Welcome to Winter Quarter!

It’s been one year since our first publication was issued to everyone in Student Affairs. We have made great progress with respect to achieving a sense of direction and are taking the necessary steps toward fulfilling our mission. This is truly a collaborative process and the results continue to be inspirational.

The Student Affairs Branding and Identity Committee has been formed for the purpose of developing an effective and recognizable graphic identity plan. The members of this team have begun working to develop this important strategy in order to promote the Student Affairs brand reputation. The results of this process will be forthcoming in late March.

As I indicated at the “Lunch with the VP” session on December 12, our vision statement is in place for all of us and enhancement of the student learning experience is to remain well beyond our five-year plan.

I also spoke of how much I value the hard work of our staff members. When considering recruitment I shared my belief in both internal and external talent and support the measures needed in order to retain appropriate resources for this purpose.

Growth is not only expected, but encouraged as it will fortify the health of our organization in a positive way. Professional development is critical and to that point a leadership program is being designed and is expected to be available later this year.

It’s evident our hard work now allows us to answer the three important questions I offered to you last winter. We know where we are going, we are mindful of our purpose and we take time to consider what we value.

Onward!

Patricia Telles-irvin

Mr. Todd Adams has been chosen to join our campus community in February 2013 to serve as the Assistant Vice President and Dean of Students. Todd brings over 15 years of expertise to this role with respect to student life and student conduct. Welcome aboard, Todd!
SHAPE

At the BACCHUS Network General Assembly conference in Orlando, SHAPE received the Outstanding Network Member award (for the third year in a row!) and Laura Stuart won Outstanding Peer Education Advisor.

Please join me in congratulating SHAPE and Laura on receiving such well-deserved awards for their terrific work in addressing sexual health and sexual violence through peer education.

Residential Services Updates

- Housing Master Plan Update: During the past few months, team members from the consultant firm of Brailsford and Dunlavey were on campus meeting with various groups of students and staff to gather information relevant to the Housing Master Plan. The consultants presented their preliminary findings on December 17, 2012 to key group of Student Affairs staff and solicited their feedback on the process. Over the next few months you will have the opportunity to meet with the consultants and provide your input into the Housing Master Plan. It is anticipated that the final product will be available in April 2013.

- Staffing Update: Currently Residential Services is conducting a search for a Director of Residential Academic Initiatives, a Director of Facilities and Construction, and two Area Coordinators. We are optimistic that by the end of February, all of these positions will be filled.

- Winter Projects: During the Winter Break, Residential Services completed several projects designed to impact residential students directly. Perhaps the most significant project was the installation of overhead lights in the Hinman / Jones buildings. Other projects included resurfacing the shower pans in several buildings and some kitchen upgrades in the East and West Fairchild buildings. Several other smaller projects were also competed over the winter break.

- Academic Summit: There will be a Residential Academic Summit on January 15, 2013. About 35 members of the Northwestern community including members from Academic Affairs, Student Affairs, and Business and Finance will meet and discuss the future direction of the Residential College system, Residential Communities, and new ways to engage the residential student population. It is expected that this summit will be the catalyst for new and improved ways to educate, enrich and engage our residential students.
Student Affairs Marketing:
Here to market your department’s services

As many of you may know, a new department within the Division of Student Affairs was formed in late 2012 to better market our programs, events, and departments to the NU community. Student Affairs Marketing will create and implement integrated marketing communication plans that include the design of print and digital campaigns, as well as provide photography, videography, and social media consultation.

A temporary marketing request form can be found on Wildcat Connection (www.wildcatconnection.northwestern.edu) on the Student Affairs Marketing page. 

James McHaley, former Marketing Manager of the Norris University Center, is now the Assistant Director of the Norris Center for Student Affairs Marketing.

Jill Brazel, formerly the Communications Coordinator for SAIT, is the Creative Coordinator for Student Affairs and will continue to focus on web development while working closely with SAIT, videography, and graphic design. In addition, Jill is the official photographer of the division.

