

# CLT

FALL  
2021



# CAMPUS LIFE TRENDS

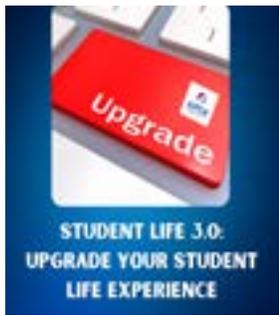
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## 2021 FALL CAMPUS ACTIVITIES CONFERENCES



All conferences will  
be held  
**IN-PERSON** and  
**LIVE ONLINE!**  
~page 26



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- How to Engage Students  
Using Social Media ~page 20

2022 National  
Campus Activities  
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Hershey, PA





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*\*Registration opens in November at [APCA.com](http://APCA.com)*



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# FROM THE DESK

## OF THE EXECUTIVE DIRECTOR

### ERIC LAMBERT

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#### ***Safer Conferences in a Covid World***

In this time of the Covid pandemic, we all must focus on safety and good stewardship of funds. Although we may all want to return to live interaction and an in-person experience, that must be tempered by a very intentional effort to balance the rewards and costs of the experience. In order to address this issue, I'd like to discuss APCA's plans for reopening our fall conference series and how this will benefit your school or organization.

#### ***Safety***

Our number one priority for these conferences will be the safety of the delegates attending. The following safety guidelines, based on CDC recommendations will be in effect. By registering for and attending the 2021 Fall Regional Conferences, you agree to abide by, and engage in, the outlined health-and-safety conduct while attending the event:

- Attendees will be required to affirm that they have been fully vaccinated or tested negative for Covid-19 within the 72 hours prior to departure to the conference. School Advisors will be responsible for verifying their delegation's status before attending.
- All attendees will be required to always wear a mask in public spaces (other than while eating or performing on stage). Even if fully vaccinated, to maximize protection from the Delta variant and prevent possibly spreading it to others, please wear a mask indoors.
- All attendees will adhere to appropriate social distancing protocols, submit to possible temperature checks, and respect other's personal space throughout the course of the conference.
- Attendees must STAY HOME if they feel ill, actively experience COVID-19 symptoms, or have been

exposed to someone who has tested positive with COVID-19 within 14 days prior to the conference dates. Contact APCA's registration team at [info@apca.com](mailto:info@apca.com).

- If an attendee begins to actively experience COVID-19 symptoms during the conference, they must self-quarantine immediately and notify APCA Staff.

All attendees will be required to sign the Conference Duty of Care and Waiver prior to attendance. Please [click here](#) for the complete document.

#### ***A Safer Investment of Funds when Uncertain of Ability to Travel***

Many institutions just don't know if they can travel or not this semester. Although they might become able to in the upcoming months, it's sometimes too uncertain to commit to travel just yet. We at APCA completely empathize with your situation and have arranged for a lowered financial risk situation. With that in mind, we have developed several solutions to help! Please see all the details on Page 26.

As we all struggle with the difficulties of this pandemic's ebbs and flows, we want you to know that APCA will always watch out for the safety, financial, and community interests of our membership family. Our mission is to protect and develop the campus event programming community. We're here, and more dedicated to that than ever.

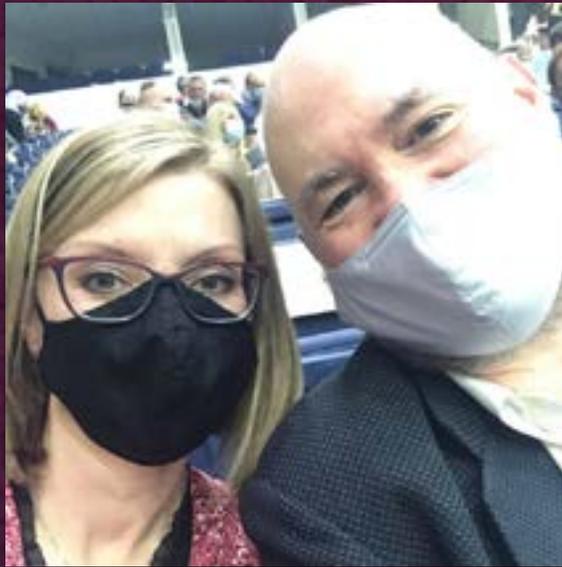
Looking forward to seeing you soon!

Till Next Time,

Eric Lambert



# BEHIND EVERY MASK IS A FACE, AND BEHIND THAT A STORY.





# DIVERSITY IS YOUR FUTURE

*A New Understanding of Diversity, Equity, and Inclusion*

*Written by Eboné Bell*

**EDITOR-IN-CHIEF, TAGG MAGAZINE**

**DEI.** It's something that has always been necessary, but many people are just being introduced or awakened to the concept of Diversity, Equity, and Inclusion (DEI). We're starting to see more schools, organizations, and companies incorporating DEI efforts within their programming and work culture.

The term "diversity" didn't become prevalent until the 1960s during the civil rights movement. Back then, diversity was considered Black and White. Literally.

Around the 1980s, there was a slow increase of Black students attending colleges and companies hiring Black employees. This is what "diversity" looked like back then.

However, with society's changing landscape, the term has evolved over the past few decades. We've seen things become less Black and White and more multicultural and multidimensional. Today, the Oxford English Dictionary defines the word diversity as "the practice or quality of including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientations, etc."

Because of this "practice of inclusion", more people have seen the value of diversity and what we know today as DEI.

## THE IMPORTANCE OF DIVERSITY

There is a great quote from British Physicist Time Berners-Lee that I often refer to when speaking about why people should care about diversity and why implementing it into your initiatives is a must. He said, "We need diversity of thought in the world to

face the new challenges." Not only to face new challenges, but also boost innovation and new ideas. When I think of a diverse room, I envision a space of creativity and people respectfully challenging one another for the greater good.

