In recognition of Dr. Martin Luther King, Jr.'s legacy of service and the University of Minnesota's mission of public engagement to advance the common good, the Office for Public Engagement is hosting the 2021 University of Minnesota Martin Luther King, Jr. Community Service Pledge Drive. Inspired by the National Day of Service, this system-wide community service campaign promotes opportunities for faculty, staff, students, alumni, and retirees to conduct virtual and remote activities that serve and benefit our neighbors and communities. In addition to their pledge drive contributions, staff and faculty who participate in the University's Wellbeing Program can earn up to 150 Wellbeing Points through volunteering. [Learn more.](#)

### **Update from University and Alumni Relations**

#### *Development: Generous Gifts for Regional Students*

Two incredible gifts have been recently given to the University of Minnesota Crookston supporting student scholarships. These generous gifts may certainly be game-changers for multiple regional students. One gift in particular, will support students specifically from Grygla, Clearbrook/Gonvick High Schools, and students from Euclid, Minn. If you know students who attend these schools or live in Euclid, Minn., please have them contact our Admissions team right away to determine if they qualify.

#### *Strategic Marketing: Two concurrent strategic marketing campaigns*

The *University of Minnesota System Recruitment Campaign* began September 2020 and continues to focus on awareness to all five System campuses and the recruitment of HS juniors and seniors. All indicators point to a successful effort across the board. In a recent report being prepared for the Regents in a quest to gain approval to continue our work for additional years, the following statement was submitted by UMN Crookston describing the impact thus far:

The System recruitment campaign allowed for a valuable connection and opportunity to work in a true and definitive systemwide partnership, lifting up all five campuses, while creating a deeper understanding regarding our important role and unique place in the whole of the University. We completed the necessary work to evaluate our campus - thoughtfully flushed out our identity, strengths, and special attributes. This, coupled with our first-time (in a long time) efforts in the strategic marketing of the Crookston campus, will position us to be seen and understood and lean toward achieving improved awareness and increased enrollment overall.

Crookston campus saw an increase in direct traffic to our application page, coupled with our higher application complete rate, our conclusion is that this campaign had a positive effect on Crookston's applications.

The Crookston Campus recommends at least one to two additional years of this campaign, with continued thoughtful partnership throughout the System and strategies to lift all five campuses in areas of awareness and recruitment.

The *I Am Crookston recruitment plan* and campaign began summer of 2020. This included an allocation of \$125,000 from the Regents for UMN Crookston marketing/branding efforts. Through a collaborative partnership with University Relations, Admissions, and Athletics, as well as input from campus leadership, a strategic plan for the use of those funds was developed. Three top priorities were identified:

- Website redesign (main page, admissions pages, majors/program pages)
- Video production and creative content - top quality commercials, digital ads, student and faculty profile stories, photography, and a library of content to be used internally for creative purposes (see some of our videos on our campus YouTube channel)
- Search (digital search advertising) - targeting HS students primarily and influencers (i.e. parents, grandparents)

It's early in the campaign to share outcomes just yet, however stay tuned. In an upcoming e-weekly, we will provide some initial statistics to describe how things are going.

#### *Communication: Welcome Michelle Christopherson*

As duties transition across campus, the Director of Outreach and Engagement who reports to the Chancellor, will assume the responsibilities of the campus calendar, Today Page, Social Media platforms, and E-Campus Updates. Christopherson will collaborate with campus faculty and staff to develop innovative relationships and mediums that will provide greater search engine optimization of the breath of the University. While continuing to build alliances and partnerships, the director will deliver innovative programs and outreach in support of collaborative pathways for individuals to be involved with UMN Crookston as students, supporters, and donors. Her role in leading campus efforts to connect, build, and maintain strategic partnerships and relationships with external partners, including donors, public agencies, and non-profit community based organizations connecting University resources in meaningful ways remains. Christopherson's responsibilities within the Economic Development Administration (EDA) Center will be distributed to the Veden Center for Rural Economic Development, and Career Services and Internships will be fully distributed to Academic Affairs.

## — FACULTY & STAFF UPDATES —

### Departures

Cassandra Morthera Navarrete - University Relations

## HIGHLIGHTS



Kylene (Odegaard) Lehmann 2001 (right) and Cindy Bigger 1979 (left)

### **Alumni Profile: Kylene (Odegaard) Lehmann**

Growing up in Crookston, Minn., she knew she wanted to work in the field of agriculture. Kylene (Odegaard) Lehmann, daughter of Roger and Gail Odegaard, graduated from UMN Crookston in 2001 with a bachelor of science degree in plant industries management with an emphasis in agronomy and went on to earn her master of agriculture degree in agricultural education from Oklahoma State University in 2003.

"I previously worked for both the Minnesota and the South Dakota Cooperative Extension Services as an extension educator and spent the bulk of my professional career at RiverView Health in Crookston as their volunteer coordinator," says Lehmann. While living in Crookston she worked with healthcare volunteers and facilitated RiverView Health Auxiliary, a group dedicated to fundraising for projects that would enhance patient care experiences.

