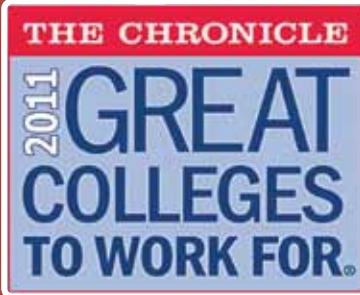


LYNX TALE

AUGUST 2011 · WELCOME EDITION

LINDENWOOD

LINDENWOOD UNIVERSITY BELLEVILLE, ILLINOIS



CHRONICLE OF HIGHER EDUCATION SURVEY PLACES LINDENWOOD AMONG NATION'S BEST WORKPLACES IN HIGHER EDUCATION

This "speaks volumes about the ethos of collegiality and other-centeredness at Lindenwood University."

- President James D. Evans, Ph.D.



LU Named 'Great College to Work For' Second Straight Year

Lindenwood University has been singled out for recognition in the "Great Colleges to Work For" report assembled by the Chronicle of Higher Education. The results of the study were released July 25, 2011, in the Chronicle's fourth annual report on "The Academic Workplace" and were derived from a survey of more than 41,000 employees at 247 colleges and universities in the United States.

Lindenwood was singled out in the study with recognition in the areas of collaborative governance, teaching environment, job satisfaction, confidence in senior leadership, supervisor/department chair relationship, and tenure clarity and process. Additionally, the University was one of 30 four-year schools nationwide singled out in a new feature of the report, the "Honor Roll," which recognizes institutions that scored well across

multiple areas of recognition.

Employees were asked to respond to 60 statements about their institutions on a five-point scale. The overall assessment was based primarily on the surveys and also on an institutional audit that captured the demographics and workplace policies and practices of each institution.

"This recognition from the Chronicle of Higher Education's 'Great Colleges to Work For' survey speaks volumes about the ethos of collegiality and other-centeredness at Lindenwood University," said Lindenwood President James D. Evans, Ph.D. "The campus community, as a whole, has been working to optimize a work climate of mutual support and respect here, and the high marks shown by

Continued
on page 4 . . .

Public Safety at LU-Belleville

By Joe Thorp

Lindenwood University - Belleville students will notice some big changes in public safety this fall when they return from their summer break. As Lindenwood grows, administration is always looking for ways to keep students safe. With the new expansion of the Security Office on campus, officers will now have the ability to monitor locations throughout campus on 24-hour video surveillance and utilize other tools to ensure the safety of our student body.

Beginning in the fall 2011 semester, LU will offer new Blue Light emergency stations throughout campus. "In the event of an emergency, students can use the call station and an officer will be dispatched to their location," said Mike Sims, Lindenwood Officer and Sheriff's Deputy for the St. Clair County Sheriff's Department. "The call goes into 911 dispatch and an officer from both the city and Lindenwood will be dispatched to the location."

Along with the new stations, Lindenwood will still offer the Officer Escort stations located throughout campus. These stations provide students with a phone number to call and station number to give the officer. The officer will then meet the student and provide an escort to her or his vehicle.

As our campus grows, so do the services Lindenwood offers its students. The new improvements and additions to the campus security department are just another way Lindenwood is dealing with 21st century issues while maintaining the safety of its students.



Lindenwood Dedicates Senator Alan J. Dixon Student Center

Lindenwood University's Belleville campus hosted a ribbon cutting and dedication ceremony for its new student center, named in honor of former United States Senator Alan J. Dixon, on Friday, August 5, 2011.

Dixon served the state of Illinois for 43 years, including the Illinois legislature, various state offices, and the U.S. Senate. One of his most notable career accomplishments was his co-sponsorship of legislation that produced the state's community college system.

A Belleville native, Dixon has strong ties to Lindenwood and its Belleville campus. He attended Belleville Township High School, as did his mother and three children. His wife, Joan Fox Dixon, is a Lindenwood alumna and was named the school's Harvest Queen in 1952.

Dixon served as the keynote speaker during Lindenwood's 2008 Commencement ceremony. The following year,

his granddaughter, Fawne Yearian, earned a master's degree in business administration from the university. Dixon's daughter, Stephanie Yearian, is currently an instructor at the Lindenwood-Belleville campus and recently earned a doctoral degree in education from the school.

"Naming the new facility after Dixon is a special way to recognize his contributions to higher education as well as the close relationships he and his family share with our school and with the community," said Mary Radcliff, assistant vice president and executive director of community relations. "It's more than fitting that we named the space after him."