I know this to be true, because I've seen people find success in these spaces. I've seen others fail when not including people of diverse backgrounds.

Several years ago, McDonald's put out a commercial aiming to reach a Black audience. The setting was on an airplane. A Black woman brought her McDonald's chicken tenders (a new menu item at the time) to eat during the flight. As she starts to doze off, a flight attendant is walking down the aisle collecting trash. He comes to the woman's seat and notices the delicious chicken tenders and the fact that she's fallen asleep. As soon as he goes to try to take her food, she immediately wakes up and says, "Uh uh, you betta don't!"

This narrow-minded way of thinking Black women speak (and relate) to this dialect was a swing and a miss for McDonald's. As you might imagine, the commercial was yanked off the air fairly quickly.

This is what I like to call "when diversity goes wrong". Commercials like this happen when there isn't a diverse group of people represented in the decision-making room.

In 2019, University of Wisconsin-Madison came out with a promotional video for Homecoming Week. The montage video, which was meant to unite the campus, had an ongoing and glaring theme. Almost everyone was White.

There was an outrage on campus and across the country, especially with Black university students. *The New York Times* reported that Black students felt the video was "just a daily fact of life: they feel they are not wanted at the university." This is an important piece that people often miss. All the time we hear how colleges want more diversity, but they don't realize if people don't see themselves represented, they're not going to feel welcomed. It's that simple.

Similar to McDonald's, there was no diverse representation in the room when coming up with the concept for the homecoming video. The biggest concern is the fact that everyone looked around the room, only saw people who looked like them, and didn't find a problem with it.

People tend to think lack of diversity and discrimination only hurts marginalized communities. What those people don't understand is it impacts them as well.

One might say a lack of diversity can be bad for business.

## INTERSECTIONALITY

As the definition of diversity has changed over the past few decades, so have the intricacies of it.

Intersectionality is a mentality that brings together all people with the conclusion that forms of oppression being interwoven without our institutions. Since we are not either/or beings, we cannot function under an either/or mentality.

For example, a Black lesbian woman has to deal with the intersection of racism, sexism, and homophobia. These forms of oppression are simultaneously forced upon Black lesbians within our society.

When gay marriage was legalized and law of the land, many LGBTQ and non-LGBTQ thought the community had reached the pinnacle. This was it. There was nothing else to fight for. We could all go home to our significant others, our white picket fences, and be just like our straight counterparts.

It is a privilege to think this way, especially when there are queer people of color who are facing injustices because of the color of their skin. Queer people of color can get married, but it doesn't stop the police from profiling them. Gay marriage has not

stopped Black and brown transgender women from being assaulted and murdered at alarming rates.

It wasn't until last year that the White LGBTQ community had an "aha moment". People collectively were awakened to the systemic problems that exist within society and began to acknowledge the intersections that exist in their own community.

Indifference to humanity and not recognizing all facets of a person is the enemy of progress and a hinderance to achieving intersectional justice for all. Embedded in that notion is the justification for why we should be fighting for human rights, regardless of race, class, religion, gender, sexual orientation, or ability.

Indifference won't help you reach your diversity goals.

## EQUALITY AND EQUITY

There are people who truly feel we have reached equality across the country, because, "Hey, we had a Black President after all". [Enter eye roll here]. Sure, we have seen much progress over the past few decades, but in no way have we reached full equality.

We haven't reached full equality because of a missing element: equity. There is a reason the "E" in DEI is equity and not equality.

I recently spoke with a colleague who had a great analogy of the difference between equity and equality. She said, "Equality is giving a pair of shoes to everyone, and equity is making sure the shoes fit each person." Unfortunately, we have not reached this level of understanding as a country. We don't need to look any further than our own communities to see that.

As someone who has lived in what's considered White neighborhoods and Black neighborhoods, I've witnessed examples of the "shoe not fitting".

As a society, we all have the opportunity to eat well and live a healthy lifestyle. Everyone gets a pair of shoes, right? But as we take a step back, we notice the majority of Black communities are filled with liquor stores, convenient shops, and a few fast food options. Rarely do you see organic markets, grocery stores, and gyms in a close mile radius like we do in other communities. Here is where we lose momentum. Here is where we miss the opportunity of equity.

One can say the same thing when it comes to higher education. We all have the right to further our education, but not everyone can afford it. Many times it's not for lack of trying. No one is given the same resources (money, private schools, books, etc.) to help us succeed. However, I believe Community Colleges have been a great answer to fixing the equity gap when it comes to higher education.

Ultimately, we are so busy trying to fulfill diversity optics, that we forget to accommodate the equity needs. It's time to normalize diversity, equity, and inclusion. It's time to normalize ASL interpreters at events, Whole Foods in multicultural communities, ramps and elevators in all buildings, affordable education, and new up-to-date books in all classrooms.

It's not enough for people just to be there. They must be able to participate, too.

## PRACTICE HAS VALUE

In the Oxford Dictionary, notice how the definition of diversity starts with "the practice". This new understanding of diversity and the value it brings takes a form of practice. The only way to practice is to start implementing. Diversity is no longer Black

and White. Putting a person of color on your board is an equality "seat filler". DEI is not only making sure people of different backgrounds are represented in the room, but also making sure those people have the same voice and level of influence everyone else does around the table.

Whether you're a student, administrator, or advisor, your job is to implement diversity within your programming, initiatives, and work culture and see for yourself the difference it makes. You have the choice of being another "diversity gone wrong" story or a "diversity gone right" success story.

If you're not expanding your understanding of diversity, you will get left behind. Diversity is the future, and it's time to embrace the value and benefits.

