

Marketing Co-Curricular Programs to First-Year Students: Sidewalk Chalk, Facebook, and Everything in Between

Stephanie Zobac, M.Ed.

Rachel Tripodi, M.S.Ed.

Lucero Martinez, AmeriCorps Vista

Erin Holman, Graduate Assistant

Northern Illinois University



Overview

- Overview of Office of Student Engagement & Experiential Learning
- Traditional Marketing Methods
 - Print
 - Electronic Communications
 - Gear & Giveaways
- Unique Marketing Methods
- Discussion



Office of Student Engagement & Experiential Learning

- Undergraduate Research
- Curricular Initiatives
- Service
- Other
 - Northern Lights Ambassadors
 - Grad School Prep
 - NSSE



Overview

- Traditional Methods
 - Print
 - Web
 - Communications
 - Social media
 - Gear



Traditional Methods: Print

- Flyers & Posters



RESEARCH ROOKIES

Northern Illinois University

Research Rookies is a program that works to link students with faculty mentors in their major or area of interest to conduct a small-scale research project. We are looking for highly motivated students with the following status at the start of the academic year: incoming freshmen, sophomore, or transfer student with less than 60 credit hours.

Research Rookies are:

- Interested in research & inquiry
- Committed to participate for 2 semesters
- Strongly committed to an intended major
- Self-directed learners


"After my experience as a Research Rookie, I feel a lot more confident conducting research, reading articles, and writing journal articles as well. I feel more prepared for my future in my undergrad, master's, and overall career."
 -2011-2012 Research Rookie

Research Rookies will:

- Learn what research looks like in their major
- Learn how to write a formal research proposal
- Gain experience working alongside talented faculty
- Attend professional and academic enrichment activities
- Present their work at the annual Undergraduate Research & Artistry Day,
- Receive a \$500 stipend at the end of the program in the spring.

Apply at www.niu.edu/ugresearch.

Office of Student Engagement and Experiential Learning
www.niu.edu/ugresearch • 815-753-8154 • ugresearch@niu.edu



FALL 2013
Themed Learning Communities

What are Themed Learning Communities?
 Themed Learning Communities (TLCs) are a group of two or three courses taken the same semester and consisting of the same group of students. A TLC focuses on a common theme across several different classes and disciplines. This gives students the opportunity to engage deeply with a course theme, connect learning across courses in collaborative and active ways, develop relationships with peers/faculty, and ease the transition to college. Faculty members create assignments that require students to draw on concepts from other TLC classes for an integrative learning experience.

BUSINESS & SOCIETY

COMPETING GLOBAL PERSPECTIVES

DEVELOPING CHAMPIONS

EVERYONE CAN BE A CHANGEMAKER

MAKE A DIFFERENCE: SERVICE IN SOCIETY

CALCULUS I & PHYSICS I FOR ENGINEERS

BUILDING A SUSTAINABLE FUTURE

CONFLICT & CREATIVITY

MAKING YOUR CASE FOR LAW SCHOOL

PROMISE SCHOLARS: CEET

PSYCHOLOGY: GROWING A MINDSET

PROMISE SCHOLARS: CHANCE

HEALTH PSYCHOLOGY

EXPLORING HEALTH MAJORS

INSPIRING TODAY'S STUDENT TO BECOME TOMORROW'S TEACHER

MAJOR EXPLORATION

PSYCHOLOGY: PERCEPTION

TEACHERS AS AMBASSADORS FOR SOCIAL CHANGE

PRE-MED

How do I sign up for a Themed Learning Community?
 When planning your classes for the fall, be sure to save your seat in the TLC of your choice. Seats are limited! To help ensure your seat, you can pre-enroll for a TLC by filling out the **TLC Pre-Enrollment Form** found at www.tlc.niu.edu. To enroll at summer orientation, we recommend that you add the TLC courses to your **MyNIU Shopping Cart** by following the directions below. At orientation let your advisor know that you are planning to take a TLC

1. Sign in to My NIU using your Z-ID and password.
2. Click **MyNIU Student Center**
3. Click **Enrollment Shopping Cart** (under your schedule)
4. Select the Term (Fall 2013), then click **Continue**
5. Enter the **Class Number** of one of the TLC courses, then click **Enter**
6. **Review Information** to make sure it is correct and click **Next**
7. **Repeat steps 5 & 6** to add all of the courses in the TLC to your **Shopping Cart**
8. You can now **log out** of MyNIU

FOR MORE INFORMATION, CONTACT:
 Stephanie Zobac, Office of Student Engagement and Experiential Learning
tlc@niu.edu www.tlc.niu.edu 815-753-8154



Traditional Methods: Print

- Quarter Sheets



NORTHERN ILLINOIS UNIVERSITY
Huskie Service Scholars
Office of Student Engagement & Experiential Learning

STU INV & LEAD DEV
AUG 02, 2013
VOID AFTER
8045
POSTER.LOG

MENTORING • SERVICE • COMMUNITY

POSITIONS AND ELIGIBILITY

FELLOWS:

Application due: August 2

- Freshmen or New Transfer Student
- First Generation or Eligible for Pell Grant
- Dedication to Community Service

PEER MENTORS:

Application due: April 12

- Attended NIU for at least 1 year
- Demonstrated responsibility
- Passion for civic engagement



"HSS has been enlightening and a great adventure. HSS provides a ton of opportunity [for] on and off campus [service] with a wide range of activities to pursue."

Ryan Ocasio
HSS Fellow 2012-2013



Upon completion of 300 hours of service, receive a tuition waiver of \$1,132.

Apply online NOW!

www.niu.edu/engagedlearning/service

Fall 2013 TLC Annual Bowling Bash



JOIN US FOR
FREE BOWLING & PIZZA

RSVP at
www.tlc.niu.edu
or join the
Facebook Event on the
NIU Office of Student Engagement
page!

