UMSL Introduces New Marketing Strategies

LORI DRESNER
NEWS EDITOR

With enrollment posing an increasing challenge at the University of Missouri-St. Louis, the university has had to find new and creative ways to catch the attention of prospective students. UMSL Marketing is currently exploring new routes of advertising as well as building upon ones that already exist in order to reach the appropriate audiences.

This year, UMSL Marketing is using television advertising as a new strategy to highlight the university and what it offers. Ronald Gossen, Chief Marketing Officer and Senior Associate Vice Chancellor for Marketing and Communications, explained how UMSL Marketing created UMSL’s first television advertisement. He said, “We did what we call a campus beauty spot, the idea being, ‘Let’s do a spot like you see in the middle of the football games on Saturdays when the colleges that are playing get to show their campus.’”

The marketing team created the “beauty spot” using drone shots to showcase some of the campus’ prime amenities and facilities. The spot debuted on local news channels in May.

It features scenes from some of UMSL’s sporting events, the Recreation and Wellness Center, classroom settings, and campus events, in order to capture the campus’ atmosphere in its entirety.

Gossen said that the spot took about a year to produce so that the fall atmosphere on campus could be captured. The spot has been running during the University of Missouri-Columbia and University of Illinois football games, as well as some other games, as those are the audiences UMSL is looking to target. “It’s our first venture in it,” said Gossen. “TV advertising is very expensive and our budget is so low that...we’re doing what we can.”

One challenge presented by a low budget has been trying to run the spot often enough to make an impact on target audiences. Gossen said, ‘Generally it takes from four to seven times of someone seeing or hearing something to really remember it, unless it’s hugely creative...And I think [in] an entire week we get seven spots for our budget. That’s not a whole lot, and no one’s going to see all seven spots.’

He said that UMSL Marketing learned a long time ago that people have misconceptions about the university, and campus amenities and facilities. The spot debuted on local news channels in May.

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Lappin Named Softball’s New Assistant Coach

KAT RIDDLER
EDITOR-IN-CHIEF

A new assistant coach has joined the University of Missouri-St. Louis’ softball team: Lauren Lappin. The U.S. Olympian and recently-retired professional softball player was announced as the new assistant softball coach on September 27.

Lappin comes from Roosevelt University where she spent four seasons with UMSL’s Head Softball Coach Amanda Scott. Lappin was with Scott since the softball program’s inception in 2013 at Roosevelt.

Scott said, “Lauren and I coached together at Roosevelt. We were actuality both born and raised in California and have known each other for quite a while. She has fantastic energy and real passion for the game and for teaching the game. I feel very lucky to have her join us her at UMSL.”

Reflecting on her time at Roosevelt, Lappin said, “Being a part of all of the firsts and witnessing that group of young athletes take such pride and investment in building a foundation for the future of that program was something really unique. What I loved most about Roosevelt softball was that it made me appreciate the game in a new way and connect to the purity of it that is often lost these days in youth and college sports.”

Scott asked Lappin to be UMSL’s assistant softball coach under her command. Lappin loved the idea of working with Scott again and enjoyed UMSL’s campus as well. Lappin said, “Having coached with her going on

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The UMSL MATH CLUB Presents: Problem of the Week

This week’s puzzle: There are three boxes. One is labeled “carrots”, another is labeled “celery”, and the last box is labeled “carrots and celery”. You know that each box is labeled incorrectly. You may ask me to pick out one vegetable from one box, whichever you choose. By doing that, how can you label all three boxes correctly?

Correction from Math Club: Giuseppe Vitellaro’s answer to the baseball question was in fact correct. Last week there were no correct guesses.

UM System President-Designate to Visit UMSL

University of Missouri System President-designate Dr. Mun Choi will visit the University of Missouri-St. Louis on November 29. A public welcome reception for Choi will be held that morning in Century Rooms A and B of the Millennium Student Center from 9 to 10 a.m.

This will be Choi’s first visit to UMSL since being named the incoming president on November 2. He will officially take office on March 1, 2017 and will become the 24th president of the UM System.