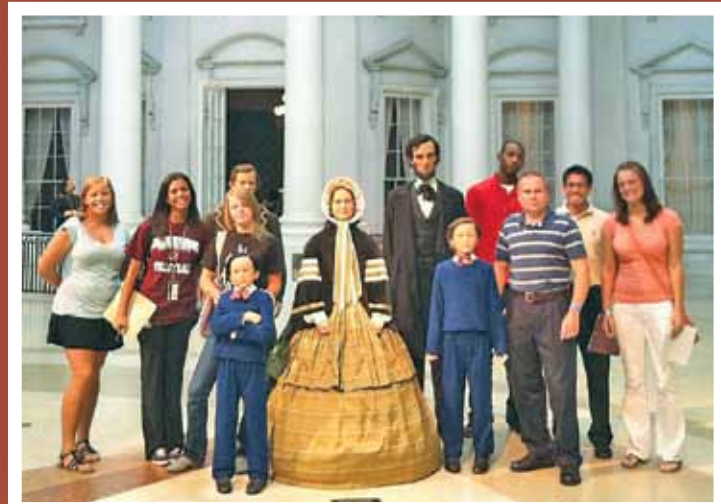
The Alan J. Dixon Student Center houses a new cafeteria, additional classrooms, a recreation area, an upper-level student lounge, a computer lab, and a contemporary library. It also features a space dedicated to memorabilia from Dixon's many decades of public service.

NEW LIBRARY & LYNX CAMPUS STORE

PAGE 2

Camp LYNX tales

PAGE 3



"LEADERSHIP" FIELD TRIP TO
SPRINGFIELD, ILLINOIS

Lindenwood-Belleville Welcomes New Faculty and Staff

Lindenwood University has added some new faces this year to our faculty and staff. With our new members come great new opportunities for our Belleville students. We'll have several more new staff to include for the next issue, including Dr. Brooke Taylor, Assistant Professor of English.



Dr. Judy K. Eberhart is one of these new faces. Dr. Eberhart is currently Department Chair for the School of Business and Entrepreneurship – Belleville Campus. Professor Eberhart's career experiences include a long career in marketing for the Winchester

Division of the Olin Corporation in East Alton, Ill. She served as webmaster and held positions managing Winchester's e-commerce initiatives, consumer promotions, retail services, event marketing, and sales. She also served as an adjunct instructor in the Lindenwood LCIE program for ten years prior to joining the Lindenwood full-time faculty. She holds a B.S. and M.B.A. from Southern Illinois University at Edwardsville and a doctor of management from Webster University.



Joe Thorp has joined our staff from the St. Charles campus as our Coordinator of Student Development. Joe graduated from Lindenwood in 2011 with a B.A. in history. As a Freshman Dorm Coordinator for the St. Charles campus, Joe helped enhance the students' overall college experience through social and educational activities.

One of the most successful events that Joe plans to bring to Lindenwood – Belleville is the Dark Carnival around Halloween, an event that focuses on fear and fun for all ages. Prior to Lindenwood, Joe worked as a chef in various high end food establishments in the St. Louis area and mid-Missouri and traveled extensively throughout Europe.

Joe has had a great deal of experience in building and developing student-run activities and events and will take that experience and use it to grow LU-Belleville's student activities. "We have a great deal of exciting things planned for the 2011-2012 school year at LU-B," Joe said. "It's shaping up to be a fun and exciting year!"



Andrea S. Boyles comes to Lindenwood University – Belleville as the new assistant Professor of Criminal Justice/LCIE Faculty Advisor. She is a Ph.D. candidate in sociology-criminology and social inequality at Kansas State University and has been teaching in higher education. Boyles brings with her a great deal of real

world experience to the position. Having almost 10 years of teaching experience, Boyles says one of her more notable achievements is the fact that she has taught both inmates and correctional officers. "I like to think of myself as a game changer, and thus, this experience afforded opportunities for me to bridge gaps academically, socially, and otherwise for officers and inmates as they interact daily in an often very contentious environment," Boyles said. Boyles is an avid sports enthusiast, so Lindenwood-Belleville is a perfect fit.



Dr. Cindy K. Manjounes is currently the Associate Dean of Academics for the Belleville campus. Manjounes' career experience includes working for some of the largest managed care organizations in the St. Louis Metropolitan Area. She served as a trainer in provider relations and handled several key contract negotiations.

She also served as an adjunct instructor prior to becoming full time faculty in November 2006. She holds a bachelor's in communications from UMSL, a master's in healthcare administration from Lindenwood, and an Ed.D. with emphasis in instructional leadership from Lindenwood and is also pursuing her Ph.D. in public policy and nonprofit administration with Walden University. Manjounes' doctoral research focused on accelerated education for the adult student and an in-depth examination of the Lindenwood University adult accelerated program known as LCIE.