WHO: TLC Students, Faculty and Friends

WHERE: Holmes Student Center, Huskie Den

WHEN: Sunday, Sept. 29

TIME: 4:00-5:30 PM

COST: FREE

For more information, contact the Office of Student Engagement and Experiential Learning:

tlc@niu.edu 815-753-8154 www.tlc.niu.edu



Traditional Methods: Print

- Table Tents & Napkin Holders



**UNDERGRADUATE
RESEARCH &
ARTISTRY DAY**


Tuesday, April 24th
9 AM - 3:00PM
ELLINGTON BALLROOM,
Holmes Student Center

Office of Student Engagement UGResearch@niu.edu

Northern Illinois University
@NIU IN A LEAD BY
APRIL 24, 2018 10:00 AM
1000 W. WALKER ST. DEKalb, IL 60115


Traditional Methods: Print


- Booklets, Programs, and Brochures



2012-2013
Huskie Research Rookies
Welcome Reception

*Monday, November 26, 2012
3:00pm - 4:30pm
Altgeld Auditorium*



 NORTHERN ILLINOIS UNIVERSITY
Office of Student Engagement
and Experiential Learning
Learning Today. Leading Tomorrow

CONTINUING RESEARCH ROOKIES



LAUREN NALE

Junior

Hometown: New Lenox, Illinois
Major: Occupational Therapy
Mentor: Dr. Mary Jo Blaschak

PROJECT TITLE: Qualities of Balance in Senior Citizens

OVERVIEW: As we age, it is more likely that we will develop different issues with our ability to properly balance our bodies. Senior citizens with balancing dysfunctions are prone to falls, which can result in very serious injuries or even fatalities. These falls are often preventable with the help of physical therapists, occupational therapists, and other medical professionals. This study will be focusing on finding out what qualities of balancing may be causing individuals to fall. With this information, medical professionals will be able to take our overall suggestions and findings and provide more efficient and effective treatment for elderly patients who exhibit poor balancing skills. Furthermore, a series of screening tests on senior citizens in the DeKalb/Sycamore area will be completed to determine what balancing characteristics may be predictive in causing elderly persons to fall. These screenings will vary from patient to patient, however, some of the screenings that will be performed include: the modified clinical test for sensory interaction in balance, the timed up and go test, and the forward reach test. These screenings will also all be done under a series of variables. The data from the screening tests will then be analyzed to determine any consistent or non consistent patterns, and to see what characteristics are seen in our elderly patient's balancing skills. Suggestions and the determination of preventative methods for falling in elderly patients will be from an occupational therapy perspective.

"Being a Research Rookie means being curious and conscientious."



Traditional Methods: Web

- OSEEL Website

The screenshot shows the homepage of the Northern Illinois University Office of Student Engagement and Experiential Learning. At the top, there is a navigation bar with links for A-Z, Blackboard, Calendar, Directory, MyNIU, NIU Today, and NIU Home. A search bar is also present with a 'GO!' button and an option for 'Advanced Search'. The main header features the NIU logo and the office's name. A large banner image shows a student interacting with a dog, with the text 'USOAR allows students to conduct international research'. Below this, there is a sidebar with a list of navigation links: About OSEEL, Undergraduate Research, Themed Learning Communities, Service Programs, Course Transformation Project, Graduate School Prep, Northern Lights Ambassadors, NSSE, News & Events, Contact Us, and OSEEL Home. The main content area is divided into three columns. The left column has three featured images: 'Undergraduate Research' showing students in a lab, 'Service Programs' showing students with a wheelchair, and 'Themed Learning Communities' showing a group of students. The middle column has two featured images: 'Undergraduate Research & Artistry Day' with the date 'Tuesday, April 22, 2014' and 'Save the Date!', and another 'Undergraduate Research' image. The right column is titled 'Current Events' and lists three events: 'TLC Fall 2013 Annual Bowling Bash' on Sep 29, 'Edible Education: Exploring Research Opportunities' on Sep 30 at 12pm, and 'Huskie Service Scholars Meeting' on Oct 2 at 5pm. At the bottom left, there are social media icons for Facebook and YouTube, and a 'CELEBRATING EXCELLENCE' award ribbon for NIU from April 14-28, 2013.

Traditional Methods: Web

- Linking to other NIU web pages

The screenshot shows the 'Freshman Admissions' page. On the left is a navigation menu with links like 'Apply', 'Next Steps', and 'Contact Us'. The main content area is titled 'Freshman Next Steps Checklist' and lists seven steps. A callout box highlights step 7, 'Attend Orientation', with a yellow border. The callout text states: 'It is required for all new students to attend Orientation.' and 'At orientation you will be introduced to life at NIU and register for your first classes. Check out our Themed Learning Community especially designed for freshmen.'

Freshman Admissions

Apply
Next Steps
Paying for College
Campus Visit
Request Information
FAQs
Contact Us
Division of Student Affairs & Enrollment Management
Freshman Home

Undergraduate Admissions Homepage ▶ Freshman ▶ Next Steps

English | Español

Freshman Next Steps Checklist

- 1. Log into MyNIU
 - Learn how to access your MyNIU account, where you can check the status of your application.
- 2. Complete Your Application
 - Make sure w
 - Official
 - Official
 - \$40 App
- 3. Check
 - From now o
- 4. Accept
 - If you are admitted you must accept your admission on your MyNIU account to reserve your spot.
- 5. Apply for Financial Aid
 - Visit NIU's Financial Aid website for complete overview information and procedures.
 - NIU has a priority filing date of March 1st.
- 6. Pick Your Room
 - Housing information for newly admitted students.
 - How to apply for on-campus housing and dining.
- 7. Attend Orientation
 - It is required for all new students to attend Orientation.
 - At orientation you will be introduced to life at NIU and register for your first classes. Check out our Themed Learning Community especially designed for freshmen.