How can you be involved?

- Get even More News and Content online at thecurrent-online.com
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- Be Featured or Feature an Undercurrent
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- Follow us on Twitter @UMSLTheCurrent
- Respond to stories with Letters to the Editor
UMSL Looks for Ways to Increase Enrollment Via Marketing

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Education. Serious Value.’ Gossen explained that a unique selling proposition is what an institution or a company ‘can say to promote itself that others cannot say.’ He said that UMSL was able to capitalize on this selling proposition because they offer a better value and higher ranked programs than many other colleges and universities in the St. Louis area.

UMSL Marketing has continued to build upon the popular ‘I Chose UMSL’ campaign as well. The ‘I Chose UMSL’ slogan first appeared on billboards that made appearances alongside local interstates in 2012. The billboards have featured many current UMSL students and alumni in various capacities.

‘I [chose UMSL] has been uniquely successful because we’ve been able to use different iterations of it,’ said Gossen. He explained that they started the campaign featuring alumni ‘to show the outcomes of what happens when you come to UMSL. You become a community leader. You become a titan of industry. You become a senior elected official.’

The campaign was eventually morphed into an “opportunities and outcomes” theme, where two billboards would be placed a short distance from each other to show outcomes of individuals who chose UMSL. The first billboard would feature current students, such as three of UMSL’s scholar athletes, and the second would feature as successful alumni of that same capacity, such as the athletic director at Clayton High School, to show a successful outcome.

Another phase of the campaign included ethnic marketing in Bosnian and Spanish with the billboards placed in those ethnic groups’ neighborhoods around the region. Programmatic marketing was another strategy. One iteration focused on UMSL’s biotechnology program and used catchy sayings to market the program, such as “I chose UMSL to work on Parkinson’s” or “I chose UMSL to make a splash in the gene pool.”

The current stage of the ‘I Chose UMSL’ campaign features combinations of students and alumni. Gossen said that UMSL Marketing is currently working with the Masters of Public Policy Administration (MPPA) program during this phase of the campaign. A number of billboards currently feature graduates of that program.

‘That’s an easy thing for us to market because we know who wants to get a master’s in public policy. It would be people in government that want to get ahead or people in nonprofits. So we used fine examples of those to promote the program,’ said Gossen.

Another recent noticeable marketing technique has been the addition of the ‘I Chose UMSL’ slogan to the student, faculty, and staff parking stickers. UMSL has also expanded marketing efforts to 22 counties in Southwest Missouri whose residents qualify for in-state tuition rates, according to Gossen. The university is using billboards, digital advertising, and social media marketing to geotarget those specific counties.

This semester, UMSL enrolled less than 500 freshmen for only the second time in 30 years. At the September 19 census date, there were 415 first-time freshmen enrolled at UMSL. Total undergraduate enrollment was 8,033, total graduate enrollment was 2,671, and total professional student enrollment was 168 at the census date. This marks a 6.4 percent decline in the total on campus enrollment from Fall 2015. UMSL’s graduation rates, however, remain high, as the university saw their largest ever graduating class in 2016.

News Brief: Chancellor George Named President of National Group

On November 23, Chancellor Thomas George of the University of Missouri-St. Louis was named president of Coalition of Urban and Metropolitan Universities.

His term in this position will last for two years. The Washington D.C.-based group represents schools in larger cities and almost 100 of the schools that it represents have less than 50 percent of minority students. Most of the member colleges are public institutions. In Missouri, only UMSL, University of Missouri-Kansas City, and Missouri State University are members of the coalition.

Chancellor George commented on his new role. “Two-thirds of America’s population and 75 percent of its economic output are centered in urban areas. CUMU is the leading organization working to strengthen the role of urban and metropolitan universities to ensure that our great cities continue to grow and prosper,” George said. “I am excited about serving as president for the next two years—during which time I plan for CUMU to concentrate on civic engagement, diversity, inclusion and immigration, as well as influencing the focus of federal research support toward issues affecting urban populations.”
UMSL’s International Education Week Trumps Darkness

LEAH JONES
FEATURES EDITOR

As the days got darker after daylight savings time, International Education Week gave students the chance to learn about how light triumphs over darkness in the Indian celebration of Diwali, among other international fall festivals.