*Eboné Bell is a business owner, speaker, and trailblazer who shines bright in the world of entrepreneurship, LGBTQ issues, media, and activism.*



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*Emporia State University*

*"We had so much fun! We absolutely loved Margaret. She was such a great teacher! Big thank you to Margaret and Mike for putting it on and Carol for helping us organize it!"*

*St. Louis University*

*"Gus, CJ and the rest of the team are AMAZING! It was a successful hit with our students! They take care of everything and it's always a pleasure to work with them."*

*Hillsborough Community College*

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# HOW TO USE YOUR E.A.R.S

*The Art of Making Anyone Feel Heard,  
Understood, and Valued*

Written by **Brian Miller**

**SPEAKER, NEON ENTERTAINMENT**

We meet and interact with 80,000 people over the course of a lifetime. Eighty. Thousand. People. It's about 10,000 people per decade of your life. You're 30? You've met 30,000 people.

The question is this: How many of those stories do you know? How many of their names do you remember? With how many of those people did you share a meaningful connection?

Too few, I bet.

## ***Our Internal Lives***

'Sonder' describes the feeling you get when you see a stranger and you realize they have an entire life of their own you know nothing about. You know that noise in the back of your head, that low-grade hum that whispers things like, you're not good enough, or you're not smart enough, or you don't deserve to be happy?

Every single person you meet and interact with has their own version of that noise. And once you realize that, you cannot treat people like transactions anymore. Because that's what we're doing. We don't even realize how many people we meet on a daily basis because we treat each other as a means to an end.

Some bad news: 2 out of every 3 Americans feel lonely or isolated on a regular basis. Lonely people are twice as likely to miss work or school due to stress, and five times as likely to miss due to illness. They think about quitting or dropping out twice as often and act on it. They have drastically higher rates of anxiety and depression.

It will come as no surprise to you that these numbers are highest and worst for Gen Z- your students. It's so bad that loneliness is now considered an epidemic by global health service organizations. Studies show that loneliness has the same impact on mortality as smoking 15 cigarettes per day. People no longer feel heard, understood, or valued, and it's literally killing us.

But it doesn't have to be that way. Human connection is a gift. It's a gift you give to others. You can join the human connection revolution. Better yet, you can lead it. And you must.

## ***Journey to Connection***

For years, I struggled with relationships. Not that I ever had trouble getting into them; I was always great at making new friends and getting into romances. Rather, I always struggled to maintain them.

A pattern emerged: things would start off exciting, then communication would quickly break down, people would leave, and I would be alone again. This cycle continued from my teenage years through college and even into my early adulthood. In fact, it took an embarrassingly long time to finally admit that it was my fault. The people in my life didn't believe that I was invested in them. That wasn't true, but it doesn't matter. I discovered a fundamental truth about relationships:

It's not enough to care about someone. It's not enough to understand them. They have to feel understood. They have to feel cared about.

And I wasn't doing that.

Then I discovered a secret that changed my life forever. I realized that all of the tools I need to make meaningful connections were already at my side, hidden within techniques that I had honed on stage as a professional magician.

In this article I'm going to teach you just one of those techniques, but it will completely change the way you approach your daily interactions. E.A.R.S. is a four-part system for being a conscious and considerate active listener. It's a guaranteed way to make the people in your life feel heard, understood, and valued. I've taught this all over the world to engineers, accountants, sales reps, marketers, CEOs, doctors, nurses, and even correctional officers. I've also taught it to thousands of educators, higher-ed professionals, and students across America.

It works. E.A.R.S. will make you a better friend, colleague, boss, parent, spouse, human.

### ***E: Eye Contact***

I'll never forget the first magic trick I ever performed. I was only 4 years old and holding hands with my grandmother as she led me into a public restroom. I grew up before gender neutral restrooms, and even before family restrooms! So, naturally, she led me into the ladies' room because the men's room that I was used to was out of the question.

Surrounded by women in a foreign place and feeling embarrassed about what I had to do, I covered my eyes with both hands and the most amazing thing happened. I made myself disappear. Ha! If only, right?

By the age of 3 or 4, almost every kid learns to cover their eyes with their hands if they are feeling afraid or embarrassed. Why? Because if you can't see me, I may as well be invisible.

**DO THIS:** While engaged in conversation, the passive participant (the listener) should maintain eye contact with the speaker.

Imagine telling your friend a story. You, the speaker, and not making eye contact. Your eyes dart around the room as you recall the details of the story you're telling. But every so often your eyes drift back to the listener for a brief moment in order to "check in." If at that moment your friend is not making eye contact with you, how do you feel?

You feel invisible. The feeling of not being heard or understood is supremely powerful. And here's the key: If the person you're listening to feels like you aren't paying attention, whether you are or not is no longer relevant; the bond is shattered.

Voltaire said it perfectly: "I see you see me."

### ***A: Avoid Distraction***

Have you ever been fooled by a card trick? Of course you have. And it's not because magicians are so clever. It's because your brain can't do two things at once.

Multitasking is a myth.

I bet you even knew that. It's been debunked by science over and over again. And yet we all operate as if it's possible to carry on a meaningful conversation while also checking Tik Tok, or looking at the restaurant menu, or checking out that cute person across the quad, or thinking about that fight we had with mom last week. Stop. We are too distracted, and it's destroying our relationships.

**DO THIS:** Give your conversational partner your true, undivided attention.

My friend Julian Treasure is a 5-time TED speaker with over 80 million views, and an internationally recognized expert on sound and communication. In 2019 he said this on my podcast *Beyond Networking*: "Most people have never had the experience of being truly listened to."

That's the gift of human connection. It's free to give, and it never runs out. Be present and attentive. Not just by putting your phone away, but by putting it out of your mind.