At Belleville, Dr. Manjounes will be responsible for the oversight and continued growth of the LCIE program, in addition to other responsibilities. Manjounes is excited about being in Belleville and about the growth of the campus. "It is very exciting to be a part of the growth and development at this campus, and I am really looking forward to the opportunities and challenges that it presents," Manjounes said. The Manjounes family is moving to the Collinsville, Ill., area, and they are looking forward to becoming part of the local community.



Dr. Diana Jacobs is a social psychologist and new chair of the Psychology Department at LU-Belleville. Jacobs went to graduate school at Notre Dame and then taught for 18 years at a

small college in Indiana, Earlham College. "I'm super excited to get in on the ground floor of LU-Belleville's budding psychology program--the 'pioneer spirit' of everyone is contagious. I want students to fall in love with psychology and to graduate having not only a passion for the field but also gaining important and practical skills that will aid them in life beyond LU-Belleville!"



New Library

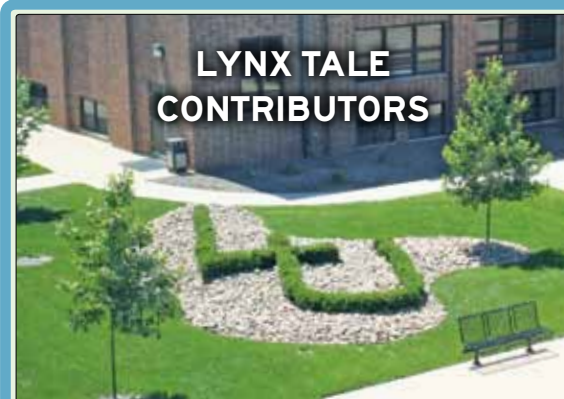
By Tony Skrivan

The library has moved from its previous location in the basement of the Administration Building into the Senator Alan J. Dixon Student Center. The library houses a brand new 48-terminal computer lab, as well as areas where students can work on group projects. Also, the library is home to memorabilia celebrating Senator Dixon's life. The new library space allows for a more rapid growth of the collection. For any library questions, Tony Skrivan can be contacted at 618-239-6072 or at ASkrivan@lindenwood.edu.



Lynx Campus Store

At Belleville, Dr. Judy Eberhart is responsible for continuing the growth of the School of Business and Entrepreneurship and has recently taken on establishment of the Lynx Campus Store. The campus store will carry Lynx logoed apparel items, along with other logoed items similar to the St. Charles Spirit Shoppe. The Lynx Campus Store will be managed and run by Lindenwood business students. The store's grand opening will coincide with start of the fall semester.



Student Counseling and Resource Center



By Ronald Helvey

The growth of the Lindenwood University-Belleville campus has been exciting. One place that stands out is the Student Counseling and Resource Center (SCRC). The SCRC is designed to provide personal and career counseling services for students, faculty, and staff at LU-Belleville. Professional Counseling graduate student counselors offer these counseling services under the supervision of Dr. Chavaux-Turnbull and Dr. Patterson-Mills of the Counseling Department.

The personal counseling and career services provided vary, just as the population of the campus varies. Here are some examples to help determine when our services would be useful:

John was excited to start college. He is from a small town and has not traveled much. He was looking forward to meeting new people and seeing new places. Since arriving on campus, he has not felt quite right. Although he calls home at least once daily, he really misses being home. The longing for home has brought on a sense of loneliness. John has begun to isolate himself from others. He notices he is sleeping more and he has no appetite, even though he is an athlete and works out with the team almost every day.

For many young adults, college is the first time they are away from home, family, and friends. Although exciting, loneliness and depression can set in, especially with the new demands of academics and living on your own for the first time. The SCRC counselors offer support and strategies for coping with home sickness and the anxiety surrounding new experiences.

Beth and Stephanie have been close friends since they started college. Both play volleyball and have done well in their classes. Like many college students, they go out to the clubs to blow off steam. Until recently, there have been no problems regarding their "...off-time." However, Beth has noticed Stephanie going out more often and staying out later. She also noticed Stephanie has started missing classes because of her late nights. Beth is concerned but not sure she needs to talk to anyone about what she sees.

The consumption of alcohol and other substances may be common with college students. Often students feel something is going on with their friend(s), but are afraid to expose them. Always remember that confidentiality is a key part of counseling. The SCRC follows all confidentiality guidelines. This means no one, on-or-off campus, knows who is coming to the center or who has been there in the past. The counselors can help you help your friend(s). Coming to see us could be the best thing you ever do for yourself or your friend.

Most individuals who come see us come on their own. Others can be formally referred by faculty or staff. We are here to work with you on any issue. We want the students of LU-Belleville to be healthy, both mentally and physically. The SCRC can provide you with the tools to be successful in school and in life.