“International Education Week is an initiative by the U.S. Department of State and the U.S. Department of Education where they encourage universities and schools around the world to do different events that promote different cultures and sharing of cultures thought out this week here in November,” explained Robert Kehe, an International Student Advisor at the University of Missouri-St. Louis.

The week’s events, which were hosted by International Studies and Programs, the Study Abroad Office, the Office of Student Involvement, and the International House, included a Study Abroad Panel held in room 331 of the Social Sciences and Business Building (SSB) from 11 a.m. to 12 p.m. Later that same day, UMSL hosted the Catherine Pelican Memorial Annual Lecture in Greek Studies. This year sees the release with someone who was an interpreter, and I kind of had that as a hobby working anywhere else right now,” said Smith.

Through this experience, the interpreter and the hearing-impaired man taught Smith little bits of sign language, and eventually Smith was able to tell him, “I learned there was an event going on. Through that, I learned to kind of show that while we all have different events that promote different holidays in their countries, and then share [ing] that gratitude meal together,” Kehe said.

Meghana Medavaka, junior, computer science, attended the Global Thanksgiving celebration. She said that the event featured traditional American Thanksgiving foods such as turkey, bread, corn, and pie. Artists and calligraphers also wrote students’ names in henna and calligraphy to highlight the beauty of different languages.

One of the fall festivals that students presented on was the Indian holiday of Diwali. “That was really cool because I have celebrated Diwali since I was kid. I celebrate it basically every year, so that was really fun for someone to go up there and tell everyone about… the history of that festival, how we celebrate it [and] why we celebrate it,” Kehe said.

According to Medavaka, Diwali celebrates the return of a king to his kingdom. The king was vanquished with his wife and daughter to a forest for 14 years. However, the king’s wife was kidnapped by an evil demon. The king won his wife back after many trials, tribulations, and an epic battle, and they returned to their kingdom triumphant. “They lit the whole kingdom with lights and lamps and everything with candles… called diyas… and they celebrated the victory of goodness over evil,” Medavaka said. “[Diwali] is called the festival of lights. It’s symbolic because it celebrates [a] historic event where darkness is defeated by light… Good beats bad… and goodness finally has victory.”

In addition to Diwali, Kehe said that the Global Thanksgiving event highlighted other fall festivals. “We had a student talking about the Fall Eid, which is different from the Ramadan Eid… We [had] some students who are American talking about their traditions, and we talked with a few students talking about their moon festivals and their East Asian festivals as well.”
Enduring the atrocities of one of the most horrific genocides in history is an experience few people could conceive in their worst nightmare. The accounts of murder and indecency that Holocaust victims endured are so obscene that words cannot capture what they may have witnessed. Few individuals have gone through any equivalent experience to be able to tell a Holocaust survivor, “I know how you feel,” and have it be true.

In the novel, “Among the Living,” by Jonathan Rabb, tells the fictional journey of Holocaust survivor Yitzhak “Ike” Goldah, a 31-year-old Jewish man, as he starts his life over in Savannah, Georgia in the summer of 1947. The story begins with Yitzhak meeting and going to live with his only surviving relative, Abe and Pearl Jesler, who are part of the Conservative Jewish community. With no children of their own, the Jeslers provide Yitzhak all he needs to make himself feel at home in Savannah.

While adjusting to life in Savannah, Yitzhak harbors complex emotions that he has a difficult time conveying in words. Introspective because of his experience, he struggles with questions about his past, his future, and his identity. No one else in the town seems to remotely understand or relate to what Yitzhak has gone through, although people pityingly tell him on numerous occasions that they do. That is, until Yitzhak meets Eva.