HAVE A QUESTION? GET A QUICK ANSWER HERE!

Type your question here: ask

Ask real questions like: "How can I check my application status?"

Powered by Hobsons emt

Traditional Methods: Web

- Linking to other NIU web pages

The screenshot shows the website for the Northern Illinois University Department of Chemistry & Biochemistry. The header includes the university logo, navigation links (A-Z, Blackboard, Calendar, Directory, MyNIU, NIU Today, NIU Home), a search bar, and a red navigation bar with links for Prospective Students, Current Students, Faculty & Staff, and Alumni & Friends. The main content area features a photo of students in a lab, a 'Related Links' section, and a central text block about research opportunities. A sidebar on the left contains links for 'About Us', 'Lab Safety', 'CBBS', 'InSET', 'Scholarships & Giving', 'Colloquium', 'Contact Us', and 'Home'. Social media icons for Facebook, Twitter, and LinkedIn are also present.

Related Links

- [CHEM 498/CHEM 499](#)
- [NIU Undergraduate Research](#)
- [Research Rookies](#)
- [Undergraduate Research and Artistry Day](#)

Related Links

- [CHEM 498/CHEM 499](#)
- [Research Rookies](#)
- [Undergraduate Research and Artistry Day](#)

Research provides an excellent opportunity to use textbook knowledge for scientific inquiry, develop critical thinking skills, experience the real wonders of scientific discovery...and to prepare for your future. There is no better way to prepare for work or graduate studies in the sciences than to participate in real-world chemical research.

Finding an undergraduate research project involves either joining an established research group currently functioning in the department, or finding a suitable faculty adviser for an independent project of your own design. Students who are interested in pursuing research have several options available to them, including:


- [CHEM 498/CHEM 499](#) - Undergraduate Research/Faculty Research
- [URAP \(Undergraduate Research Apprentice Program\)](#) - A program that provides an opportunity for NIU Undergraduates to work one-on-one with faculty members on their cutting-edge research projects.
- [USOAR \(Undergraduate Special Opportunities in Artistry and Research Program\)](#) - A program that uses university funds to fund student-generated research projects, whether the study is conducted on campus, somewhere else in the United States or overseas.

Follow us... [f](#) [t](#) [in](#)

NIU Department of Chemistry & Biochemistry
Where the study of matter...matters!

Traditional Methods: Communications

- NIU Today



NORTHERN ILLINOIS UNIVERSITY

NIU Today

Wednesday, September 25, 2013

STATE PENSION & BUDGET UPDATE

HOME PHOTOS VIDEOS PUBLICATIONS SUBSCRIBE NIU.EDU NIUHUSKIES.COM

Arts Alumni Colleges Community Engagement On Campus Student Life Sports What's Going On

Fall USOAR deadline set for Friday, Oct. 4

Undergraduate Special Opportunities in Artistry and Research (USOAR) is now accepting proposals from current undergraduates interested in conducting an independent artistry or research project in 2014.


Share your idea for a research or artistry project with a faculty member. Once the faculty member has approved your idea, complete a **proposal** and submit it to ugresearch@niu.edu. Be sure to include all supplemental materials with your proposal. Proposals should be submitted to ugresearch@niu.edu by **Friday, Oct. 4**.

Students with the most outstanding proposals have the chance to receive up to \$2,500 to carry out their proposed project.

This is a great opportunity for undergraduates to engage more fully in the world of academia while also placing them steps ahead of their peers in the practice of research and artistry.

For more information about USOAR, students can attend one of the informational workshops, held from 2 to 3 p.m. in Room 305 of the Holmes Student Center:

- Tuesday, Sept. 10
- Wednesday, Sept. 11



Speech-language pathology students Isha Vaishampayan and Gabriela Rodriguez conduct research on children with cleft palates in Mexico through USOAR.

NIU Events

« September »

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Today's Events This Week's Events

Choose Type

- Sep 25 8:30am -Cancelled- MyNIU Campus Queries Location:Altgeld Hall
- Sep 25 10:15am MyNIU Campus Queries Location:Altgeld Hall
- Sep 25 11am Summer in September BBQ Location:Academic Advising Center
- Sep 25 1:30pm Office 2010 - PowerPoint II Workshop Location:Founders Memorial Library
- Sep 25 6:30pm Chris Pracht Location:Music Building
- Sep 25 7pm Finding a Job on Campus Location:Stevenson Hall, Smart Classroom

Traditional Methods: Communications

- Email blasts & Newsletter



Office of Student Engagement & Experiential Learning

July/August 2013

welcome

to the Office of Student Engagement & Experiential Learning Newsletter. We are excited to bring you updated information about our programs and initiatives. In an effort to minimize traffic to your email inbox, we will be issuing our newsletter on a bi-monthly basis (once every two months). Please do not hesitate to contact our office at any time with questions or concerns!

Office of Student Engagement & Experiential Learning
Evans Field House 110
Phone: (815) 753-8154
Fax: (815) 753-8157
engage@niu.edu
oseel.niu.edu



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Community Garden Update	6
Fall PCR Training	6

Upcoming Events

Project on Civic Reflection (PCR) Training	Saturday, September 7, 9:00AM-5:00PM Campus Life Building
USOAR Information Meeting (2 Options)	Tuesday, September 10, 2:00PM-3:00PM -OR- Wednesday, September 11, 2:00PM-3:00PM Holmes Student Center 305
USOAR Proposal Deadline	Friday, October 4
Graduate School Preparation Seminar	Saturday, October 5, 8:30AM-1:00PM Yordon Center
GRE Basics Workshop	October 7-10, 14-17, 5:00-7:00PM DuSable 276



Summer Research Programs Symposium, cont.



Research Experience for Undergraduates

NIU's Research Experience for Undergraduates (REU) program focuses on energy, environment, ethics and economy (the 4 Es) with a broader focus on sustainability.