Dr. Keith A. Russell II
Chair of the English Department
Dr. Angela Wingo - Dean of Students
Joe Thorp - Coordinator of Student Development
Stephanie Dulaney - Copy Editor
Lennon Mueller - Graphic Designer

Contributing Writers
Dr. Stephanie J. Yearian, Alex Halfmann, Brad Cygan, Ronald Helvey, Julie Sydow, Carlos Sanchez, Kati Michalas

The Lynx Tale is published by Lindenwood-Belleville Campus for the students of Lindenwood University. Letters to the editor are welcomed. To be considered for submission, letters must include the name, address, and phone number of the writer. To submit a letter or story idea, give us a call at 239-6155 and ask for Joe Thorp, or send us an email at lynxtaleneews@lindenwood.edu.

★ **LU-Belleville** ★
Celebrates Our Students!

LINDENWOOD
Day of Play

Join us for a day of fun and prizes
 in the Sunken Garden on August 24
 from 12:30 p.m. - 5 p.m.

★ **OBSTACLE COURSE**
ROCK WALL
WATER SLIDE

Special
 Guest
 Derrick Keith



Wellness
 Mobile

FREE Health
 Screenings

Back-to-school kick-off for new and
 returning students to Lindenwood-Belleville.
 Get all the details from the extra page insert.

GOT BOOKS?

Camping at Lindenwood University-Belleville
 By Julie Sydow and Dr. Stephanie Yearian

Do you know how much fun it is to read books in a tent with a flashlight? Education students of Lindenwood-Belleville enjoyed camping with local school children from June 6 to June 24, 2011. Camp Lynx Tales, the inaugural reading camp for the Belleville campus, was a three-week session of reading strategies in phonemic awareness, phonics, fluency, vocabulary, and reading comprehension. Elementary students of all reading levels, ranging from first to fourth grade, attended camp from Union School, Ellis School, Roosevelt School, and St. Mary St. Augustine. Children had the opportunity to work one-on-one with reading practicum students from Lindenwood University-Belleville under the direct supervision of Dr. Stephanie Yearian, an elementary education advisor and instructor on campus.

"My LU interns were encouraged to change their mind set from student to instructor; they were the teachers of Camp Lynx Tales!" stated Yearian. Camp Lynx Tales fulfills the practicum requirement of Analysis and Correction of Reading Difficulties for teacher apprentices who have met the prerequisite of the reading methods course, EDU305. Both Lindenwood and elementary students were committed to the partnership that was fostered through the individualized instruction. Pre-service teachers also taught at least one group lesson, administered pre and post reading assessments with parental permission, and kept a reflective journal of the experience.

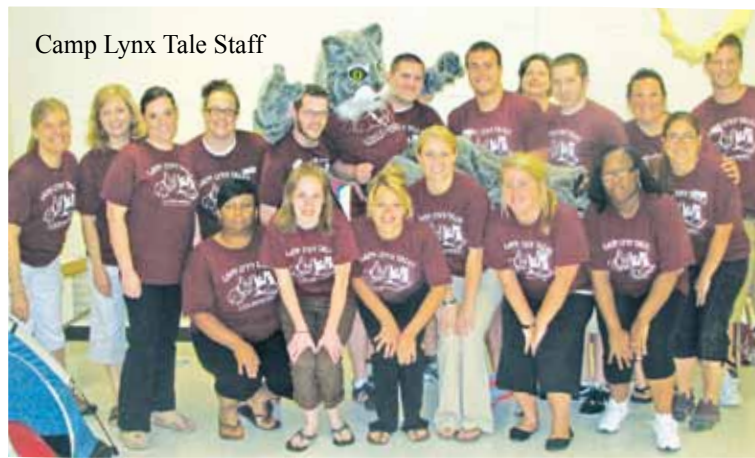
Camp Lynx Tales gave children the opportunity to experience summer vacation in a book. Students enjoyed teacher read-aloud sessions, partner reading, informal inventories to assess strengths and weaknesses in reading, tutoring assistance, along with activities and snacks, which complemented the literary themes.

The first team of teachers, led by Julie Sydow, encouraged the students' imagination through "destination camping" within the states of Illinois, Alaska, Colorado, Wyoming, Texas, Hawaii, and Washington, D.C. Literature shared included *L is for Lincoln* (Wargin, 2004), *March of the Penguins* (Jacquet & Maison, 2005), and *Going on a Bear Hunt* (Rosen & Oxenbury, 2007). The daily schedule began with one-on-one tutoring, followed by a theme related snack, and ended with a fun-filled group activity. Activities included a visit from Elwood (the Lynx mascot, Nelly Newell), a field trip to Matt's Café for snow cones (while studying Alaska with Tommy Terrell), and horseback riding in Texas, provided by Elena Macia and The Riding Center of Freeburg, Ill. (featured in the *Belleville News-Democrat*). Teachers also modeled arts and crafts in a number of ways. Jon Sehr made stove pipe hats from brown paper sacks, Jennifer Nester directed the construction of small campfires with tissue paper and polished rocks, Sabrina Sayles created the American flag by cutting out student-traced hands from red and blue paper, Jordan Stuhlsatz prompted a class book of observations in the wild, and Lindsey Lickenbrock helped string Hawaiian leis.