### ***R: Reflection***

Here's how you know someone isn't really listening to you: When you stop talking you're met with 2 seconds of silence, and then they say, "Yeah!" It's brutal. You know what it feels like when someone is acting as if they're listening, but totally checked out. You don't just feel invisible, you feel worthless.

Instead, let's make others feel like they're the only person who matters at that moment. And to do that, we can use a technique called 'reflection.'

DO THIS: Paraphrase what they just said, in your words, from their point-of-view. The key to this technique is rephrasing whatever they just said but from their perspective, not yours. You must abstain from adding your opinion. It's simple, but it is not easy.

When you first try it you'll definitely feel weird. It won't feel like a normal way to have a conversation. But trust the technique and keep at it. You'll be shocked by how effective reflection is for making meaningful connections. If you're not quite sure how to do it, try starting with, "So, what you're saying is..." or, "It sounds like you're saying..." and ending with, "Do I have that right?" or "Am I understanding?"

The beauty of this technique is that you may not have understood them properly, and now you know! Because after you reflect, they might say, "No, that's not what I meant," and then explain again. It can't be understated how helpful that is in avoiding misunderstandings.

### **S: Summarize**

The final step of E.A.R.S. is the easiest, and often the most important.

How often do we get to the end of an argument only to discover that we've been agreeing the entire time? The trouble is that even after you have intellectually accepted the fact that you agree, the negative feeling of having argued sticks around. We only have a limited amount of emotional currency, and it doesn't replenish nearly as quickly as it drains.

DO THIS: Using the reflection technique after your conversational partner has finished speaking completely. This is especially helpful when you are debating or disagreeing. You can't meaningfully disagree with someone if you don't truly understand their perspective. You will be forever doomed to shouting past each other.

Witness social media over the past few years. Regardless of where you land on the political spectrum, the opposite side never seems to remotely understand where you are coming from. They just don't get it. They're a bunch of idiots. Debates are healthy. Shouting matches are not. In order to keep disagreeable conversations productive, summarize their entire position using the reflection technique before launching into your rebuttal.

### **Using Your E.A.R.S.**

So, there you have it: Eye contact, Avoid distraction, Reflection, Summarize.

Eye contact makes your conversational partner feel that they are being heard. Avoiding distractions will help you stay focused on what is being said. Reflection confirms to them that you are absorbing the details rather than just getting the gist (or ignoring them outright). Summarizing is the final conversational checkpoint to avoid miscommunication and unnecessary arguments.

E.A.R.S. is a practical way to stay engaged in every conversation with absolutely anyone that you meet. You will find that this seemingly simple system not only breeds connections, but it also decreases your self-conscious tendencies in social situations:

- \*Does she like me?
- \*Should I have said that?
- \*Did they think that was funny or find it stupid?
- \*Did I just mispronounce that word?
- \*Why is he looking at my hair?

The natural consequence of active listening is that it focuses your mind on the perspective of others, rather than on your perception of yourself. When all of your energy is channeled into truly understanding what someone else is saying, there's simply no room left to worry about how you look or sound. In that way, it benefits all parties.

Learning to use my EARS has made me a better magician, yes. But more importantly it made me a better friend, son, and husband, and now father.

You're going to meet 80,000 people in your lifetime. What will you do with your opportunities today?

**To bring Brian Miller to your campus, contact Neon Entertainment at [info@neon-entertainment.com](mailto:info@neon-entertainment.com) & 1-800-993-NEON. Also, check out the full recordings of his Pivot Your Programs Webinar in the APCA Community Workplace!**



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- Member Resources (School Buyer Directory, How to Get Booked in the College Market info, Artist Profile and Showcase submission forms, and more!)

All APCA Associate members receive complimentary Artist Profiles for our Gallery, complete with lead generation forms. Profiles are available to every college buyer in the country!



# MICHAELA PAIGE

*MUSICIAN & "BE YOU" SPEAKER  
THE PRODIGIOUS GROUP*

### **1) What do you do and offer to the APCA community?**

My team and I have created an innovative self-empowerment and inspiration series called "Be You", incorporating lecture, performance, and even school participation to create an entirely school-tailored and catered program! As students progress through the teenage years and into their twenties, they develop and form independent thoughts, which often conflict with ideas and concepts held by adults and peers. Through this tour, my hope is to reach out to teenagers and college students through self-realization, offering encouragement, empowerment, and belief in themselves in order to pursue their dreams.

My newest "Be You" Campaign series 'What's In Your Bag? The Journey Back to Who We're Meant to Be' is about how what you carry from your past may be the biggest thing holding you back from your true self. My goal is to help those like me to look past the past and not only embrace their potential, but accept and embrace their present, too!

### **2) How did you get involved in campus activities?**

I've believed in this message since I started performing almost 18 years ago, but it wasn't until my passion for this generation was sparked that I discovered my mission and love for speaking. The message of "Be You" seems pivotal for a transitional period such as college. This is the time where individuals are able to truly spread their wings and fly, but also when we are most impressionable. My mission of unapologetic individuality and celebrating authenticity felt like the perfect match for campus activities, and after stepping foot on my first University stage, I knew there was no going back.

### **3) How long have you been in this industry?**

While the "Be You" campaign was born in the fall of 2016, I have been following my musical passions on stages for 18 years now.

### **4) What is your professional background?**

I participated in NBC's Emmy Award winning TV show "The Voice", where I placed top 12. From there, I spent quite a bit of time touring and went on to appear on several seasons of TLC's hit show "I Am Jazz" (which featured the 'Be You' campaign)! I've opened for and performed with artists such as Blake Shelton, Hunter Hayes, Smash Mouth, C+C Music Factory, Fantasia, Vanilla Ice, Sugar Hill Gang, and the Temptations. I run several youth-based and worship ministries in my hometown of Delray Beach. Recently I had the honor of working with Lawrence 'Boo' Mitchell who owns the legendary 'Royal Studios' in Memphis, TN on a brand new musical endeavor. Memphis is Soulsville USA and that's where my heart is.