Lehmann and her husband, Darin, live in Staples, Minn., with their four children, Otto, 13; Sena, 11; Hank, 8; and Tryg, 5. "I stayed at home raising our kids while they were little and once our youngest started pre-school I started working for the Verndale Public School System as a substitute teacher (Go Pirates!)," she stated. "I've kept pretty close ties to the agriculture industry and ag education through my volunteer work," she says. Currently she is the secretary of the Wadena County Ag Society/Wadena County Fair Board. "I'm so excited to be involved in a project building an FFA barnyard on the grounds to add another layer of ag education into our County Fair. My husband and I are also the adult leaders of our kids 4-H club". Lehmann loves rural living and farm life and is very passionate about volunteerism and philanthropy stating, "helping my community not only to succeed, but to prosper."

Lehmann's niece, Karlie Brekken, is the fourth generation in her family to attend the Crookston campus, with her dad, Roger Odegaard, graduating from the Northwest School of Agriculture in 1960 and his uncles, Wilbur and Harold Peterson, attended the NWSA in the 1930s. "It's possible we may be genetically predisposed to love this campus," Lehmann enthusiastically states.

While in high school, I was familiar with UMN Crookston. As a Crookston native she knew Dave Hoff and Professor Marv Mattson. She entered her freshman year as an ag business major and enjoyed the soils and agronomy classes so much that somewhere along the way, she switched her major to plant industries management with an emphasis in agronomy

Lehmann interned with the Minnesota Association of Wheat Growers and the University of Minnesota Extension Service in Red Lake Falls, Minn. It was a joint internship where she worked with both agricultural research and public relations. "I found that I preferred working with people much more than working with data, and that helped to direct the remainder of my education, leading me to a master's degree at Oklahoma State University," she says.

"UMN Crookston faculty and staff were so supportive of students and always helped to find a solution to any problem, she said, whether it was academic or personal." Richard Nelson, Ph.D., Michelle Christopherson, and Sharon Neet, Ph.D., encouraged her daily, let her vent when needed without judgment, "and were not afraid to give an attitude adjustment when I needed it." It was that encouragement and strong advising foundation which helped her realize a graduate degree was indeed possible to attain. "If you look closely, you will find their names engraved in a brick in the wall by the Memorial Gardens out on the campus mall. They and many others made an impact on my agricultural career," she said.

"When I moved back to Crookston and worked at RiverView Health, I joined Michelle Christopherson to start Maroon & Gold Friday's. We spent many Fridays driving around Crookston with Regal Eagle, ambushing local businesses who promoted and celebrated UMN Crookston's spirit by wearing maroon and gold." she said. Lehmann noted it was a fun project and when she sees people, and yes, even strangers out in public wearing maroon and gold, she always gives them thumbs up. "If they are wearing UMC apparel, I usually stop them and ask if and when they went to UMC! It's like an instant bond that we already share."

At UMN Crookston, there are many clubs and organizations. While Lehmann was not involved in sports, she was involved with the Dairy Club, Ag-Arama Club, Agronomy Club, and SPACE (Student Programming and Activities for Campus Entertainment) committee. "I still have my 'Ask me about tonight's event' shirt. I wear it to the annual funny t-shirt night our square dance club has, yes that's right, I said square dance club." Lehmann worked for the Northwest Research and Outreach Center in the dairy barn and helped with the INFOCON program that took place on campus teaching technology skills to area public school teachers through the former Center for Adult Learning Office under the direction of Jane Sims. As an alum, she served on the UMN Crookston Alumni Association Board.

When asked why UMN Crookston, Lehmann said, "I tell them UMC is a great choice because class sizes are small, there are many opportunities to get involved on campus, and Crookston is a safe and friendly community." Lehmann continues to share there are a multitude of scholarship opportunities. "You get a University of Minnesota degree without the headache of getting lost on a huge campus or dealing with rush hour traffic." Lehmann shares the faculty and staff work hard to build relationships with students and care about them excelling in everything they do and as well as the lifelong mentorships she has from her time at the University of Minnesota Crookston. "When I talk to high school seniors who plan to attend UMC, I give them my brothers' numbers in case they get a flat tire or dead car battery and my parent's and sister's numbers in case they are feeling homesick and want to connect with people over a family meal," she said. "I just can't tell them enough good things about UMC!"



### **Faculty/Staff Q&A: Jodi Ramberg, Counselor and Counseling Services Director**

*1. What were previous roles that you had held before coming to UMN Crookston?*

I spent the last 8.5 years working at the UND Counseling Center. I began my time there working with students who were sanctioned for substance use violations. I transitioned into a substance use prevention coordinator through their Wellness and Health Promotion department. My last years there were focused on providing mental health counseling with specialties in stress management and trauma treatment.

*2. Being from Crookston and a graduate of UMN Crookston how excited are you to be back on campus?*

It has been almost two decades since I graduated from UMN Crookston and there are still staff and faculty who remember me as a student! I have always loved the friendly, helpful, and welcoming energy at UMN Crookston. I see so many friendly faces and can tell that people are smiling behind their face masks. Even though I am working remotely this semester, I have received a warm virtual welcome from so many people.