A second team of teachers, led by Lori Kinney, took the children on a camping adventure in the Caribbean while reading about pirates. Fun festivities for this theme included pirate ships, parrot puppets, making pirate hats and eye patches (Michelle Hemmer-Schwiebel), treasure chests created by Julie Maul, a visit from a pirate (Alex Halfmann), a reader's theater directed by Carnecia Carter, and a fast-paced scavenger hunt around campus which was planned by Brad Reibold and Danielle Beishir. Books shared included *Do Pirates Take Baths?* (Tucker & Westcott, 1997), *Pirates Don't Change Diapers* (Long, 2007), and *Pirate Pete's Giant Adventure* (Kennedy, 2006). Camp songs were accompanied by Allen Siedle on his recorder.

The culminating activity was a field day with relays held in the future Lynx football stadium, a water balloon toss provided by Caleb Cook, outdoor reading in the sunken garden, and hot dogs and snow cones served by Julie Sydow and Stephanie Hodge. Thanks to Gary Lopez and Steve Suess for helping to make Camp Lynx Tales' inaugural year a great success! Camp Lynx Tales provided a great adventure in reading, and Lindenwood-Belleville looks forward to next summer's exploration through books.

Camp Lynx Tale Staff



Professional & School Counseling
 Continuing Education Program

Presents the Workshop

Five Principles for Effective Couples Counseling
An Imago Therapy Perspective



Friday, September 30, 2011

Belleville District 201 Office
 Lindenwood-Belleville

Presenter:

Tony Victor, D.Min., specializes in relationship therapy. Victor has been in private practice for over 20 years. He is certified by Imago Relationships International as an advanced clinician and consultant to therapists. Victor has been featured in *First for Women* magazine as well as local newspapers for his work with couples. "Dr. Victor is a gifted teacher who deeply understands the benefits of Imago Relationship Therapy. . . Every consultation with Tony has given me a fresh perspective on my clients and enduring insights into myself," said Anne, LCSW. "As a human being, as a teacher, as a therapist, he has touched my life profoundly," said Evonne Weinhaus, LCSW, LPC, author of several books including "A New Fearless You."

WORKSHOP OBJECTIVES

The objectives of this workshop are to help the participants understand, experience, and apply each of these five principles of couples counseling:

- 1. How to create a safe therapeutic environment for both partners from the first session
- 2. How to give both partners a sense of hope for a happier future
- 3. How to move couples from unconscious reactivity to conscious responsiveness
- 4. How to stay dialogical with both partners and avoid getting caught up in the power struggle
- 5. How to effect change that is long lasting without either partner feeling like they have given in

For more information, contact Ken Kubicek, Ph.D.,
 at 618-239-6083 or kkubicek@lindenwood.edu

SCHEDULE

Registration: 8:30 a.m. • Presentation: 9 a.m. - noon
 Lunch: noon - 12:45 p.m. • Presentation: 12:45 - 3:45 p.m.
 Evaluation/Certificates: 3:45 p.m.

6 Continuing Education Units (CEUs) available
 License # 197.000174

Illinois Dept of Financial & Professional Regulation

6 Professional Development Activity Units (CDPU) available
 License # 090309111511078
 Illinois State Board of Education

Registration Fee: \$80 includes lunch on site. Early Registration Discount Fee: \$70.00 if paid before September 1, 2011. To register by mail, please send check to: Lindenwood University, Attn: Brittany Brown, 2600 West Main Street, Belleville, IL 62226. Or register by phone at 618-239-6132.

Colloquium SPEAKERS UPDATE

This informative series of workshops is designed to help you personally and professionally. Good attendance will attract interesting guest speakers who conveniently provide you with subject matter that can be used to write your colloquia. Be sure to sign the attendance sheets at each event! If you have suggestions for speakers or topics, please contact Jenna Todoroff at jtodoroff@lindenwood.edu. Please check back for updates. Please note that all colloquia will be held from 5-6 p.m. in room M205 of the Administration Building.