It does not take long for Yitzhak to realize that there is a divide between the Jewish community that lives in Savannah: Reform and Conservative Jews. Yitzhak’s initial understanding of this comes from meeting Eva De La Parra, a young and beautiful widowed woman whom he learns is part of the Reform community, a sect of Judaism that has existed in the South for 200 years.

As two individuals who have personally experienced the exquisite pain of loss and tragedy, Yitzhak and Eva’s relationship is one of the most powerful in the book, developed through the dialogue they exchange and experiences they share. As their bond grows, the possibility of a future between them is one of the first signs of promise for two young characters who bear scars of incredible loss.

Yitzhak’s blossoming relationship with Eva, however, does not come without chiding from the Jeslers and other figures from within the town, both on the Conservative and Reform side of Judaism. The deep roots of this divide between these twosects puts a strain on Yitzhak and Eva’s relationship that threatens to keep them apart. Eva’s mother is adamant that Yitzhak, despite his experience, could never understand Eva’s delicate emotional state or what she has been through in losing her husband.

Their relationship is further jeopardized when a woman from Yitzhak’s past arrives in town. As he struggles between reuniting with the past and yet moving towards a new life with Eva, Yitzhak is torn between two worlds that could never coincide, and he grapples with an entanglement of love and despair when trying to choose between the two.

As the main character, Yitzhak brings a unique perspective to this novel. There are insights to what he is thinking and feeling, but he is overall emotionally distant from the reader. Certain events trigger flashbacks to his days spent in the concentration camp and what he saw, although these instances are few and far between—understandably so, as this is a story about a survivor’s post-Holocaust journey, not one that delves deep into the events he went through.

One aspect of the novel that becomes progressively bothersome is the patronizing way in which Pearl treats and speaks to Yitzhak, especially considering his age. Certain instances of Pearl’s overbearing nature and apparent obliviousness to it are nearly laughable, whether they were intended to be that way or not. Pearl is so insistent on knowing where Yitzhak is at all times that one might guess that he is a teenager, not a man in his 30s.

Although Yitzhak’s experience is central to the novel, Rabb devotes time in the subplot to bring in other characters who are in the midst of other events in Savannah. Abe is the owner of a shoe business called Jesler Shoes in Savannah. He employs at his store a 14-year-old boy named Jacob, and Calvin and Raymond, two African-American men who are the grandfather and boyfriend of Mary Royal, the Jeslers’ servant.

The subplot branches off from Abe’s involvement with illegal shoe imports from countries outside the U.S. When Abe inadvertently oversteps his boundaries, he and his employees find themselves in hot water with the prospect of being found out by unions in the North. The situation is further compounded by the involvement of a local newspaper that learns of the events at hand. As these events unfold, racial injustices of the Jim Crow era are exposed, demonstrating that Savannah is divided on issues further than religion.

Although ample time is allotted to these characters and their experiences, both the subplot and the characters involved in it feel underdeveloped to the point where they seem to lack substantial significance to the novel. There are many instances when the subplot seems to wander, and the characters exchange words without saying much of anything. Though the subplot and main plot are linked, the effort to join the two seems forced, and there are indeed times when the subplot feels entirely separate from the main plot itself.

“Among the Living” brings an unconventional narrative to the genre of Holocaust literature. Classic novels about the Holocaust, such as “Night” by Elie Wiesel, give firsthand accounts of what victims endured in concentration camps and their struggle to stay alive when death was staring them in the face. “Among the Living” is contrastingly about the survivor’s experience and what came next. Although the subplot detracts and much is left unsaid about several of the characters, this novel is salient for its portrayal of a survivor trying to find his place among the living while trying to put the unsayable into words.

The Current was provided a free, advanced uncorrected proof copy of “Among the Living” for review purposes by Left Bank Books.
UMSL Basketball Kicks Off Thanksgiving Break With Wins

LANCE JORDAN
SPORTS EDITOR

Classes may have let out the week of Thanksgiving; however, the men’s and women’s basketball teams had no break over the holiday week. The men’s team came off a loss from Indiana State as they prepared to face Webster University on November 21, while the women’s team defeated Lincoln in a closely contested match as they prepared to face Puerto Rico-Mayaguez on November 22.