This summer 13 students, 11 from different institutions and 2 from NIU, worked on 6 different projects. In addition to the specific projects, REU students participated in professional development workshops and attended excursions focused on sustainability.

This year's REU students include:

Ryan Dunne, Humboldt State University
Rex Gower, Lincoln Trail College
Mariya Hinojos, Ripon College
Kathleen McGrew, University of Maryland
Marie Kroeger, Northeastern Illinois University
Jaime Lopez, Los Angeles Valley College
Lori Lovell, Indiana University
Melissa Lucius, Otterbein University
Kathryn Olson, Northern Illinois University
Jonathan Rice, SUNY College of Environmental Science & Forestry
Eduardo Robleto, University of Nevada Las Vegas
Larissa Root, Northern Illinois University
Taylor Skokan, Columbia College

Summer Research Opportunities Program
NIU's Summer Research Opportunities Program (SROP) was created to promote access to undergraduate research experiences during the summer months for NIU students.

This summer, 10 students from 3 colleges conducted research projects over the course of the 8 week program, in addition to attending professional development workshops and a handful of excursions.

This year's REU students include:

Gabriela Arriaga, Physics
Usman Beg, Electrical Engineering
Thomas Bouril, History
Casey Heuer, Geography
Zachary Howard, Biology
Jacob Lawrence, Community Leadership and Civic Engagement
Laura Rodriguez, Public Health Administration
Sumeet Sandhu, Economics
Joshua Stevens, Physics
Evan Wittka, Biological



Summer Research Opportunities Program



Traditional Methods: Social Media

- Facebook

The screenshot shows the Facebook profile for the NIU Office of Student Engagement and Experiential Learning. At the top, there is a search bar and the text 'facebook' and 'NIU Office of Student Engagement and Experiential Learning'. Below this is a large group photo of approximately 15 students wearing blue and red t-shirts with 'TLC TWENTY' printed on them. To the left of the photo is the Northern Illinois University (NIU) logo. Below the photo, the page name 'Northern Illinois University NIU Office of Student Engagement and Experiential Learning' is displayed, along with '417 likes' and '22 talking about this'. A navigation bar includes 'About', 'Photos', 'Likes', 'YouTube', and 'Map'. The main content area shows a 'Status' update from the page: 'The TLC Annual Bowling Bash is this Sunday from 4:00-5:30pm! All TLC students, faculty, staff, and friends are welcome to join us in the Huskie Den for free bowling, pizza, and pop.' To the right, there is a 'Recent Posts by Others' section with posts from Stephanie Zobac, Erin Holman, and Lucero Martinez.



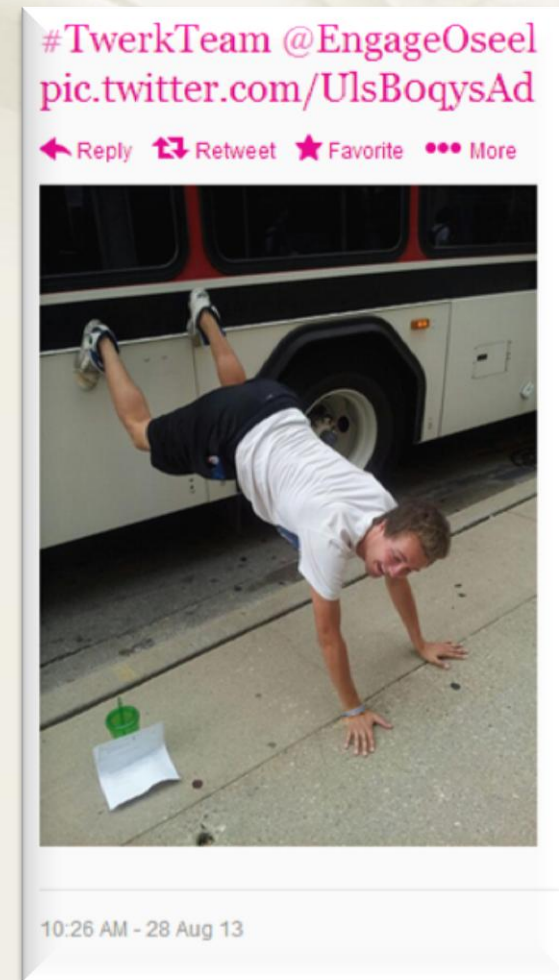
Traditional Methods: Social Media

- Twitter & YouTube



A screenshot of a Twitter profile for "NIU Research Rookies" (@ResearchRookies). The profile picture shows a large group of diverse young adults. The bio indicates they are located in DeKalb, IL, and their website is niu.edu/urgresearch. The profile shows 13 tweets, 44 following, and 26 followers. Below the profile are three tweets:

- NIU Research Rookies** @ResearchRookies (20 Sep): "@NIUlive: Limited tickets still available for home opener. Let's sell out the stadium!!" Take a break from studying to support our team! [View conversation](#)
- NIU** @NIUlive (19 Sep): Have you taken your MAP-works yet? bit.ly/1bttaz4 Retweeted by NIU Research Rookies [Expand](#)
- NIU Research Rookies** @ResearchRookies (20 Sep): "@NIURules: Sept 30 Edible Education: Exploring Research Opportunities will be held at the Campus Life Building (RM 100) from 12-1pm" [View conversation](#)



A screenshot of a tweet from the TwerkTeam (@EngageOseel). The tweet text is "#TwerkTeam @EngageOseel pic.twitter.com/UlsBoqysAd". Below the text are icons for Reply, Retweet, Favorite, and More. The image shows a man in a white t-shirt and dark shorts performing a handstand against the side of a white bus. The timestamp at the bottom of the tweet is "10:26 AM - 28 Aug 13".