*3. How did your experience as a student impact your desire to work in the field of counseling services?*

I am a first generation college student and was not college-bound during high school. I decided to enroll at UMN Crookston for a semester or two because I had an Americorps scholarship. I have tremendous gratitude for the friendly, helpful, and patient staff at UMN Crookston helped me navigate hurdles that ultimately enabled me to get my bachelor's degree. College was a transformative time for me and it is transformative for our students as well. That's what makes counseling college students such a rewarding experience is that they are in a natural stage of transformation and development.

*4. What are you most excited about in your new role at UMN Crookston?*

There are two programs that I put a lot of effort into at UND that I'm excited to eventually recreate here at UMN Crookston. The first is a multi-issue Bystander Intervention program. The beauty of a multi-issue program is that we need to overcome the same hurdles and apply the same skills to intervene in all sorts of situations, whether that's to interrupt suicidal behavior, an alcohol overdose, a sexual assault, a bias incident, or any number of other situations. As students hear and practice the same skills for all these different situations, they will be easier to remember and easier to apply.

The other program I hope to recreate is a Managing Stress workshop series. We all need effective ways of releasing stress from our own bodies. Managing Stress allows people the opportunity to learn and practice ten different methods for reducing and releasing the physical stress, allowing us to more effectively deal with the actual stressors.

*5. How do you look to impact student lives through your role?*

In addition to being excited to work with students who come in for counseling, I look forward to bringing the counseling skills out to the students. So many of the skills that I work with students to develop can be learned outside of the traditional therapy session.

I want to be sure that our students experience opportunities to develop and practice skills for mental well-being in as many ways as possible, whether that's in the classroom, through our online Cognitive Behavioral Therapy platform, through outreach events, and more.



**Student Profile: Nick Grams**



When Minnesota Crookston announced the addition of trap shooting as a club sport in the spring of 2019, it seemed like a perfect fit. The sport of trap shooting was taking off at the high school level in Minnesota and the Golden Eagles already had many people interested in the sport right on campus.

For Nick Grams, who was a senior at Belle Plaine High School, it was the ideal match.

<https://www.crk.umn.edu/news/nick-grams>

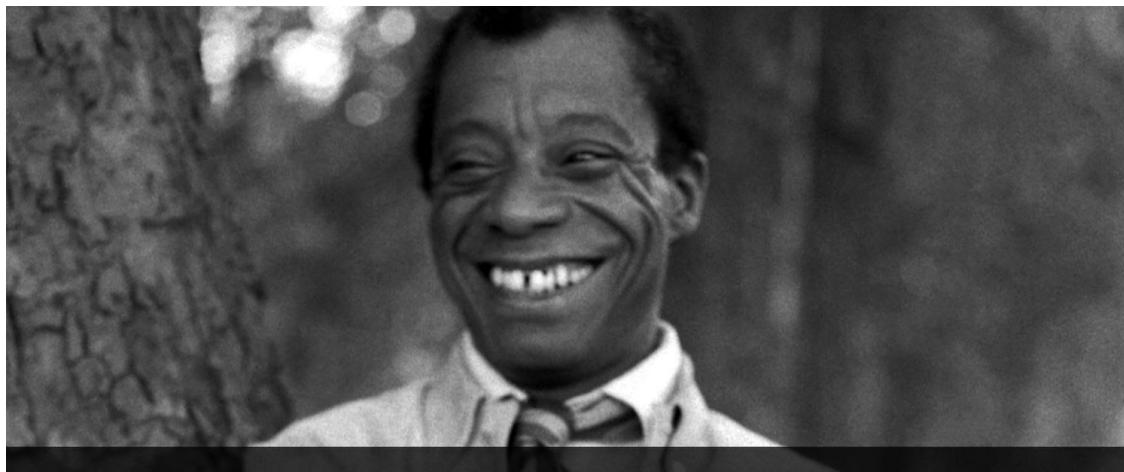
### **UMN Crookston Graduate Making History**

Wemimo Abbey 2013, was featured in the New York Times for the work he is doing to help provide pandemic relief. His company, Esusu Financial, created an app Esusu Rent used by renters in affordable housing units that boosts credit scores when rent is paid on time. The firm distributed \$250,000 in interest-free loans last year to New Yorkers who couldn't make their rent. Learn more about what Abbey is doing [here](#).

### **Ag-Arama Follow-Up**

Jess Bengston 2010, Assistant Editor Crookston Times, recaps the 46th annual Ag-Arama held last Saturday at UTOC.

<https://www.crookstonmes.com/story/entertainment/events/2021/02/08/46th-annual-ag-arama-held-umn-crookston/4439097001/>



### **Where It Starts: Encountering Baldwin**

Megan Finch reads James Baldwin "to think rather than to substitute thought."

Megan Finch is an assistant professor in the Department of English, in the College of Liberal Arts, at the University of Minnesota. What follows is extracted from her recent responses to questions regarding her ongoing engagement with the work of James Baldwin.

<https://twin-cies.umn.edu/news-events/encountering-baldwin>