The men’s team traveled to Webster University to play two 20 minute halves at Grant Gymnasium. Steven Davis, junior, business management, scored 11 points in the first half. Not able to gain the lead, the Gorlocks faced point deficits of 15-4 that turned into 20-17 that led to a 32-24 deficit. In the first half the Tritons secured 34 points, edging out a six point lead over the Gorlocks who walked away from the first half with 28 points.

In the second half, both teams played a more tightly contested match-up. The Gorlocks took the lead three minutes in 37-36 with a 9-2 run to post. Later, however, the Tritons fired off six unanswered shots that were cappped off by Davis’ eighth three-pointer of the night. With UMSL scoring 58 points in the second half and Webster scoring 36 points, the matchup concluded with UMSL on top 72-64.

Including his eight three pointers, Davis led UMSL to victory with 26 points total. D.J. White, junior, physical education, also put up 13 points. The Tritons shot 52.8 percent and pulled 29 rebounds total. Elijah Watson, junior, accounting, also notably had eight points and five rebounds, while Joseph English, senior, communications, dished four assists and was able to gain UMSL two steals.

Playing their first home matchup against Puerto Rico-Mayaguez in the Mark Twain Athletic & Fitness Center, the women’s basketball team looked to follow the men’s performance just a day before. Playing four 10 minute quarters, UMSL took the first quarter 16-9. Early in the first quarter Jordan Fletcher, junior, marketing, gained UMSL its first five points which included two jumpers from the paint and a free throw. Fletcher continued to help the team to victory, gaining another layup, while Puerto Rico-Mayaguez drew another foul while on Fletcher, allowing her to shoot another free throw point. Puerto Rico-Mayaguez scored 13 points to UMSL’s 10, but it was not enough to give them the lead as halftime hit with UMSL leading 26-22.

In the second half, UMSL continued their dominance, taking both the third and fourth quarters. With an assist from Fletcher, Sammie Sproul, junior, business, drilled in a three-pointer early in the third quarter, which helped the team walk out of the third quarter with 18 points. Puerto Rico-Mayaguez followed with 13 points, making it a 44-35 game going into the fourth quarter. Puerto Rico-Mayaguez found one answer for the 22 points UMSL put up. The final two points came from Sydney Bloch, senior, business and criminology, who was fouled by Puerto Rico-Mayaguez. The matchup concluded 66-49.

Fletcher led her team to victory, putting up 24 points. Bloch and Laura Szorenyi, sophomore, communications, both put up a total of 10 points. The Tritons shot an even 40 percent and pulled a 33-30 rebounding advantage. Shea O’Brien, senior, elementary education, pulled eight rebounds for the team.

Both teams will continue to have matchups through the remainder of November and December. Next week, both teams face Drury on December 1 and Missouri S&T on December 3. Follow both teams and other UMSL athletic teams at umsltritons.com.

Decorated Lappin Joins UMSL Softball as Assistant Coach

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five years then hearing the type of culture and support she observed while visiting campus for her interview; I was sold... [T]he history of success for athlete and educators so it’s in my blood and upbringing.”

Lappin is from Anaheim, California and brings national and international experience to the team. She was part of the U.S. National Team from 2003 to 2010 and a member of the 2008 silver medal-winning squad at the 2008 Summer Olympics. She also helped the U.S. win the 2010 World Championship. More of her feats include being an alternate for the U.S. Olympic Team in 2004 and helping Team USA to World Cup Championships in 2007 and 2010.

In the 2007 Pan American Games, she was also selected to the 2007 USSSA Pride, winning the National Pro Fastpitch League (NPF) Championship in 2010. Having retired from her five-year career playing NPF in March 2015, Lappin said, “Playing in the NPF was the most competitive softball environment I’ve ever experienced. The NPF athletes are the best in the game and facing that level of competition every day in and day out you are forced to keep adjusting every single pitch. I was fortunate enough to play with some of my best friends and with some really awesome coaches and people and I got to play until I was 30.”