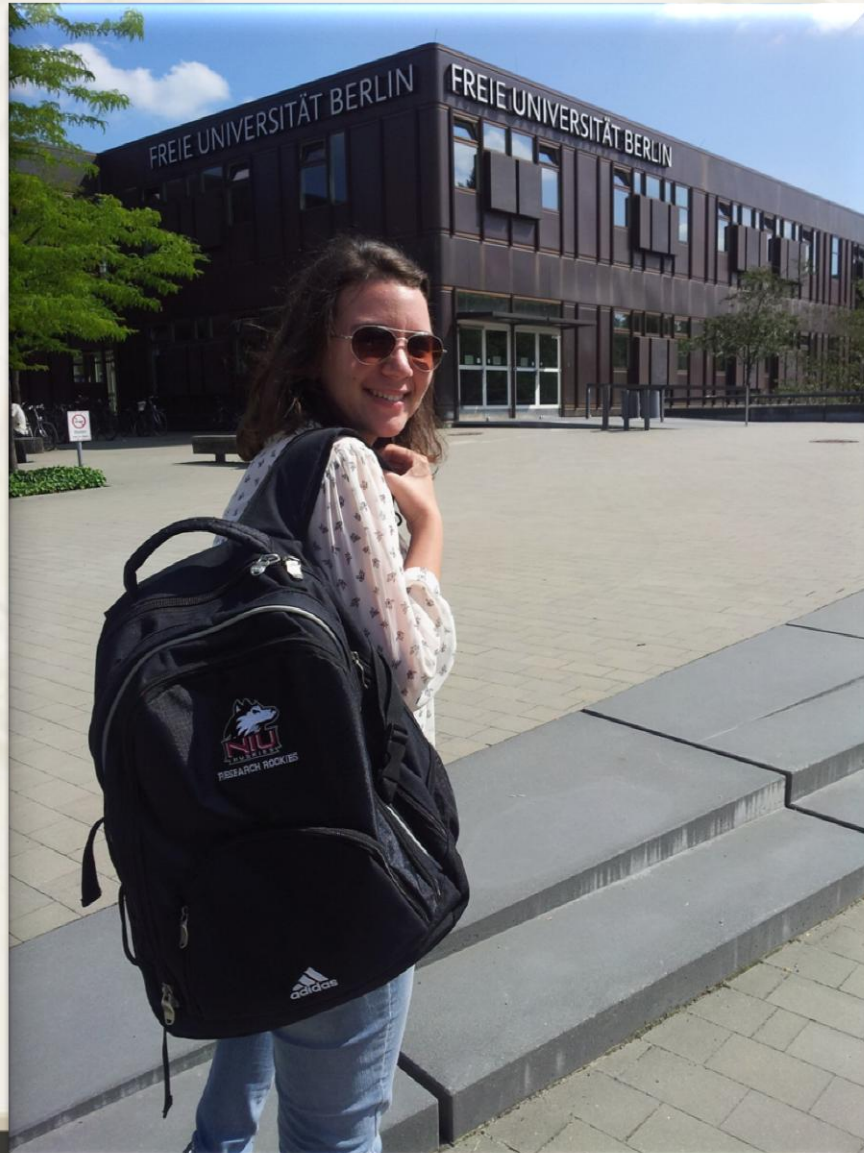
Traditional Methods: Gear

- T-Shirts



Traditional Methods: Gear

- Backpacks



Traditional Methods: Gear

- Other gear:
 - Water bottles
 - Jackets
 - Padfolios



Traditional Methods

- Other?



Unique Methods

- Unique Methods
 - Outdoor advertisements
 - Print materials
 - Web-based materials
 - Bundling the message
 - Simplifying the process
 - Spreading the word through students



Unique Methods

- Press releases
 - Northern Star, NIU Today

Northern Star 72° Clear Advanced Search

HOME **CAMPUS** CITY OPINION SPORTS SCENE VIDEO & PHOTO BLOGS FROM AP CLASSIFIEDS

Career Services CAREER FAIRS - FALL 2013
More than 3,900 jobs and over 1,000 internships = Reasons to Log In. www.careerservices.niu.edu
Oct. 15 Graduate & Professional School (GPS) Fair
Oct. 22 Internship Fair
Oct. 23 Full-time Job Fair www.careerfairs.niu.edu


Husky Get Hired! for Jobs & Internships
Career Services helps
Welcome to the site!
Login or Signup below.
Login | Signup

Home ▶ Campus

Research Rookies connects students, mentors

Story Comments Print Font Size:

1 0 0 2



Posted: Tuesday, September 10, 2013 1:23 am | Updated: 1:58 am, Tue Sep 10, 2013.

Bryce Sommer

Research Rookies members attended their second monthly meeting since the beginning of the semester on Monday.

The Research Rookies program is one of multiple research opportunities provided to students. One aspect that makes the Research Rookies program unique is that it caters to undergrads who may not have previous research experience. A freshman, sophomore or transfer student chooses a faculty mentor who works in the student's area of interest. The student and mentor then spend an entire academic year creating and carrying out an original research project, culminating in a poster presentation at the Undergraduate Research and Artistry Day in the spring.

Students are required to spend about five to 10 hours per week working on the project as well as maintaining at least a 2.5 GPA and attending monthly meetings with the Research Rookies staff. Upon

Josh Lazenby | Northern Star

Research Rookies Meeting

Lizabeth Roman, sophomore community leadership & civic major, Kathryn Voight, freshman history major, and Zharfan Irawan, accounting major, gather together Monday night to discuss their various research topics in their classes at the Founders Memorial Library during the monthly Research Rookies meeting.

Studios, 1, 2, 3, 4 Bedrooms S & E Properties and Management 815-787-2500

830 Edgebrook Dr. Studios
1 bedroom / 1 bath
2 bedroom / 2 bath
Utilities included at Edgebrook location only

2 bedroom / 2 bath
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871 & 945 Regent Dr.

4 bedroom / 2 bath
958 & 915 Spruce Ct.
885 & 901 Regent Dr.
875 & 987 Fols Dr.