### **5) Do you have any accomplishments to share?**

Fun fact! Since COVID began and after a long break, I actually found a brand new calling and became a college student again myself! I am currently studying ministry and pastoral leadership at Lancaster Bible College and begin my journey behind the pulpit in September. I love the new insight this allows me into the life of a college student and can't wait to incorporate it into new series and presentation topics!



**6) Who was/is your inspiration?**

My inspiration is the little girl I used to be: so lost in her identity, insecure and convinced she always had to prove herself. As I've stepped onto stages and campuses on this journey, I've met so many who are like the girl I used to be. I remember what it feels like to be beaten down and broken, to feel defeated and unsure of who you are. To feel alone. Climbing out of that pit seems almost impossible on faith, willpower, and self-reliance. I'm here to reach out a hand to those who feel like her.

**7) What are your thoughts on the future of your industry?**

I believe now more than ever of two things: we crave human interaction and we want to be prepared. The world needs more in-person events, motivation and celebration in the face of unpredictability, anxiety, and division. One never walks into a battle unequipped, and I believe we are seeking the necessary armor to step out into the real world. I see a desire to meet a need in this industry now more than ever.

**8) What advice would you offer to college students going back in the Fall of 2021?**

Don't be surprised if things don't look the way you expected them to. Look in the face of adversity and smile at the little accomplishments, know that you're bigger than your circumstances. Let yourself grieve and feel for the things that you may have missed out on or the things that didn't work out, but know that all things are being worked out for your good. Most of all, be gentle and patient with yourself. We're all just doing the best we can right now in a new world.

**9) Where was your favorite presentation or performance?**

My favorite part of every presentation ties for this spot, and that's getting the students involved! I've loved every moment I've been able to share the mic with or pass the mic to a student from the school, whether it be another singer, someone with an amazing testimony, or even a musician or band jamming with me on a song or two! I also love every student I get to share a one-on-one moment with after a performance, and I love getting to hear the stories that they share with me.

**10) Share your best APCA Conference moment.**

I'm going to be 100% honest and tell you I asked my manager this question and neither of us could think of an answer because there's far too many! APCA is a family, and that extends beyond the staff. We all want to see each other succeed, and those at APCA, staff and

act alike, are constantly working to build each other up. I've made lifelong friends and countless memories through APCA that have helped transform me into the person I am.

**11) What kind of safety protocols do you use for your events?**

My goal is to make sure the campus, the staff, the students, and my team always feel safe. In the face of COVID, that's meant virtual conferences and postponed events, but we are vaccinated, masked up, and ready to be tested before we step on a campus again!

**12) Some subjects can be a tricky proposition in a diverse campus population. How do you deal with sensitive topics (race, orientation, gender issues, etc.) on college campuses?**

I wouldn't be doing a good job with a "Be You" campaign if I didn't believe in celebrating everyone just as they are. I believe in inclusivity. I preach about celebrating our differences, and my answer to all is that I am always on the side of love; love and acceptance for all.

**13) What is the best advice you can give somebody starting a career in appearing at colleges?**

Don't be afraid to stumble and fall. If I could go back and re-do the first lecture I ever did, I sometimes think I would. The kinks will work themselves out. Let me tell you, I still get nervous and worry about what the students will think, and then I'm reminded that the only thing that I can do is my best and that's enough.

**Contact Jeff Eberle at The Prodigious Group for more information on booking Michaela Paige.**

[JEFF.EBERLE@THEPRODIGIOUSGROUP.COM](mailto:JEFF.EBERLE@THEPRODIGIOUSGROUP.COM)

Also, check out the full recording of her Pivot Your Programs Webinar in the APCA Community Workplace!





# THE NEED FOR CAMPUS COMMUNITY

Written by **Del Suggs, M.S.Ed.**  
**PRESENTER & SPEAKER**

Many colleges have been lonely places over the last 18-months. When some schools switched to mostly (or entirely) virtual, campuses seemed like ghost towns. Faculty & staff worked remotely and students learned online- resulting in a lot of empty space.

That's why now, more than ever before, we need to strive for campus community. As students come back and buildings fill up again, this is a prime time to create that feeling of unity and common purpose.

Studies have shown that a lack of community leads to social disintegration, or a break down in the traditional support systems.

Campus community is a vital part of a vibrant school. While we often think of community as meaning our city, our town, or even our neighborhood, campus community is similar. It's that common bond that holds us together.

Members of a community tend to feel connected, and to look out for each other. They work together and separately to promote the common good.

## **"We Are Marshall."**

The same idea applies to campus community. It's that feeling of togetherness, that sense that we're "all in this together". It sometimes results from tragedy, and you'll certainly recognize the phrase "We Are Marshall." That phrase came about following the plane crash which took the lives of so many athletes and coaches, and reflects their shared loss and reaffirmation. Schools with a strong sense of community seek to reinforce it, because it leads to powerful bonds.

Community building begins by breaking down barriers. We have dissimilar groups of people on campus- or they at least they think that they are dissimilar. Students tend to group with their peers. These peer-groups are often based on ethnicity, age, interest, declared major, or other self-identified groups. Breaking down barriers brings these groups together. And nothing breaks down barriers on campus like student activities.

The most popular organized campus activities all serve to unite various groups of students. Dances, concerts, comedians, interactive events and programs: all of these things bring students together and build campus community.

## **Connecting Faculty and Students Outside of Class**

Reach out to faculty and staff, too. Barriers need to be broken between students, but they also need to be broken between students and faculty and staff. Consider ways to get your faculty involved with students away from the classroom. Encourage faculty to serve as advisors to clubs and organizations. Have faculty serve students at informal meal functions like cookouts and midnight study breaks.

