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REGAL'S *Scoop*

LEADERSHIP LETTER

**From the Chancellor:**

What is this I AM CROOKSTON about?



Perhaps you've seen this around and wondered what is this all about? The I AM CROOKSTON campaign started several weeks ago and is aimed at recruiting students to our campus. Through a creative consolidation of multiple pools of marketing dollars across the campus, we are investing funds to implement the I AM CROOKSTON marketing campaign. The digital campaign targets high school juniors and seniors and their parents, along with 25-34 year-old adults who have either not started college or desire to complete their degree online. This group is receiving information from us electronically with actionable opportunities to ask for more information, apply and join us.

The electronic billboard on Highway 2 is a great way for you to see the campaign at work. And coming soon will be templates for you to insert your own I AM CROOKSTON story and post it on social media. We will have templates for you that display well on Facebook, Instagram, Snapchat, and LinkedIn. We will be inviting you – our faculty, staff, students, and alumni to share something about yourself as you connect with the campaign – “I am a professor of biology and I AM CROOKSTON,” “I am a small business owner and I AM

CROOKSTON," "I am a first-generation college student and I AM CROOKSTON" etc. This campaign complements our Small Campus, Big Degree slogan we have used for many

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years. From a marketing perspective, it helps individuals draw a direct connection to both the "Block M" of our big degree and also UMN Crookston as a small, friendly, approachable place where we personalize the impacts we all make on others' lives, discovery, and joy.

One of our alums and Crookston Times assistant editor, Jess Bengtson has been selected as this years' recipient of the University of Minnesota Outstanding Community Service Award—Community Partner, the highest honor the University of Minnesota gives to a community member or organization for community-engaged partnership work with the University. The award recognizes the significant contributions she has made to the community, including building University-community partnerships and programs that benefit university students, faculty, staff, community partners, and citizens. She will be honored at the public engagement conference on March 5. Several of our faculty and staff have also been selected to present at the conference, so there will be a big group of "locals" to help honor Jess in the Cities.

This week some of us will be traveling to the Twin Cities to attend the Regents meeting and present our budget requests for the coming fiscal year. We are one of the first campuses and departments to present this year. We will share highlights of the presentation with you at the Campus Assembly scheduled for March 25 over the noon hour.

We also will be celebrating a very important birthday that day.

Until next week.

Chancellor Mary



#### **From the Student Success Center:**

##### *Advice from the Student Success Interns*

As per usual, midterms are just ahead, with more assignments and projects becoming due. The Writing Center, located in Owen Hall 170, is a great way to help make sure that you are staying on track with your writing assignments. They also offer help for online students! Schedule a face-to-face or online appointment by clicking on this [Writing Center Consultation](#) link or searching "Writing Center" on the campus website. Make sure to

bring/upload a copy of your assignment's instructions or prompts and the most current draft of your writing project. The Writing Center is free and available to all students

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## POINT OF PRIDE

Students at the University of Minnesota Crookston have been using laptops for 26 years, an initiative that started in 1993. In the years that followed, more than 100 colleges and universities visited campus to learn about the innovation.

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## EVENTS

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