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 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 year’s 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

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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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POINT OF PRIDE

CAMPUS UPDATES
From the Student Success Center:

**Academic Action Plan (AAP) Advisor Meeting**

Students who are on academic probation have completed their initial meeting with the SSC. Next, they will be scheduling their early semester meeting with either their professional or faculty advisor. You should have received a copy of the AAP (via Google document) from an SSC staff member if you have an advisee on academic probation. Your advisee(s) should reach out to you to schedule and complete the first meeting between February 10th and 24th.

**UMC 1202 Faculty Advisor Meeting**

In UMC 1202 this semester, students will be requesting a meeting with their faculty advisor to check in about their semester so far and for a resume critique. Students will bring their resume to the meeting and engage in a conversation with you on how they can enhance their experiences in college to prepare for their career. Students should bring two copies of the assignment to their meeting. However, if you wish to review the discussion items before your meeting, you can do so with this [Meet With Your Advisor](#) link.

Note that this semester, students do not have an advisor meeting for registration as a required assignment. Please encourage your students to meet with their professional advisor, if they have one, or with you if they do not, to plan for their summer and fall semesters.

**Writers’ Group**

Writers’ Group is an informal group for those interested in any type of creative writing. Typically, we build activities/discussions around what attendees are interested in talking or writing about at a particular moment. Past topics included: worldbuilding, naming characters, plot structures, and suspense. If you are looking for a space to share what you are working on, get feedback, and engage in conversations around various writing related topics, join us on Mondays at 3 p.m. in the Student Success Center (Owen Hall 270).

**Weekly Faculty Writing Hour**

Finding time to work on writing projects can be difficult, especially when you have such a busy schedule each day. Even still, it is important to allot time in your calendar to have a consistent writing schedule. The Writing Center will be hosting a weekly writing hour to provide an opportunity for you to do one thing that you know you need to, but just cannot find the time. Join your colleagues on Wednesdays at 4 p.m. in Dowell Hall 116 (starting this week). On the following four Wednesdays, you will meet in the Minnesota Room: February 19, March 18, April 15, and May 6.
From Academic Affairs:

**Deadline for Summer or Fall 2020 Undergraduate Research Opportunities Program (UROP) Projects**

**Application Deadline:** Monday, February 24, 2020

To be eligible for undergraduate research project funding, all UMN Crookston students will now apply through the UROP website by the deadline posted. Projects not funded by UROP will automatically be considered for CSR-CW local funding. If your project does not meet all of the program requirements listed on the UROP website (such as team projects, course credit projects, or fewer project hours), or you have questions about the application process, please contact Michelle Beeghly at (218) 281-8256 to discuss further.

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**NACTA Car Washes**

NACTA is holding Spring car washes! All proceeds will fund students' trips to Hays State to compete for the NACTA National Sweepstakes Title!

Car washes will go from January 28 - March 26 and will be every Tuesday from 2 - 5 p.m. and every Thursday from 12 - 5 p.m.

Car washes are $30 and they will detail the inside and outside of the vehicle!

If anyone would like to sign up, please e-mail Mikayla Lacher at lache045@crk.umn.edu or Ryan Greenwaldt at gree2172@crk.umn.edu.

**From Crookston Students For Sustainable Development (CSSD):**

Recycling competition! If students don't put out their recycling bin, they can't score points for their team. More details here.
Welcome:

- **Teresa Spaeth**, Director of Business Development/Veden Chair for Rural Economic Development, UMN Crookston

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**EVENTS**

**Diversity Workshop series: Social Identities...**
The second part to the Allyship: Supporting people with marginalized Identities. Join us for the second part of the Diversity Workshop series: Social...

- **Time:** 12pm
- **Location:** Bede Ballroom

**Spring Career Expo - North Dakota State University**
Day 1 | Agriculture, Business, Humanities & Social Science Expo and Marketing & Sales Hiring Fair Tuesday, February 11th from 1:00 pm...

- **Time:** 1pm
- **Location:** Fargodome

**School of Nursing and Campus System Partnership...**
Laurissa Stigen, MS, RNCoordinator, School of Nursing and Campus System Partnerships will be on campus in the Leadership Room, second floor Sargeant Student...

- **Time:** 2pm
- **Location:** Sargeant Student Center, Leadership Room

**Valentine’s Crush Sale**
The information desk will be selling valentines on Valentine’s day! On February 14th, from 12-2pm come purchase a can of crush pop and a sucker with several...

- **Time:** 12pm
- **Location:** Information Desk
• Farm to Table Dinner - Thursday, August 13, 2020
  • $100 general public
  • $75 UMN Crookston faculty, staff, and students