Bring faculty and students together for charitable events. Assemble teams for walk-a-thons, Relay for Life, Habitat for Humanity, blood drives, food drives, and any other service opportunity. These interactions help students to see faculty as more than just "talking heads" at the front of classrooms.

## **Your Campus Values and Symbols**

If they don't exist already, create a list of shared campus values. These should be the values that all members of your campus community (students, faculty, staff, alumni, and self-identified) share. I'm talking about values such as integrity, character, service, sacrifice, diversity, unity, and more. These values aren't exclusive to your campus community. They are the values shared by your campus community.

Publicize and popularize your campus symbols. I don't necessarily mean your mascot or team emblem. Nearly every school has a campus symbol. Look at your school seal or logo. Is there a distinctive building like the Bell Tower or some other symbol? My alma mater has three torches as its symbol, each one standing for a different ideal: strength, skill, and character. Identify your symbols, and use them to help your community identify with your campus.

Promote your school colors. Schools with athletic teams often wear the school colors on game days. Promote your school colors as a way to identify your community members. You might even declare a School Spirit Day (like you did in high school) where everyone wear school colors--even if you don't have athletic teams.

## **Embrace Your Campus Traditions**

Establish rituals and ceremonies on campus. Many schools have events like convocations used to share school traditions. At the fall convocation, all new students should learn about the campus history, traditions, and even learn the school alma mater and fight song. It creates an instant bonding with your new students and brings them together with your existing community.

Celebrate your campus traditions. Many schools have traditions that go back generations. Some of them, like pep rallies and bonfires, might be tied to athletic events. Other traditions might be seasonal, like your Fall Festival/Fall Frolics and Spring Fling events. Others might be related to a class year such as Senior Skip Day.

There are plenty of great campus traditions and they add to that sense of commonality and unity among the campus community. Here a few of my favorites:

"Fox Day" at Rollins College (FL) has been traced back to 1956. A statue of the Rollins fox is placed on Tars Plaza by the college President on a day deemed "too pretty to have class." The chapel bell is rung, a free pancake breakfast is served, and classes are canceled for the day. It's a highly anticipated event every Spring.

Traditions don't have to involve a day off from school. The University of The South is a beautiful campus in Sewanee, Tennessee. It's said to be "close to Heaven" by many students and alumni. The legend is that angels watch over the students there. In fact, when students leave campus, they roll down the window and tap the roof of their car. A guardian angel will then accompany the passengers until they return. They tap the roof to release the angel back on campus. Even the parking decals feature a Sewanee Angel.

## **Create Some NEW Traditions**

Campus traditions don't have to be ancient. With a little insight and creativity, you can create new traditions at your school. Colorado College did just that in the early 1990s.

Classics Professor Owen Cramer bemoaned the fact that Colorado College didn't really have many campus traditions. So, he hatched an idea to create one. There is a large bronze plaque of Gen. William Palmer and his faithful dog in the lobby of Palmer Hall that was installed during construction over 100 years ago. Dr. Cramer slipped in under the cover of darkness with a bottle of brass polish and buffed the dog's nose to a bright shine. He then instructed all the campus tour guides and orientation leaders to tell visitors and new students about the campus "tradition" of rubbing the dog's nose for luck on the night before an exam.

Within six months, everyone on campus had accepted this tradition. New students and staff believed it was ancient. Even today, the campus web page lists this as a 100-year-old tradition. A former Vice President at the college (who was there when it started) told me the truth of the matter. Be inspired to go forth and create your own new "ancient" campus tradition.

Provide public recognition for successful and distinguished alumni. The school alumni association may already be doing it, and it's a great way to keep members aware and involved with your campus community.

## **Honor Outstanding Students, Faculty, and Alumni**

You should also establish a means to recognize and honor faculty and students. Most schools have an annual Awards Banquet at the end of the year where faculty, staff, and students are honored for their work the previous year. How about celebrating a “Faculty Member of the Month” and “Student of the Month”? Present these honors on a regular basis to keep the concept fresh and up front.

Work to create projects with a lasting value to your campus. If you attend an older, established school, you likely see these projects all around you. Often there are benches or patios or walkways with a label such as “Gift of the Class of 1958.”

Organize students to contribute to such projects and to create programs that nurture them. It doesn’t always have to be an expensive building or renovation. It can be as simple as a flower garden. I’ve seen lovely butterfly gardens on campuses with a sign which read, “Maintained by the class of 2015.”

## **Scholarships, Too**

Lastly, consider ways to create community and enhance the community by expanding it. One simple way is to establish scholarship programs.

Scholarships certainly help students by providing the funding they need for school. But scholarships also assist in expanding the campus community. Those that contribute to help fund a scholarship feel a bond to the campus. They obviously believe in the mission of the school and the ability of the school to produce graduates with the qualities they admire.

A strong sense of campus community brings students, faculty, staff, and locals together. It is a bonding that produces pride and honor. Community leads to a more successful campus, as those members work to better themselves, their fellow community members, and their school.

Maybe the Beach Boys said it best in one of their early hits: “So be true to your school now, Just like you would to your girl or guy. Be true to your school now, And let your colors fly. Be true to your school.”  
--Brian Wilson & Mike Love

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***Also, check out the full recordings of his Pivot Your Programs Webinars in the APCA Community Workplace!***

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# HOW TO ENGAGE STUDENTS USING SOCIAL MEDIA

CHEYENNE LENORE OLSON

STUDENT ACTIVITIES COORDINATOR,  
HILLSBOROUGH COMMUNITY COLLEGE

My name is Cheyenne Lenore Olson, Student Activities Coordinator by day, Plus Size Fashion and Lifestyle Blogger and Influencer by evening, weekend and night! I have been blogging for 4 years, learning everything from analytics to using Instagram tools to how to engage my followers. Over the pandemic, I started to find ways to incorporate my skills as a blogger into my work life, turning basic content into content that is interactive and fun!