815-787-2500 • ApartmentsInDeKalb.com
Office at 830 Edgebrook Dr. • Monday - Friday 9:30am - 5pm

[Facebook](#)
[Twitter](#)
Latest Blog Posts

'Spec Ops: The Line' is a winner
An incredible single-player narrative and soli...

What to do with Carlos Marmol?
Carlos Marmol has been quite the story this year wit...

Music to my Ears: The Great Gatsb...
The thirteenth and final installment of the we...

[Housing Guide](#)
[Dining Guide](#)
[Work at the Northern Star](#)

Unique Methods

- Strategically placed advertisements for orientation



Unique Methods

- Half sheets

**Conflict & Creativity:
The Impact of War on Art**
Themed Learning Community

From the Bronze Age plains of Troy to the modern plains of Afghanistan, writers, painters, sculptors, musicians, actors, and dancers have been fascinated with war. Some have greeted the outbreak of hostilities with enthusiasm, other with despair and horror. Their collective output is enormous and varied: Homer's Iliad; paintings by El Greco; poems by Rudyard Kipling; dances by Isadora Duncan; plays by Berthold Brecht; songs by Bob Dylan; films by Kathryn Bigelow and Quentin Tarantino. Through discussions and analysis, students will be able to discover and examine their own attitudes toward war - its ideals, its icons and its artistic outcomes. This TLC includes ENGL 103 & COMS 100.

OPEN TO FRESHMEN VPA STUDENTS
For more information, please contact
Deborah Robertson at (815) 753-8374 or drobertson@niu.edu

"Working with Visual and Performing Arts majors on this theme last year was a fascinating process. Conflict is often times an unfortunate impetus for great art, and we were able to think, talk, and write about this phenomenon in creative ways. I look forward to seeing the next group's approach to this theme."

*Stephanie Kummerer
Instructor*

How do I sign up for a Themed Learning Community?

When planning your classes for the fall, be sure to save your seat in the TLC of your choice. Follow the directions below to add the TLC to your MyNIU Shopping Cart. At orientation, let your advisor know that you are planning to take a TLC.

1. Sign in to **MyNIU** using your Z-ID number and password.
2. Click **MyNIU Student Center**
3. Click **Enrollment Shopping Cart** (under your schedule)
4. Select **Term (Fall 2013)**, then click **Continue**
5. Enter the **Class Number** of one of the TLC courses, then click **Enter**
6. **Review the information** to make sure it is correct and click **Next**
7. **Repeat steps 5 & 6** to add all of the courses in the TLC to your **Shopping Cart**
8. You can now log out of **MyNIU**

After seeing your advisor at orientation this summer, log back into MyNIU. Find your Shopping Cart, check the boxes next to your TLC classes, and click Enroll!

Course Title	Section	Class #	Instructor	Day	Start	End
ENGL 103	TM27	4070	Stephanie Kummerer	TTH	11:00	12:15
COMS 100	T702	2510	Helena Sivits	TTH	9:30	10:45

Time	Monday	Tuesday	Wednesday	Thursday	Friday
8:00					
9:00					
10:00		COMS 100		COMS 100	
11:00		ENGL 103		ENGL 103	
12:00					
1:00					
2:00					
3:00					
4:00					

For more information, please contact:

The Office of Student Engagement & Experiential Learning
www.tlc.niu.edu • 815-753-8154 • tlcn@niu.edu

Unique Methods

- CLAS orientation sessions
- 1st year student step by step checklist (enroll in a TLC)
- Button on MyNIU for TLCs



Unique Methods

- Bus advertisements



Unique Methods

- Chalking



Unique Methods

- Presentations
 - University Honors retreat
 - UNIV 101 classes



Unique Methods

- Customized website headers & calendar dates on NIU web pages



Academics <ul style="list-style-type: none">• Academic Advising Center• Calendars and Holidays• Catalogs• Colleges & Departments• Course Finder• Experiential Learning• Final Exams Schedule• Four Year Degree Paths• Huskies Get Hired!• Off-Campus Course Finder• Office of Student Academic Success• Registration & Records• Tutoring• University Honors Program• University Libraries• Who is My Advisor?	Featured Events <ul style="list-style-type: none">Sep 25 - Oct 7 MAP-Works Fall Transition SurveySep 25 11am Summer in September BBQSep 25 5pm Chem Club MeetingSep 25 9pm Game Night Bonanza!Sep 26 8pm Concert featuring Noah	QUICK LINKS <ul style="list-style-type: none">• Blackboard• MyNIU• Student Email News <ul style="list-style-type: none">• NIU Today• Northern Star• Weather Closing Information Support Services <ul style="list-style-type: none">• Career Services• Counseling & Student Development• Health Services• Student Support Departments Sports & Activities <ul style="list-style-type: none">• Convocation Center• Holmes Student Center
Finances <ul style="list-style-type: none">• Bursar• Scholarship Office• Student Employment		



Unique Methods

- Engage magazine
 - Pulls engaged learning opportunities from across campus



Study Abroad

www.studyabroad.niu.edu
815-753-0700

A Value-Added Component of an NIU Education!

Participation in a study abroad program adds value to any degree, undergraduate or graduate. The value of study abroad can be found in the development, experience, and future employability of students who have studied abroad, among other benefits. Study abroad programs and/or internships are available in every major offered at NIU.

Some study abroad programs can cost more than studying at the NIU campus in DeKalb, but the skills, qualities, and experiences you'll gain make study abroad a very sound investment. Also, scholarships and financial aid are available to make study abroad more affordable for every student.

Development

Most students who've studied abroad genuinely feel that the experience changed their life. While this statement may seem dramatic, there is research to support it. Research on the learning outcomes of study abroad is an expanding field, and there are several recent and ongoing studies that suggest that study abroad helps students to develop in many ways, allowing them to become more independent, flexible, and aware of their place in the world. Many of these developments are part of any college education, but through study abroad they are enhanced and deepened.

