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Communications Student Named to List of Influential St. Louis African-Americans

December 20, 2016



LaShell Eikerenkoetter, a graduate communications student in Lindenwood's School of Accelerated Degree Programs, was recently listed by *Delux Magazine* among St. Louis' 100 most inspiring and influential African-American professionals.

Eikerenkoetter lives in North St. Louis County, works as a senior web designer, and is studying digital and multimedia studies. She is on track to graduate next May. *Delux* recognized her in the category of "Community Builders" for her work as a community activist.

Her community work includes working with and feeding the homeless, providing free photography shoots for those that can't afford it, utilizing traditional and social media platforms to raise awareness of issue surrounding the African-American community, supporting and providing photography for organizations that work for community betterment, leading discussions about improving lifestyles for less-fortunate African-Americans, and participating in and documenting peaceful protests in the St. Louis area. Eikerenkoetter also started a group, Support Black St. Louis, that highlights and supports black businesses in the St. Louis area.

"Receiving an award from *Delux* magazine for community activism was so humbling and uplifting," she said. "Community activism is hard work because you see a lot of pain and hurt, but it's also powerful and affirming. It's an honor to be recognized for your passion, but I hope that it encourages more people to become engaged in their community."

Eikerenkoetter said her studies at Lindenwood have played a role in the work she does.

“A big part of my participation in this movement is through media, and my time here at Lindenwood, studying digital and multimedia has only enhanced and allowed me to utilize new methods to get messages across a social media platform,” she said. “It's amazing to have the education you're receiving being able to directly impact your passion. All of my professors have been so supportive of my participation in the African-American community, and I can't thank them enough.”