Back in April, I hosted an APCA *Pivot Your Programs* Webinar about engaging students utilizing social media, my favorite thing to talk about! Social media is at the student's finger tips; It's free and 99% of the students walking around on campus (or attending virtually) have it. Think of Social Media as a new way to market your Student Life events. If you are stuck and don't know how to increase your engagement on social media, I have tips for you!



## **Content With a Purpose!**

I have the recipe for the best engaging content! Whenever you post something, you want to ensure that your content is purposeful and will grasp students' attention. My secret recipe for the best post is as follows:

What am I looking at + Why is it important + A call to action = Engaging Content.

This works every time to get the students talking in our comments. The more comments, likes and shares a post gets, the more Instagram will push your content forward before anyone else's.

For example, say you want to post a flyer for your upcoming fall festival. In your caption, write:

What the students are looking at - "Ready to carve pumpkins and make candy apples at the Fall Festival?"

Why it's important - "Relax and join us for an afternoon filled with fun fall festivities!"

Call to action - "Comment down below what costume will you be wearing? Tag a friend and save this post for later!"

It lets the reader know what they are looking at, what the benefits are, and provides us with either feedback or gets them excited enough to share it with someone else.

### **Reel It Feel It!**

Reels are the newest feature to roll out on Instagram. Reels are the BEST way to capture your student audience! You only have 7 seconds to capture the attention of the student before they scroll to the next thing. These videos can use current, popular sounds that last from 15-60 seconds, and can be used for a multitude of reasons. You can film clips and edit to the sound or use viral trends!

For example, my campus posted a reel recapping our “Welcome to The Shore” event. With over 1,200 views on that one reel, we had new followers on our page. Reels can grow your account and make the content more engaging. Having a video format on your page will show activity and movement. Change it up, and don't just use flyers from Canva. Some examples of reels can be campus tours, event promotions, and recruitment.

### **Use Instagram Stories Daily!**

Instagram Stories are the best way to interact with your students daily! Stories have helped me gauge what events to bring back on campus, who will be going to our events, who has yet to sign up for something, and so much more! From slides to polls, from question boxes to quizzes - you have the ability to survey your students for free on stories.

One of my favorite ways to use Instagram Stories is by using a countdown. This countdown is a great tool for Student Life and Activities. It provides students with the ability to turn on the countdown notification and notify the student when the event is starting. Not only is this a great way for students to know how many days remain until the event, but it's also notifying the student without you having to click any more buttons!

Instagram Stories are great for having students ask questions and learn more about a specific topic. I use Stories to ask, “Any questions for SGA?” Students will ask questions like: “How do I get involved”, or “What time are the meetings?”. It's the perfect way to open the door for more engagement and traffic on your page.

These are all social media ideas that have actually worked for our SGA! I hope this inspires you to find new resources and tools within Instagram!



You can reach Cheyenne at [cheyenne.olson19@gmail.com](mailto:cheyenne.olson19@gmail.com). Also, check out the full recordings of her Pivot Your Programs Webinars in the APCA Community Workplace!



# HOW TO HELP YOUR BOARD SUCCEED:

## *Mentor a Team to Achieve Their Dreams*

Written by **Kazim Abbot**

**DYNAMIC MOTIVATIONAL & KEYNOTE SPEAKER**

### ***A New Standard***

Imagine it's two months before graduation, and one of your most active board members and student leaders has accomplished a feat achieved by only a select few, securing the dream job well ahead of graduation. While this would be amazing in and of itself, what if I told you it can be much better? What if your entire board can be in this elite club; a band of student leaders who have led by example for years and are now on the verge of stepping into their dream careers right after crossing that stage.

I love the way John C. Maxwell put it: "One is too small a number to achieve greatness." Teamwork makes the dream work. "If you want to go fast, go alone but if you want to go far, go together." That is the mind-set that can propel a paradigm shift that can launch our student leaders into careers that line up with their core values, dreams, and destinies.

Imagine what it would mean for your board, department, campus, and the community if student leaders champion this trend of securing their dream jobs well ahead of their graduation date. Imagine what this would mean for strategic partnerships with the top companies hiring your students and even new students. Imagine what this would mean for those student loans and the chance to accelerate their journey to debt freedom. Imagine what this progress would mean for students considering your institution as a place to pursue their studies. Imagine the impact on alumni relations and collaborations to further advance campus improvement and student development initiatives.

If any of this resonates for you, I encourage you to keep reading. Not only will I share a blueprint for getting your

students hired before they graduate, but I will also share my #1 hack for helping students secure full-time offers before they walk across the stage. This hack has helped three of my mentees land full-time jobs so far for 2021.

### ***The Best First Client Ever: Cam's Story***

For many minority students, the pursuit of an engineering degree often ends with them becoming another statistic - signing that change of major form before moving to something more "manageable". When I met Cam, my first official client through my academic consulting company, I was committed to ensuring he would be the one to defy the odds and achieve his dream of working in the Aerospace Engineering industry.

Despite being an outstanding scholar in high school, being an engineering student at the University of Illinois at Urbana Champaign was no walk in the park. Despite a myriad of challenges, Cam remained coachable and diligent, he listened attentively when I shared those strategies for success and most importantly he took action. Months before graduation in 2020 and during the pandemic, he had secured a full-time position in Aerospace engineering in the bay area. I could not be more proud and his parents certainly agree. I call him "The best first client ever!"



