

Friday, February 26, 2016

- It is with great sadness that we inform you of the passing of **Mrs. Elizabeth Rauch** Lifetime Board member of Lindenwood University. Mrs. Rauch graduated from Lindenwood University in 1944, she received the Alumni Merit Award at Lindenwood University in 1994, an honorary doctorate from Lindenwood in 2009 and was appointed a lifetime member of the Lindenwood Board of Directors in 2009. Mrs. Rauch had many accomplishments throughout her life, but her greatest joy was spending time with her family. She will be dearly missed by all who knew her.
- We are sad to report that **Dr. Gene Henderson**, former Professor Emeritus of Lindenwood University and Superintendent of the Francis Howell School District in St. Charles, Missouri passed away on Monday, February 15. There will be a memorial at Henderson Elementary, March 5, 2016 from 2-5 p.m. in the School Multi-Purpose Room. He will be truly missed by colleagues, students and friends.
- The **Guth Foundation** has awarded a **\$50,000** grant to Lindenwood University in honor of John Hammond for the *Hammond Institute for Free Enterprise*. The co-trustees of the Foundation have requested that this entire amount be applied to help fund St. Louis area projects on behalf of the Hammond Institute and its three focus centers – *Center for Economics*

and the Environment, Liberty & Ethics Center, and the Duree Center for Entrepreneurship.

- **Belleville Communications Students** produced the first ever on-campus television newscast, highlighting important events and stories around campus. Under the supervision of communications instructors Chris Sabo and Scot Morris, broadcasting students are creating some great work in a real-life, collaborative environment. Lindenwood Belleville TV (LBTV) can be found on campus and throughout the area on Charter Cable Channel **989**.
- **Dr. Christie Rodgers** will assume the position of Associate Vice President for Student and Academic Support Services (SASS) on March 1.
- Lindenwood University Belleville (LUB) representatives **Dr. Brett Barger, Mary Reuter, Dr. Renee Porter, Dr. Thomas Trice, Dale Carlson,** and **Dr. Steven Suess** attended the annual Mayor's Prayer Breakfast on February 17 at Fischer's in Belleville. In addition to LUB faculty & staff, student **Rafael Follador Gabriel** from Rio de Janeiro, also attended the event.
- Lindenwood University's Department of Nonprofit Administration undergraduate students **Cynthia Fyfe, Trisha Ishikawa, Cydney Kramer, Megan Norris** and faculty member **Patrick Walker** were presented a national award by the Small Business Institute in New Orleans at the February 11-13 conference.
- The **Duree Center for Entrepreneurship** on the Lindenwood St. Charles campus will hold an Extreme Marketing Symposium from 12:00 p.m.-1:30 p.m. on Wednesday, March 2 at Harmon Hall's Dunseth Auditorium.
- **Lindenwood Men's Rugby USA U20s** defeated Canada U20s, 19-18 at the Dell Diamond Stadium on Saturday, February 13, 2016.



- LindenWell is sponsoring its first ever **LindenWell Bingo Challenge!** This challenge encompasses all aspects of wellness and allows employees the opportunity to win a FitBit. Click the link below to find the challenge rules and bingo card. Lindenwood employees are encouraged to have fun and be well! [LindenWell Bingo](#).

- The **Make-A-Wish Organization** teamed up with Lindenwood's Student Athlete Advisory Committee (SAAC) to grant **Donavan Johnson**, a student from Ritenour High School, his wish to become a computer programmer on Wednesday night February 24 during halftime of the men's basketball game.
- The Lindenwood University **Department of Nonprofit Administration** will hold a Nonprofit Bootcamp on Saturday, April 30 at the Belleville, Illinois campus. The camp is designed for nonprofit professionals interested in building their skills and knowledge base.
- Lindenwood University **Women's Ice Hockey** senior goalie **Nicole Hensley** was named to the Team USA roster that will compete in the 2016 Women's World Championships March 28 to April 4 in British, Columbia. For more information on the complete roster: http://www.usawomenshockey.com/news_article/show/616277?referrer_id
- Lindenwood University **Men's Rugby** players **Lorenzo Thomas**, and **Deion Mikesell**, (both freshmen), stood out and were spotted by the National Team Coach during the full National team and the U20 team competition. Both young men were picked up by the full National Team for the opportunity to play Uruguay in an upcoming match.
- Lindenwood Rugby player **Lorenzo Thomas** is now in the books as the youngest National Team try scorer in Eagles history.
- The School of Education will again host a summer reading camp for students in grades K-5. **Camp Read-A-Lot** will be held on the Main Campus June 6-June 24 from 9:00 a.m.-11:30 a.m. Registration opens on March 1, 2016 and continues until all camper spaces are filled.
- Lindenwood University Professor **Don Heidenreich** was named Missouri's Local Official of the Year by USA Cycling.
- Financial Aid employee **Tamara Deines** has been chosen to be the faculty/ staff advisor for the "**Flyin Lions**" skateboard club. This will allow the club to be recognized as an official campus organization.