AUGUST

Tuesday, August 16, 2011
 "The Power of Mentoring"
 Presented by Aaron Dale
 "A.D." Stonecipher,
 Recruitment Director,
 Big Brothers Big Sisters
 of Southwestern IL

Thursday, August 25, 2011
 "Re-Interpreting Sylvia
 Plath's poem, 'Daddy'
 as a tale of Freud,
 King Brutus, and Conrad's
Heart of Darkness"
 Presented by Julia Gordon-
 Bramer, Adjunct Faculty
 Professor of World Literature,
 Philosophy and the
 Humanities, LCIE program,
 Lindenwood University

SEPTEMBER

Tuesday, September 13, 2011
 "Starting and Running a
 Business, the Retail Apparel
 Industry and Community
 Involvement"
 Presented by Roger Wigginton,
 Owner of Don Rodgers Ltd.
 (lifestyle apparel for men and
 women since 1976)

Wednesday, September 21
 "United Way - Helping People"
 Presented by Charlie Merker,
 Director of United Way
 of Greater St. Louis -
 Illinois Division

Colloquium SPEAKERS UPDATE

THE LINDENWOOD LYNX
ARE READY TO POUNCE
ON THEIR COMPETITION

8 NEW
SPORTS
TEAMS

By Carlos Sánchez and Kati Michalas

The school will be welcoming wrestling, women's golf and men's and women's bowling to its roster of winter sports, as well as baseball, softball, and men's and women's lacrosse to the spring season.

Last year, the school had eight United States Collegiate Athletic Association (USCAA) affiliated teams, including men's and women's basketball, cross country, soccer, men's golf, and women's volleyball. This number will expand in the upcoming school year as wrestling, baseball and softball will also compete in the USCAA.

LU – Belleville will also offer 10 Student Life sports, which will not compete in the USCAA but will compete nationally in various collegiate athletic associations. These sports include field hockey, spirit squads (cheerleading and dance), men's and women's tennis, men's volleyball, men's and women's bowling, men's and women's lacrosse, and women's golf.



Traci Nelson
Lacrosse Coach

Traci Nelson, women's field hockey coach, will be leading the women's lacrosse team. She played DIII during her college years and currently coaches the St. Louis Speed Club. Prior to coming to Lindenwood, she served as an assistant coach for Villa Duchesne's women's lacrosse team.



Curtis Wilkerson
Bowling Coach

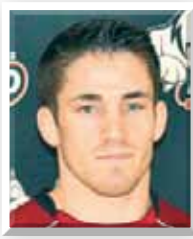
While he is not new to the school, Curtis Wilkerson introduces the new men's and women's bowling team. He currently serves as the school's athletic trainer and assistant men's basketball coach.



Logan Johnson
Baseball Coach

Men's baseball welcomes Head Coach Logan Johnson from Webster University, formerly the head assistant pitching coach from 2009-2010 and assistant coach from 2008-2010. In 2010 he helped Webster win its fifth consecutive St. Louis Intercollegiate Athletic Conference (SLIAC) championship in 2010.

"I'm very excited to begin our inaugural season this fall," Johnson said. "We've got a roster full of talented players that have all made a commitment to help build a solid tradition of success. This is an exciting time for the baseball program, athletic department and the University as a whole. It's great to be able to build a program from the ground floor. There is a lot of hard work ahead, but the players we have coming in are anxious to get started this fall."



Paul Collum
Wrestling Coach

Paul Collum is the new men's wrestling coach hailing from Missouri Baptist University. He has had success as a coach during his five-year stint with the university and a successful solo track run. During his time with Iowa Central Community College, he won the National Junior College Athletic Association (NJCAA) national title in his weight class, helping his team to a second place finish. When he continued at Missouri Valley College, he won the national title at the National Association of Intercollegiate Athletics (NAIA) in his weight class, again helping his team to a second place finish.



Charlie Kennedy
Softball Coach

With a resume of coaching positions with University of Missouri-St. Louis and Maryville University, Charlie Kennedy joins the Lindenwood University coaching staff. In 2009, Kennedy led Ursuline Academy to the MWAA Conference Championship.

Kennedy reports that "expectations are flying high for Lynx softball. The fall schedule will include some travel to Springfield, Ill., and over to St. Louis, Mo."

The team will begin its season on Sunday, Sept. 11, and will also be hosting a team fundraiser trivia night on Saturday, Sept. 17, at Belleville West High School.



Dan Mertzluft
Lacrosse Coach

Dan Mertzluft will be joining Lindenwood's coaching roster as the men's lacrosse coach. He has previously served as the assistant coach for Christian Brothers College (CBC) and head coach at Rockwood Summit High School in Fenton, Mo.