Experiences

In NIU's twice-weekly Study Abroad 101 information sessions, we tell students to "do it now, while you still can!" Financial aid is available to help you travel the world and enjoy once-in-a-lifetime experiences. Also, many students make friendships and contacts throughout the world that last much longer than their experience.

Future Employability

A recent study by the Council on International Educational Exchange (CIEE) found that employers seek skills and characteristics students who have studied abroad possess. Qualities such as risk taking, flexibility, and creativity are valuable to employers, and study abroad enhances these qualities. For this reason, study abroad experience may even help you obtain a better job after graduation, because – as the world gets "smaller" – the value of study abroad to employers increases.

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Study Abroad Options at NIU

NIU students can choose from several options, including winter break, semester, summer, or yearlong programs. Staff in the Study Abroad Office are available to advise and guide students throughout the process, so please feel free to call, e-mail: niustabroad@niu.edu or visit us. Study Abroad Office, Willston Hall 417

"I love this place so much. Who I am now is a direct result of the experiences I've had, the people I've met, and the love I've found for Salamanca. It's a rare joy to have the opportunity to study abroad. It was a decision that, to this day, I'm shocked I had the guts to make. But here I am...and here a part of me will always be. Ten fe en ti!"

-Kristen Roenfaen, Salamanca, Spain



Service and Civic Engagement Programs

www.service.niu.edu

NIU offers several programs for students to get involved in the community through service and civic engagement. Check out the options below to find out how you can get involved with NIU and the surrounding community.

The Office of Student Engagement & Experiential Learning

provides students with several opportunities to get involved in the community.

Huskie Service Scholars

The **Huskie Service Scholars** program pairs upper-classmen with first-generation or low-income students entering NIU for the first time. These students will work to complete 300 hours of community service and will receive \$1,132 in tuition.

Project on Civic Reflection

The **Project on Civic Reflection (PCR)** helps NIU students, faculty, and staff come together to discuss and relate literature and media to their civic engagement experiences.

Service-Learning

Students can learn and provide service for their communities in a variety of **service-learning** courses. This type of progressive education gives students a sense of empowerment and a better understanding of issues in diversity and civic responsibility. A listing of service-learning courses are available at www.osel.niu.edu.

The Office of Student Involvement & Leadership Development (SILD)

niu.edu/studentinvolvement/volunteer, provides students with several opportunities to become more actively engaged both on and off campus.

I Serve niu.edu/serve/

NIU is proud to participate in the Interfaith and Community Service Campus Challenge launched by President Obama. We are partnering with Feed 'Em Soup and the Voluntary Action w/Center to help relieve hunger in our community.

NIU also provides opportunities for undergraduate students to pick regions with a focus on service and civic engagement through departments like the:

Center for NGO and Leadership Development (NGOLD) www.niu.edu/ngold

Institute for the Study of the Environment, Sustainability and Energy www.niu.edu/ese

At NIU, the opportunities to get involved in service and civic engagement are endless!



Unique Methods

- Students

The screenshot shows the NIU Foundation website. At the top is the NIU Foundation logo and a search bar. Below the logo is a navigation menu with links: MEET OUR STUDENTS, MEET OUR DONORS, INVEST IN NIU, NEWS, ABOUT US, CONTACT US, and MAKE A GIFT NOW. The main content area features a banner image of NIU buildings. Below the banner, the page is titled "MEET OUR STUDENTS" and "Evan Wittke". On the left side, there is a "Student Stars" list including Milo Barsanti-Gonzalez, Jenna Binversie, Kevin Coffee, Emily DeBisschop, Larry English, Huskie Football Team, Moonja Jeong, Light Up Africa, Ali Whitecotton, Evan Wittke, and Jose Zaragoza. Below this list are sections for "Other Student Stories", "Student Thank You's", and "Generation Generosity". The main content area features a video player titled "Evan Wittke - NIU Foundation Student Star" showing a young man in a lab coat working in a laboratory. To the right of the video is a quote: "If I don't do it, who will?" attributed to Evan Wittke. Below the quote is a link "Send Evan a note >". At the bottom of the page is the NIU logo.

NIU FOUNDATION

MEET OUR STUDENTS MEET OUR DONORS INVEST IN NIU NEWS ABOUT US CONTACT US MAKE A GIFT NOW

MEET OUR STUDENTS **Evan Wittke**

Student Stars
Milo Barsanti-Gonzalez
Jenna Binversie
Kevin Coffee
Emily DeBisschop
Larry English
Huskie Football Team
Moonja Jeong
Light Up Africa
Ali Whitecotton
Evan Wittke
Jose Zaragoza

Other Student Stories
Student Thank You's
Generation Generosity

Evan Wittke
NIU undergrad researching cancer

Evan Wittke spent the last three semesters helping find a cure for cancer.

Not bad for a sophomore!

As a Research Rookie, Evan works side-by-side with Professor Barrie Bodie in his lab. It's a research opportunity of a lifetime.

Together, the duo is studying how cancer cells metabolize. Their research has the potential to help provide a better tomorrow for millions of people and will undoubtedly provide a better tomorrow for Evan and hardworking NIU students like him.

NIU donors, like Jaymie and Harry Simmon, help provide experiences like Evan's for NIU students every day.

Evan Wittke - NIU Foundation Student Star

"If I don't do it, who will?"
Evan Wittke

[Send Evan a note >](#)

NIU

Unique Methods

- Getting programs input into key administrators dialogue
 - President, Vice Provost, college deans



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Research Rookies

1. Sarah Steebing conducted an independent research project on horses.
2. Research Rookie Evan Wittke worked as a member of biological sciences professor Barrie Bader's laboratory team.
3. Anthropology student Lindsey Kaines with professor Creamer.
4. Psychology Research Rookie Lauren Boddy.

