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LEADERSHIP LETTER

February 23, 2021

I was on my way to the Wellness Center the other morning to visit Mr. Awful. In case you don't know Mr. Awful, he is the step power mill that sits smugly in the corner of the cardio section. He has such powers,

that he can send me huffing, puffing, and almost crying within minutes. On the drive in, thinking about how I was going to show Mr. Awful who was in charge today, I heard about the Minnesota Department of Transportation snowplow contest. Minnesotans are asked to choose what to name one of eight snowplows in the MnDOT fleet. When I got home I looked up the contest and it seems there was quite a “blizzard” of submissions. You can vote on your favorite eight names of the 50 given to choose from. Here is the link. <https://www.dot.state.mn.us/nameasnowplow/>

After I got done voting for Plow Bunyan, Plowin in the Wind, L'Plow du Nord, Lake SnowBegone, the F. Salt Fitzgerald, Flake Superior, Darth Blader and Goldy Snow-pher, I tried to remember back to freshman English and what are the terms when human characteristics are given inanimate objects.

Anthropomorphism--the attribution of human characteristics or behaviors to an animal, object, or a god.

Personification--the attribution of a personal nature or human characteristics to something non-human, or the representation of an abstract quality in human form.

But beyond looking up the term, the bigger question is “why,” do we do this? I ran across this [article](#).

If you would like to share the names or associations you have with any object on campus, submit that information [here](#).

- submit your object,
- its name or what you call it,
- its function; and
- your name here.

If we have enough submissions we will hold our own contest. By the way, Mr. Awful is feeling the pressure but he is pretty sure he will win if we hold a contest.

Collaborating with the University of Minnesota Morris and all our campuses

Last week we announced a collaboration between the University of Minnesota Crookston and University of Minnesota Morris would begin in the area of admissions. This collaboration will strengthen each campus's enrollment in person and online while allowing them both to provide more effective and efficient recruitment operations. This exciting collaboration will be phased-in the next several months and provide us both synergies as well as efficiencies. While we are two very distinct campuses, there are times where it makes sense to share and determine how to save money through collaboration. Other times it absolutely will not work. When there is a reason to evaluate (retirement, personnel opening, changes in things which must be accomplished, etc.) administrators at all of our campuses are in touch with one another to determine how to optimize our resources. You may read more about this partnership [here](#).

Campus Assembly

Campus Assembly is slated for March 18 from 12 to 1 p.m. Mark your [calendar](#) and watch for an upcoming Zoom invitation in the coming weeks. Campus Assembly provides a democratic framework in

which are defined in the roles of faculty, students, academic, Civil Service, Collective Bargaining, and administration in initiating recommendations, formulating decisions, and communicating the basis for decisions to those affected.

Anniversary Coming Soon

Soon we will be celebrating a year with COVID. While it certainly is far from over, there is beginning to be a glimmer of light. How has the pandemic changed your life? What have you learned about yourself? What have you come to treasure and want to keep post COVID? How has this experience changed you? Reflection is a powerful coping tool. I encourage you to look within yourself and recognize the good things that have come out of these challenging times.

Until next time,
Chancellor Mary



Women's & Gender Equity Centers Student Panel

Wednesday, February 24, join the University of Minnesota Women's Center staff and students from Minnesota and Wisconsin as they celebrate their Centers' milestone anniversaries with three virtual conversations focused on the past, present, and future of [Women's & Gender Equity Centers](#), how we've adapted, and the critical work of forging our feminist futures. The second conversation centers the voices of students from Minnesota and Wisconsin who will share how and why the Women's Center was key to their personal, professional, academic, and activist development. Check out the [Events Calendar](#) for more weekly activities and information.



Save the Date! Support the U Day is March 4

Join U of M supporters around the state as we (virtually) raise our voices to support the University of

Minnesota. Mark your calendars for the University of Minnesota's first virtual Support the U Day event on March 4. Support the U Day is an opportunity for students, faculty, staff, alumni, and others around Minnesota to engage with their elected state officials and advance the University's state legislative request. Although we can't be together this year under the state capitol dome, that doesn't mean we still can't make our voices heard.

Look for more information in the coming weeks about the March 4 event, and be sure to invite your friends, family members, and others to [sign up as a UMN Advocate](#).

College Student Health Survey

UMN Crookston is asking for your participation in the 2021 Student Health Survey. Administered by Boynton Health on the Twin Cities campus, the survey provides UMN Crookston with a broad array of health and wellness information about our students. Past surveys lead to enhancement in sexual assault awareness and training, smoking use, and helping students improve sleep hygiene. Watch your email for an invitation to participate.