"I am really excited about what's taking place at Lindenwood University-Belleville," Mertzluft said. "This school takes pride in everything that they do, and they support our student athletes 100 percent. The facilities we have--and will have--will allow me to build one of the top teams in Men's Collegiate Lacrosse Association (MCLA)."



Dan Polites
Golf Coach

Dan Polites, PGA professional, will be coaching the women's golf team this season. He has previously coached Althoff Catholic High School's men's golf team, leading it to three consecutive regional titles (2008-2010), two sectional titles (2009-2010), and a third place state finish in 2010.

By Brad Cygan

This second-annual event will be held at 5 p.m. on Tuesday, August 30, at the LU – Belleville soccer field. This year's event will feature a commemorative coin giveaway to celebrate the now annual event between two Belleville schools. One side will feature the LU – Belleville Lynx mascot, and the other will display the new SWIC Blue Storm mascot, the Snow Leopard. The first 100 fans to arrive at the Lynx Soccer Field will receive the coin. Free hot dogs, soda, and water will be available to all fans courtesy of PFoodman Catering. Prior to the game, Belleville Mayor Mark Eckert will flip the coin at midfield. Also preceding the game will be a short ceremony honoring Lynx Head Coach Dan Hogan for his 200th victory. Hogan reached the 200-win plateau last season on October 13 with a win against Blackburn University.

GREAT COLLEGE TO WORK FOR CONTINUED

this year's survey validate the success of our collective effort. Congratulations to everyone who learns, teaches, and serves at this extraordinary educational institution."

Dr. Richard Boyle, Vice President for Human Resources at Lindenwood, said the recognition is a reflection of the school's efforts to foster a healthy work environment at the university.

"Dr. Evans had set the expectation that Lindenwood would be a place where all employees feel valued, respected, and appreciated," said Boyle. "It's nice to see an organization like the Chronicle of Higher Education recognizes those efforts. This is very exciting for us."

GO ONLINE TO SEE THE NEW
SPORTS SCHEDULES FOR 2011

Men's & Women's Soccer • Women's Volleyball
Cross Country • Bowling • Men's Basketball

For more detailed information about past Lynx Athletics news,
please visit

<http://belleville.lindenwood.edu/athletics/news.cfm>

Recruiting a new generation

By Alex Halfmann



Setting a record enrollment for the day program, the admissions staff utilizes today's technology and society to bring in new students.

While the office is swamped with visitors and paperwork in preparation for the 2011-2012 school year, you might see some counselors sitting on Facebook. This isn't for personal use, however. It's one of the newest recruiting tools. "Sometimes you can't get in touch with a student," Melissa Shreve said. "It's just another way to contact them."

Not all the recruiters use Facebook though. Some prefer using only traditional measures of phone calls, letters, and emails. Phone calls remain the most common method for contacting students. A number of counselors echo the sentiment that teens prefer texting. "You can call a teen five times, leave voicemails, send emails and never hear back; shoot a text and you have an answer in seconds," Chad Fournie said.

Admissions Counselor Logan Johnson said developing a campus is a process that takes time. "Now that the word is getting out about the programs and the University, I think that student-athletes are recognizing the unique opportunity that they have here. It is very rewarding to know that we have recruited a student-athlete that was also recruited by other schools. It shows that we have a lot to offer students academically as well as athletically."

Visiting high schools, junior colleges, and college fairs, the admissions staff is reaching out to more general students. Meanwhile, word of mouth continues to be a strong, positive recruiting tool. The new athletic programs bring additional general students as well as athletes. Johnson calls the biggest challenge in recruiting the hesitancy some people have regarding how a new program will turn out. He said the recruiting experience has been "very positive" during his time here. "Starting a college baseball team is a very exciting opportunity, but it's a challenge to put together a plan for success that

student-athletes will buy into. I think that we've done a great job as a staff of putting a solid framework in place and showing potential players how and why we will be successful as a program."

Fellow coach and admissions counselor, Dan Mertzluft, witnessed the rapid growth in St. Charles during his undergraduate years. He foresees our Belleville campus growing as St. Charles did. His ability to bring these visions to life makes students aspire to come and be a part of Lindenwood. "I see Lindenwood-Belleville being one of the top private schools in the area, both academically and athletically because of our facilities and degree programs." As a coach, he sees the facilities as a great selling point. "Our facilities outmatch any competitor with the amount of support student athletes receive," Mertzluft said.

Whether it is through a Facebook message, text message, or traditional communication channels, Mertzluft said working at such a great institution makes recruiting easier. "The University sells itself."

From the staff at Lindenwood, and us here at The Lynx Tale,

Welcome to Lindenwood!