Lappin started playing softball at the age of eight. It was not until she was in high school that it became her favorite sport. She started as a catcher in her younger years, but became more of a middle infielder during her college and professional years. She said, “I always tell people that second base became a favorite, because I feel like it combines the mental approach of a catcher with the athleticism required of a shortstop.”

Although she comes from a family of coaches, Lappin did not think coaching would be a possibility for her until college. She said, “I think I was bound to be a coach before I even knew I wanted to be. I come from a family of coaches and educators so it’s in my blood and upbringing.”

Despite Lappin’s incredible softball
Traditional Grammar Should Be an Undergrad Requirement

DANIEL STRAWHUN
OPINIONS EDITOR

For most of us, the formal study of grammar ended (if it ever truly began) sometime in elementary school; by the time we enter college, only the vaguest memories of grammar class—often having something to do with lollowoing and conjunctions and crowded cartoon

railway yards—still linger in the ancient synapses of childhood. In the absence of rules and certainty, we turn to superstition instead: random capitalization and idiomatic patterns of punctuation proliferate in our college-level writing. Even more pernicious are the things we do remember from our days spent diagramming sentences, which are often incorrect. We cling to false impressions like pieces of driftwood on a stormy sea: “Don’t strand your prepositions,” “Avoid splitting verb phrases,” “Don’t begin a sentence with a conjunction”—all these misguided bits of advice and more swirl through our foggy minds every time we attempt to compose a piece of formal writing.

For this reason, it seems sensible that the University of Missouri-St. Louis would include Traditional Grammar as a General Education (Gen. Ed.) requirement for all undergraduate students. Doing so would refresh and crystallize students’ understanding of the mechanics of the English language—the language in which nearly every class at UMSL is taught.

Instead, UMSL’s Gen. Ed. requirements place an emphasis on composition—something that should really only come AFTER students have taken the Traditional Grammar course. Requiring students to complete formal writing assignments without first requiring that they learn the comprehensive rules that govern formal writing is analogous to asking engineering students to design bridges without first requiring that they complete a physics course. In both cases, such an illogical, disorganized approach can only yield mediocrity at best. The rules of grammar dictate sentence composition just as the laws of physics dictate bridge design.

As it stands, Traditional Grammar is only a required course for English majors, which seems odd since all classes for all majors at UMSL are taught in English (excluding foreign languages, of course). Furthermore, most students are required to complete a math course in order to receive their baccalaureate. While the study of mathematics certainly has its place in the context a well-rounded, liberal arts education, I would argue that the study of grammar is at least as important as mathematics, given that language is the unavoidable medium in which we encode information and through which we communicate. To be truly well-rounded, all students should study both math and grammar.

ZACHARY LEE
STAFF WRITER

“There were bells on a hill, but I never heard them ringing, no I never heard them at all…”

…until one day this past summer. I sat in the quadrangle one balmy June afternoon, enjoying my lunch and a new book from our Thomas Jefferson Library, when a medley of patriotic tunes sounded their way through campus. As “Anchors Away” bounced back and forth in our quad’s brick-laden arena, I checked to make sure it was not a holiday—I had never heard these bells before, and while I thought their presence added a regal charm to our otherwise quiet campus, I grew impatient after the second or third iteration of “The Star-Spangled Banner.”

You see, my qualm is not so much that music now plays during my once-quiet lunch break as it is that the music itself could be better suited to its instrument. The chimes have a sustaining quality and, when left undamped, normal harmonies. This is similar to raising the bass notes in the pentatonic scale, sounding out the subtle differences between the tonic and dominant chords.

I finished my sandwich and made my way toward the Millennium Student Center, where I discovered another unique problem: Not only did the chimes appear to fill the quad and its surrounding areas, but the melodies would bounce from the Recreation and Wellness Center back towards the library. This made an echo and resulted in two melodies playing at once, thus intensifying the dissonance of the piece’s normally clear harmonies. At this point, I would have preferred that there be any music playing at all. I do not think I am alone in preferring silence to cacophony.