► First formed in 2010 as a pilot program, NIU's Research Rookie program provides freshmen, sophomores and transfer students the opportunity to participate in research projects with NIU faculty ranging from investigations of cellular activity to assessing customer satisfaction among attendees at Huskie football games. The program now encompasses all six undergraduate colleges on campus and includes students pursuing 24 different majors including biology, philosophy, marketing, mechanical engineering, graphic design, special education and speech-language pathology.

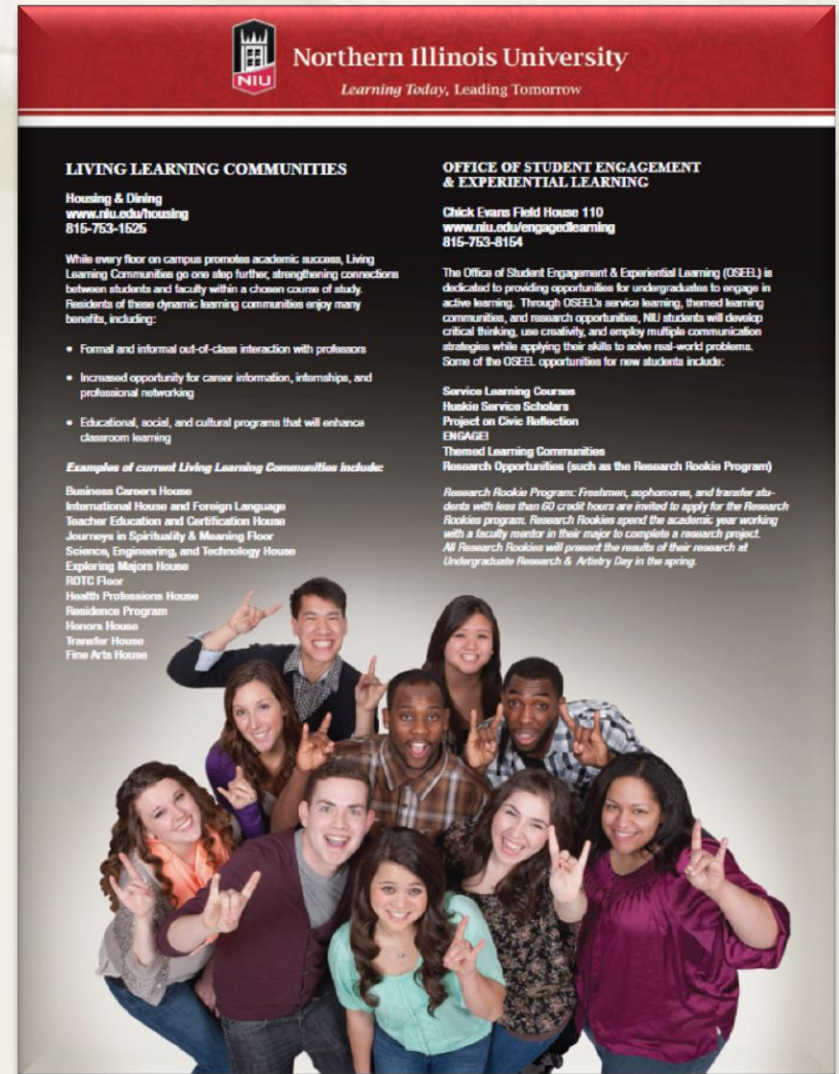
The research program is geared toward "rookies," or students who are typically in their first or second year at NIU who interview and choose a faculty mentor who helps guide them through the research process as it applies to their field.

The yearlong program prepares students for pursuing a master's degree or eventually a doctorate degree, culminating at the end of the spring semester when students show their projects at the Undergraduate Research and Artistry Day.

Academic Success 17

Unique Methods

- Bundling our message with mass mailings
 - Admissions, Housing & Dining, Scholarship Office, University Honors Program



Northern Illinois University
Learning Today, Leading Tomorrow

LIVING LEARNING COMMUNITIES

Housing & Dining
www.niu.edu/housing
815-753-1525

While every floor on campus promotes academic success, Living Learning Communities go one step further, strengthening connections between students and faculty within a chosen course of study. Residents of these dynamic learning communities enjoy many benefits, including:

- Formal and informal out-of-class interaction with professors
- Increased opportunity for career information, internships, and professional networking
- Educational, social, and cultural programs that will enhance classroom learning

Examples of current Living Learning Communities include:

Business Careers House
International House and Foreign Language
Teacher Education and Certification House
Journeys in Spirituality & Meaning Floor
Science, Engineering, and Technology House
Exploring Majors House
ROTC Floor
Health Professions House
Residence Program
Honors House
Transfer House
Fine Arts House


OFFICE OF STUDENT ENGAGEMENT & EXPERIENTIAL LEARNING

Chick Evans Field House 110
www.niu.edu/engagedelearning
815-753-8154

The Office of Student Engagement & Experiential Learning (OSEEL) is dedicated to providing opportunities for undergraduates to engage in active learning. Through OSEEL's service learning, themed learning communities, and research opportunities, NIU students will develop critical thinking, use creativity, and employ multiple communication strategies while applying their skills to solve real-world problems. Some of the OSEEL opportunities for new students include:

Service Learning Courses
Honors Service Scholars
Project on Civic Reflection
ENGAGE!
Themed Learning Communities
Research Opportunities (such as the Research Rookie Program)

Research Rookie Program: Freshmen, sophomores, and transfer students with less than 60 credit hours are invited to apply for the Research Rookies program. Research Rookies spend the academic year working with a faculty mentor in their major to complete a research project. All Research Rookies will present the results of their research at Undergraduate Research & Artistry Day in the spring.



Unique Methods

- Others
 - TV Screen ads
 - Save-the-Date Bookmarks



Unique Methods

- Other?