Day of Play

New and returning students to Lindenwood University-Belleville will have the opportunity to participate in a Day of Play on August 24 from 12:30-5 p.m. in the campus' sunken garden. The back-to-school celebration will include an obstacle course, rock climbing wall, and water slide for students, as well as information booths on the clubs and organizations available for students to join in the upcoming school year. Belleville Main Street will also have a booth set up with coupons and pamphlets on what the city's downtown has to offer Lindenwood students. In addition, the day will feature a special appearance by 92.3 WIL's Derrick Keith, who will be distributing giveaways and broadcasting live from campus in the Wellness Mobile. This vehicle is partnering with WIL to bring health awareness to the communities it visits and offer free health screenings as well as wellness education.

Graduate Management Cluster Applying What is Being Taught

By Mike Seibold

As of the summer quarter 2011, a milestone has been reached for the graduate management clusters taught by Professor Michael Seibold. Each quarter since the summer quarter of 2010, students in this graduate cluster have been required to practice social responsibility by giving back to their community. This has been accomplished through a multitude of fundraisers planned and implemented by the students as their thirteenth required class. The fundraisers and the practice of social responsibility tie in with a much bigger class teaching method that involves operating a business while applying the various theories and concepts learned in the cluster.

To date, the classes have raised close to \$16,000, which has entirely been donated to the following organizations in Belleville: P.R.I.M.E., the Society for Autism, St. Elizabeth Hospital Fellowship Organization, Relay for Life, the APA, the Belleville Interfaith Food Pantry, and the Southwestern Illinois Organization for Abused Women. This quarter's students will be hosting a Poker Run on September 10 at 6 p.m. Buying a hand is \$10 and joining at the end of the run at Big Daddy's will cost \$20 for unlimited food and designated beverages. A silent auction will be at Big Daddy's, and the winner of a 50/50 drawing will be announced. Proceeds from this event will go to Bethany's Place, a local organization that helps those with AIDS or who are HIV positive. The organization educates the public about the disease and provides care for those who are inflicted with it.

The second graduate management cluster will be holding a trivia night at the Millstadt VFW on Friday, September 16. Doors will open at 6:30 p.m. and trivia will begin at 7 p.m. The cost is \$15 if reservations are made in advance and \$20 at the door. The number to make reservations will be available on flyers as soon as it is available. Beverages and food will be sold. A 50/50 and silent auction will also be taking place. Proceeds from this event will be donated to H.O.P.E.

The Phantom of Belleville
You never know what you will find lurking in the dark...

Fall Dance 2011

September 17, 2011
7 a.m. - 2 p.m.

LINDENWOOD FOOTBALL ARENA
2600 West Main Street, Belleville, IL 62226

Bring your dog and join us for the 1st Annual Woofstock!

During the festival, "Ask the Vet" will be available, plus many other dog-related items and activities.

Festival Schedule

- 7 a.m. - 8 a.m. • 5K Bun Run Registration
- 8 a.m. - 9 a.m. • Bun Run Kick-Off
- 9:30 a.m. • Bun Run Prize Announcements
- 9 a.m. - 10 a.m. • Mutt Strut Puppy Parade Registration
- 10 a.m. - 10:30 a.m. • Mutt Strut Puppy Parade
- 10:30 a.m. • Mutt Strut Prize Announcements
- 11 a.m. - 11:30 a.m. • Police Canine Demonstration
- 10 a.m. - 2 p.m. • Gourmet Hot Dog Arena Open
- 12 p.m. - 2 p.m. • Music on Wag the Tail Stage
- 2 p.m. • Event Closes

GENERAL RULES OF EVENT • Leashes must be worn at all times. All dogs in attendance must be rabies vaccinated. Scoop your poop promptly & dispense properly in the poop pot. Keep dogs hydrated (water will be provided). We welcome ALL friendly DOGS. No Dog, No Problem! Donations accepted to walk a shelter dog.

FOR MORE INFORMATION PLEASE VISIT WWW.WESTBELLEVILLE.ORG/

Our neighbor across the lot, Union Elementary, is going **BACK 2 SCHOOL!**



Trinity Episcopal Church is the St. Charles County Drop-off Site for Angel Food Ministries. Each month, we unload and distribute food to parishes across the county. Recipients are both families on extreme budgets as well as the local food banks.

Volunteer students can show up between 6:15 and 6:30 a.m. on August 27 and September 24. The truck unloading and distribution should take no longer than one hour, and the activity is conducted right on the front steps of our church. Students may need to be reminded that our parish property is adjacent to the Lindenwood University St. Charles campus on 318 S. Duchesne Drive and can be easily accessed by the walk path that connects us. For more information about Angel Food Ministries, visit our Web site at www.angelfoodministries.com or call Trinity Episcopal Church at 636-949-0160.

the department of **Student Activities**

<http://belleville.lindenwood.edu/>

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