As someone who once took quiet refuge in the quad to enjoy an apple and a novel in between classes, I have been frustrated that the chimes have continued to play throughout midday. Perhaps whoever is in charge of programming these chimes could work with our upper-level music theory students to create pieces composed in a manner that compliments the chimes’ characteristics, foregoing intricate, complex melodies for ones more appropriate for the chimes’ temperament. This is not to say that I dislike hearing “Clair de Lune” while enjoying my lunch, but to cloud Debussy’s music by the chimes before, and while I thought their presence added a regal charm to our otherwise quiet campus, I grew impatient after the second or third iteration of “The Star-Spangled Banner.”

As someone who once took quiet refuge in the quad to enjoy an apple and a novel in between classes, I have been frustrated that the chimes have continued to play throughout midday. Perhaps whoever is in charge of programming these chimes could work with our upper-level music theory students to create pieces composed in a manner that compliments the chimes’ characteristics, foregoing intricate, complex melodies for ones more appropriate for the chimes’ temperament. This is not to say that I dislike hearing “Clair de Lune” while enjoying my lunch, but to cloud Debussy’s music by

For Whom Does the Bell Really Toll?: UMSL’s Cacophonous Quandary

Cacophonous Quandary

November 28, 2016


danields@umsl.edu

For more information, contact us at danields@umsl.edu
New Asst. Softball Coach

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skills, she admits that coaching is different than playing it. She said, “In order to teach the game you have to be able to articulate it, and do so in numerous ways, more than anything physical that is required to be able to play the game competitively. You also have to be able to connect to 16-20 different athletes in order to maximize their potential and most importantly be able to support and develop them as humans.”

Excited to start the season in the spring, she said, “[Scott and I] are very excited to watch our team compete. I’m not sure they know how good they really are. We have a well-balanced team offensively and defensively and everyone will be called up to contribute. We have our sights set on a national championship.”

Lappin continued, “We feel really lucky to have inherited such a great group of humans in this program. They are extremely hard workers who take pride in their commitment to each other. That is a very special quality of a team that you don’t genuinely come across often. We can’t wait to celebrate that and each one of them through their successes this coming season.”

Light Trumps Darkness During UMSL’s International Education Week

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Kehe said that she hoped both international students and local students would be able to take something away from the week’s events. “I think having a week where we share our culture and we share just stories, our story, because every person has a different story and be able to celebrate that diversity in many different ways, whether it’s with our food or whether it’s with our knowledge of the world or with our traditions, I think that that’s really important for campuses to be able to have that facilitation and that space for that,” she said.

“UMSL is a pretty diverse place,” Kehe continued. While there are 540 students attending on student visas, Kehe said that UMSL also hosts refugees, immigrants, and first generation American students. “So the identity of international and the identity of being American sometimes is a little more fluid with the population that is here and it is interesting to see how all of those different populations kind of work together and they have commonalities and they have differences, but they all kind of come together and do things together,” she said.

Medavaka agreed and relayed her experiences moving from India to the United States as a high school student seven years ago. She said, “It’s such a unique experience, I can say...I had to leave everything behind. I came with my family, [but] many of the international students leave their parents, siblings, cousins, relatives, [and] everybody behind. I know how that feels because all of my grandparents, aunts, uncles, cousins, are back in India...So UMSL has done a really great thing to bring international students and local students together, so I really appreciate that.”

“This is hopefully just one of many different opportunities that we can highlight the diversity on campus, not only just the international diversity but also just the diversity ideas and different values, that’s not necessarily different international cultures, but that’s even subcultures,” Kehe said.

As the days get darker and more uncertain, hopefully events like these will continue to highlight how light trumps darkness, and facilitate sharing, learning, and understanding among UMSL’s diverse population.

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umsl.edu/winter

For more information on International Education Week, visit eca.state.gov/programs-initiatives/international-education-week/.