An Hour with the Scholars Celebrating the University's 2020 Community-Engaged Scholars Awardees

Spend a virtual lunch hour in celebration with the recipients of the 2020 Community-Engaged Scholar Awards on Monday, March 15, at noon via Zoom. Learn firsthand about groundbreaking University of Minnesota scholarships that have advanced the health and well-being of individuals, communities, and the environment throughout Minnesota and beyond. The event is free, register [here](#).

Campus Assembly

Mark your calendar and plan to attend virtually, March 18 from noon to 1 p.m. A Zoom link will be provided in the coming weeks.

International Programs and Study Abroad

UMN Crookston faculty, staff, and students rang in the Year of the Ox Friday, February 12. The celebration started early on Zoom with international and overseas partners including alumni, staff, and partnering institutions in China. "It was a trip down memory lane for all staff and alumni," said Rae French, international programs and learning abroad coordinator. More information can be found [here](#).



Left to right, Rae French, Elina Vlasova - Ukraine, Roseline Kanssole- Burkina Faso, Rena Sakai - Japan and Yuan Song - China

— FACULTY & STAFF UPDATES —

Accolades

Danielle Johannesen, assistant professor, Humanities, Social Sciences, and Education

Department

The "Calling an Audible" publication is a short article about a sports podcast created by two UMN Crookston graduates, Zach Greenberg 2019 and Greg Johnson 2020 with James Pogatshnik from media services playing a major role in the podcast. The article highlights the podcast as an example of a "nontraditional approach to undergraduate research" and appears in a special issue of the journal dedicated to that same topic. "I am especially excited about this publication, because it tells the story of a great collaboration between faculty, staff, and students, and it's exciting to see the podcast showcased in this national journal about undergraduate research," says Dani Johannesen.

Johannesen, Dani. "Intro to Creative Writing." Nonfiction Essay. *The Best of Brevity: Twenty Groundbreaking Years of Flash Nonfiction*. Brookline, MA: Rose Metal Press, 2020. p. 64-66.

Johannesen, Danielle. "Calling an Audible: Reflections on a Student-Created Sports Podcast." *Scholarship and Practice of Undergraduate Research (SPUR)*. Volume 4.2 (Winter 2020): p. 47.

Humanities, Social Sciences and Education Department

The University of Minnesota Crookston [bachelor of science in communications](#) has been ranked **#8 on the list of Best Online Bachelor's Degrees in Communications** by study.com You may find more information on its 2021 rankings [here](#).

HIGHLIGHTS

Alumni

Brock Anundson earned his bachelor of science degree in sport and recreation management with a minor in coaching from the University of Minnesota Crookston in 2005 and followed with his masters of business administration with emphasis in sports and entertainment management and marketing from the University of Colorado in 2011.

"UMC was my choice as I was recruited to play hockey out of Lake of the Woods High School, along with from the USHL draft by the Tri-City Storm," Anundson said. Originally from Baudette, Minn., he played NCAA hockey for the University of Minnesota Crookston through the 2001-2005 seasons. Each season, his team achieved their way to conference championship games, winning two MCHA (Midwest Collegiate Hockey Association) Championships in 2003 and 2004. Anundson led his team in scoring his sophomore through senior years, including three time MCHA All-Conference Selections, 2005 MCHA Player of the Year, and 2005 University of Minnesota Crookston Male Athlete of the Year. He currently ranks 1st All-Time in career scoring for the University of Minnesota Crookston. Anundson signed with the Colorado Eagles of the ECHL for the 2005-2006 season before beginning his professional career in athletics administration.

"I joined Black Hills State University in July 2015, as the assistant director of athletics – internal operations and events. Prior to Black Hills State University, I had been with the United States Olympic Committee (USOC) at the Olympic Training Center in Colorado Springs, Colorado," he said.

Anundson served as the programs coordinator, operations with the USOC since October of 2014. He also spent time as an operations intern and operations specialist with the USOC from January 2011–September 2012. Prior to his time with the USOC, Anundson was with the University of Denver in NCAA Division I athletics as their athletics/customer service manager where he provided support to DU Athletics and Recreation.

Anundson has professional athletics experience through four seasons (2007-2011) with the Denver Broncos in stadium operations. He managed events, business functions, and all stadium management company operations at Mile High Stadium.

Currently, Anundson is working on his doctorate (Ed.D. in higher education and innovative leadership) with Arizona State University, which includes research into NCAA student-athlete development and career advising, along with additional education/teaching attributes that enhance student development. “My hope is to be finished by spring 2021,” he said.

His advisor, faculty, and coaches helped prepare him for interviews, potential graduate school options, and allowed him to venture outside of his sports focus. “I’d mention names, but I’m afraid I’d leave a few out so I’ll leave it at that. Additionally, my coaches, trainers, and teammates helped push me and shape my path through school and beyond,” he said.

When asked what he would tell a high school senior he said, “explore as much as you can at the University of Minnesota Crookston. You never know where it can take you. And go to hockey games, the sport is back!”