The department is in the process of adding two talented graphic designers in order to fulfill the many marketing requests of the Division. In addition, there are currently 11 student employees who provide their talents in various areas including graphic design, communications, social media, and web design.

Other initiatives to effectively market the Division and its components include the creation of the Branding and Identity committee co-chaired by Julie Payne-Kirchmeier and James McHaley. The goal of this committee is to create an effective and recognizable graphic identity for the Division of Student Affairs that will be used in our communication strategies.

Another new addition to help market the division is the creation of the Marketing User Group (MUG). This will be an opportunity for colleagues from around the division to meet and discuss the latest trends and best practices in terms of social media, communications, design, and other marketing practices.

If you have any questions regarding any aspect of Student Affairs Marketing or would like to set up a meeting to discuss your marketing and communication plans, please feel free to contact James McHaley at 847.467.7113 or j-mchaley@northwestern.edu.

Return of the Rink

The Norris Ice Rink is back...assuming the weather cooperates. For the third winter in a row, an ice rink has been installed on the east lawn of the Norris University Center to provide a much-needed break for students, staff, and faculty during the winter months.

The Norris Ice Rink opened in time for the students’ return for winter quarter and will remain open through mid- to late February. Then the ice rink must be taken down to make way for a giant tent to host Dance Marathon, March 8-10. When conditions for skating are favorable, the ice rink will be open from late morning (opening times may vary) until 11 PM each day.

Skaters who own their own ice skates may use the rink for free. Ice skates will be available for rent from Norris Outdoors, located in the Underground level of the Norris Center, from 12:30 PM to 9:00 PM everyday. Skate rental prices are $3 for students, $5 for faculty and staff, and $7 for guests of University members.

See you on the ice rink!
In a recent survey of Northwestern’s internal communications conducted by University Relations, nearly 70% of undergraduate students said they follow Northwestern on Facebook, and 31% said they did so on Twitter.

On the 2012 Multi-Institutional Study of Leadership, Northwestern students who engaged in “socio-cultural discussions” showed the strongest gains on every scale associated with the Social Change Model of Leadership Development.

On the 2010 Mental Health and Counseling Study, Northwestern students living off campus reported higher levels of Academic Distress, Generalized Anxiety, Family Distress, and Violence and Hostility (four of the CCAPS-62 subscales) than students living on campus in residence halls or fraternity/sorority houses.

**WINTER QUARTER STAFF DEVELOPMENT PROGRAMS**

For more information about the Fall quarter staff development programs, go to northwestern.edu/studentaffairs/resources/staff-development/index.html

**Fine Arts Outing-TBD**

**Second Annual Student Affairs Chili Cook-Off**
Thursday January 31
noon-2 pm
Location: Great Room, Seabury

**Yoga @ Searle**
To take place in February
More information to come

**Unraveling the Knot of Race**
Presenter: Allan Johnson
Wednesday January 30
9 am- noon
Hardin Hall

**Open House:**
Multi Cultural Center & The Black House
Thursday February 14
2-4 pm
Starts at 1914 Sheridan Road

**Recognizing Problematic Behavior:**
A Staff Development Program Especially for Housekeepers
Tuesday, March 5
8-9 am
Location: Foster Walker East Dining Room
Presenters: Representative from CAPS & Paul Hubinsky, Assistant Director, Residential Services

**Getting Social: Using Social Media to Communicate Your Message**
Wednesday, March 6
noon-1:30 pm
Northwestern Room, Norris
Presenter: TBA

**What Are the Characteristics of a Healthy Student Affairs Organization?**
Presenter: Larry Roper, VP for Student Affairs, Oregon State University
More Information to Come

**Living With and Adjusting to Change**
Presenter: Larry Roper, VP for Student Affairs, Oregon State University
More Information to Come

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**Student Affairs Newsletter Masthead**

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We welcome your feedback, questions and, your submissions.

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