- **Dr. Andrea S. Boyles**, division chair of Social and Behavior Sciences and associate professor of Criminal Justice at Lindenwood Belleville, has a scheduled speaking engagement February 27 at Eliot Unitarian Chapel in Kirkwood, Missouri.
- Gifts have been opened and the holiday season packed away. Instead of letting your unwanted gift cards go to waste, why not donate them to Lindenwood using **iDonate**? Gift cards can be sold through iDonate to directly benefit students at Lindenwood. It takes less than one minute to complete the process, which is fully tax deductible.
- Lindenwood's **Swim Team** just had 22 swimmers and six divers qualify for the National Collegiate Athletic Association (NCAA) Division II meet. Only one other school has more entries than Lindenwood. We are cautiously optimistic about a positive outcome from Indianapolis March 9-12.
- Through February 28, the **Boyle Family Gallery** at the J. Scheidegger Center for the Arts will host the Art Exhibit of Lindenwood University Studio Art Technician **Joe Weber**.
- Please find below the heart felt thank you from **John Creer** after his surprise (on court) recognition at the February 24 Men's & Women's basketball games.

I am not sure who originated the idea and made the plans, but I wanted to thank all of you for the recognition that was given to me last night. It was very special and meaningful to receive the ball signed by the members of both the men's and women's basketball teams, including coaches. It has been an amazing and wonderful ride for the past 25 years at Lindenwood. As I move forward with my life, looking at this ball will bring back the many memories over these meaningful years of celebrating success and sharing those agonies of defeats. But more important, sharing those relationships that have meant so very much to me over the years. Thank you again and I wish you all much more success than defeat for the future.

- **Facebook** and **Instagram ads** began running for the St. Charles campus on Jan. 1, 2016. The ads have directly resulted in 29 completed

applications for the St. Charles campus to date. Facebook ads for the St. Charles and Belleville campuses will run through the end of June, 2016. A Facebook ad for Lindenwood accelerated degree and online programs began running in targeted Missouri zip codes on February 15, 2016, and has already produced one completed application. The run will end on March 26.

- Below you will find one of the several ads currently rotating in Lindenwood University's **Twitter Advertising Campaign** aimed at traditional undergraduate student recruitment. Lindenwood began running Twitter ads in top-performing zip codes in Missouri in November 2015. The ads have directly resulted in 31 completed applications for the St. Charles campus to date. Twitter ads are slated to run through the end of June, 2016.



The image shows a screenshot of a Twitter advertisement. At the top left is the Lindenwood University profile picture and name, followed by the handle @LindenwoodU and the date Feb 02. The text of the tweet reads: "\$1,000 Like No Other grant available for prospective day students who enroll for the fall 2016 semester." Below the text is a large image featuring five diverse students smiling. Overlaid on the image is the text "LIKE NO OTHER" in large white letters, with "LINDENWOOD" in smaller yellow letters below it. At the bottom of the ad, it says "A University that Invests in You" and "lindenwood.edu".

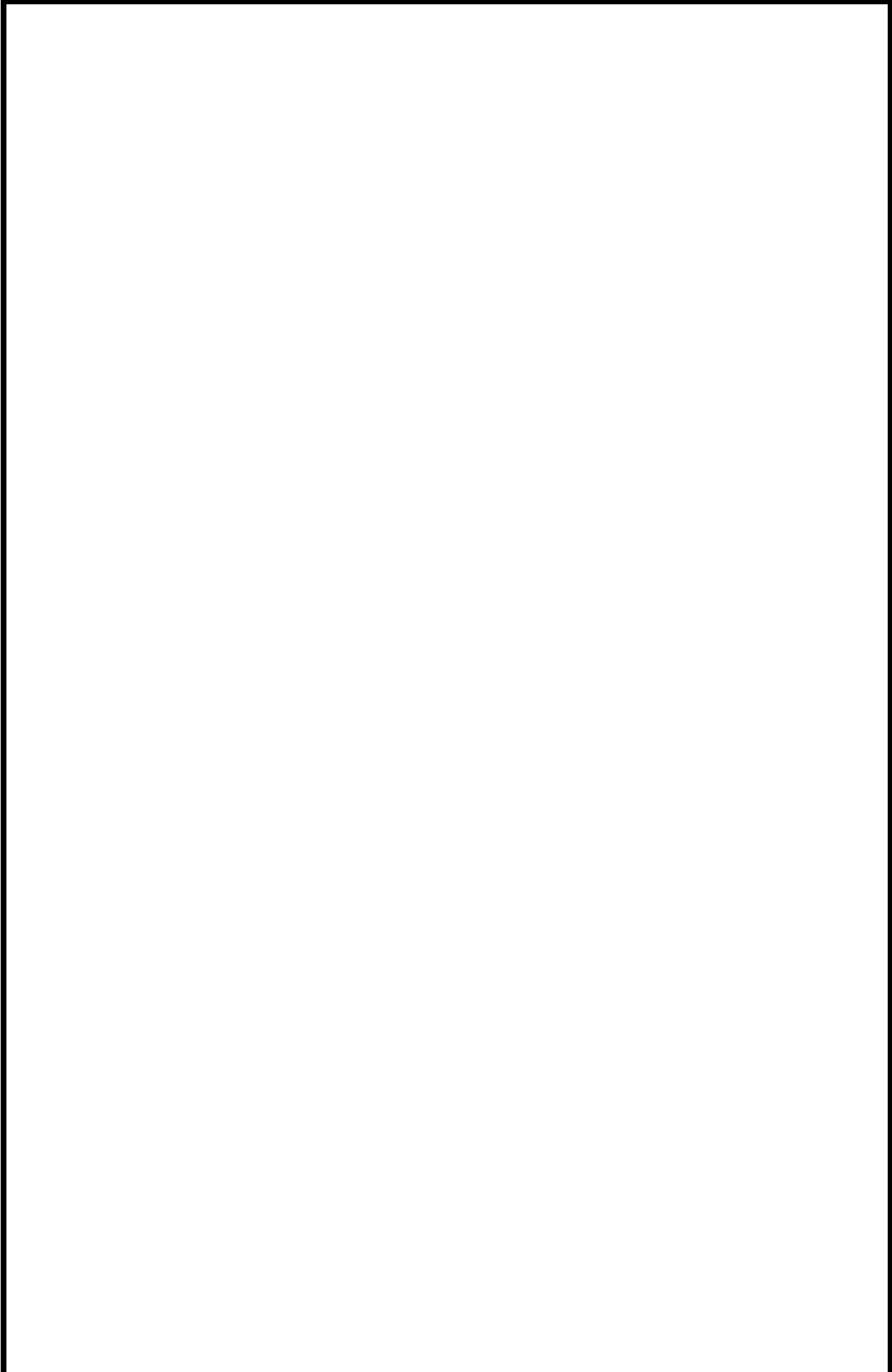
- **Lindenwell** is pleased to announce that all of our housekeeping, maintenance and grounds employees have received Tetanus and Hepatitis vaccinations in an effort to create a completely well environment!
- Lindenwood **Rugby** is proud to announce that Senior **Sebastian Kalm** has signed with @Pro Rugby USA. We have no doubt he is the first of many Lions!

- In an attempt to reach their goal of granting the wish of a St. Louis area child, the **Student Athlete Advisory Committee (SAAC)** held Make A Wish night by collecting donations and selling their famous Otis Spunkmeyer cookies at the Men's & Women's basketball games Wednesday, February 24. During the evening, the Lindenwood SAAC was able to raise an additional \$1,000 toward their goal of \$9,500 to be able to grant another wish next year.
- Here is one example of **Lindenwood University Belleville's Facebook ad**. Belleville's Facebook ads launched in targeted Illinois zip codes on February 16, 2016. Response has been positive in terms of reach and engagement, with completed applications expected to begin flowing in during the coming months.



- **Dimon Paige:** was named “Most Promising Multicultural Student” by the American Advertising Federation. Only 50 students in the United States receive this honor each year. Dimon was the only student from Missouri. In addition to receiving the honor, Dimon was offered an account services position with Leo Burnett, a global advertising agency.

- The **Black Student Union** will be conducting a water drive for Flint, Michigan. Cases of bottled water may be delivered no later than 8 a.m. Saturday, February 27 in the front of the Dixon Center, prior to February 27 cases may be delivered to the Division of Social and Behavioral Sciences suite, M208.
- The Lindenwood **Gymnastics** team will host Big Ten Illinois on Sunday at Hyland Arena. The Fighting Illini are ranked in the top 25 in the nation, and they will be making their first visit to St. Charles, Missouri.
- The **Lindenwood Belleville Men's Soccer** team was honored at the halftime of the men's basketball game on February 4. After collecting their second straight American Midwest Conference (AMC) Tournament, the Lynx took part in the National Association of Intercollegiate Athletics (NAIA) National Tournament. In the opening round, the Lynx defeated Northwestern Ohio 2-1. At the NAIA Final Site, the Lynx defeated Bellevue University and Columbia College, advancing to the semifinals. In the semifinals, the Lynx fell to Mid-America Nazarene 4-2. With the semifinal appearance, the Lynx advanced farther than any team in Lindenwood Belleville history.



- Lindenwood University Belleville hosted the **Belleville CEO Program** in the Welcome Center. The mission of the CEO Program is to provide comprehensive educational experience for the community's high school students, equipping them to be the enterprising individual and entrepreneurial thinkers who contribute to the economic development of our County. The Program is a year-long, four credit high school course with college dual accreditation through Ivy Tech for Entrepreneurship 101 & 105 for a total of six college credits.

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