## ***The Wrong Set of Rules: Making a Case for Change***

According to motivational speaker Jim Rohn, “Most people are not where they want to be in life, not just because of the economy, but because of their philosophy.” Many people, especially our students, are playing by the wrong set of rules. It’s like desiring to take a Winter trip to the Caribbean but accidentally boarding a flight to Alaska. Playing by the wrong set of rules will invariably not lead to the desired outcomes.

Our student leaders need to be aware that their dream jobs and careers are not sitting and waiting for them. They need to be actively in pursuit of the opportunities that will get them there. Even more importantly, in order to get there, they need to leverage a team: *they need to build a team to meet their dreams.*

## ***Getting Your Board Hired Before Graduation***

“You don’t have to be great to start, but you must start if you are to be great” says Jim Rohn. While having the right strategy is extremely important, taking action is equally important. Your success isn’t solely based on what you “plan to do”; execution counts. The following areas provide a blueprint for combining strategy and execution to help your board members secure those jobs before graduation.

## ***Begin With the End In Mind: Doing the Homework Before It’s Due***

Have an idea of the kind of work you want to do. Cam was confident about wanting to be in the Aerospace Engineering industry. Having this information allowed my team and I to reverse engineer the process of getting him a job in that field starting with actions he could take from his first semester. Help your students flush out these questions: What job are you thinking of? What industry? Who are the key employers in that space? Do any of those companies come to campus job fairs? Where are those companies headquartered? What are the skills needed? What are the job titles? Do the salaries based on job postings match your expectations? Will those salaries allow you to have your desired standing of living while repaying student loans?

It is alarming how many students go through college without reflecting on these questions before it’s too late, if at all. Addressing those questions will require lots of homework. I’m not talking about the math and English assignments that often come with a due date. This

requires an accountability partner. Another key activity of this stage is interviewing people. Encourage students to talk to friends, family, college alumni, or local people in the field who might be able to offer guidance. Resources such as linkedin and glassdoor are extremely valuable.

## ***The Academics***

One of the most important considerations is the Grade Point Average (GPA). I often encourage my clients and mentees to think of the GPA as a master key that can unlock many doors. Finding those doors, however, can rarely be done in isolation. Building the team to meet your dreams is a collaborative effort. Board members and students should go out of their way to ensure they build good relationships with each of the following:

**Professors:** Not only do they directly impact students’ GPA, your professors, more so those in your area of study, are often in a position to give excellent advice on finding opportunities. They are also excellent for references and helping provide your credibility to potential employers.

**Mentors:** Like your professors, they possess unique insights into what our students are trying to achieve. They can point you in the direction of persons more qualified than they are to help land a job before graduation. They also play a pivotal role in providing the accountability required to ensure things get done.

**Tutors:** Most of my past students and even some clients have blurted “I hate math” more than I can count. Tutors provide the knowledge and patience to overcome the inevitable difficult classes. They should be utilized as much as possible. Many of my past clients and mentees have seen significant increases in their GPA’s once the right tutor was introduced into the mix.

**Career Services:** Last but certainly not least, Career Services helps students better understand the transition from Academic Success to the Corporate or work environment. Their relationships with potential employers, experiences with past students, and pulse on current trends put them in great position to provide training beyond the academics, such as soft skills and strategic planning, that students need to succeed.



## Experience

While Academics provide the foundation needed, the experience layer cannot be omitted. With GPA as a door-opener, experience is the currency of the 21st workplace. Companies appreciate students who have demonstrated the commitment to their desired field of work by finding opportunities in that space. While your board members are likely not strangers to finding experiences to improve their leadership, experience in their field can often seem daunting. Volunteer opportunities, business incubators, hack-a-thons, and gaining certifications are key catalysts when seeking to gain experience.

Aaron, one of my mentees, is an excellent example of this. More than a year before obtaining his graduate degree in computer science, Aaron agreed to take on the challenge of building my website and adding this work to his portfolio. We also agreed that he should pursue an AWS cloud practitioner certification. Months later, Aaron would interview with two organizations in the same week - both impressed with his body of work. He has since accepted an offer with one of those organizations as a computer programmer. For STEM majors, gaining experience can be as simple as seeking work-study with a professor or a lab. It can mean helping the IT department with computer upgrades. The Academic team referenced earlier can help board members identify opportunities to gain experience on campus and beyond

## My #1 Hack

In 2021, three of my mentees have successfully used my #1 hack for securing a full-time position before graduation: Obtaining a paid internship in the desired field of work. Multiple studies have highlighted the benefits of paid internships. For many students, this is where the books come to life. Academics and the real world intersect in a way that is conducive to professional growth and development. I am no stranger to the benefits of internships, having completed three in academic tenure with two out of three leading to full-time offers upon conclusion. The ultimate game-changer is a paid internship. It is a tool that will not only help your board succeed in achieving their dreams, but also spark a campus movement that will swing the pendulum in favor of the job placement rates for your graduates.



### **About the Author:**

***Kazim Abbot is a dynamic motivational & keynote speaker who captivates and engages his audience with vivid, powerful, and thought-provoking stories. Originally from the beautiful island of St. Lucia, Mr. Abbot uses his gifts of leadership, oratory, and intellect to drive change, and to help solve some of society's greatest challenges such as thriving during change, the student debt crisis, STEM labor shortages, and the wealth gap.***

***Whether through speaking engagements or mentoring students through The Academic Consulting Agency, his company provides superior math coaching and college prep services to help students thrive and graduate with the right offer on the table. His dynamic message of hope & inspiration encourages us to invest in ourselves and build the teams to meet our dreams.***

***When the promised full-ride scholarship at Grambling State University did not materialize, Kazim found himself turning tragedy into triumph. Seeking ways to fund his studies, Kazim became proficient at finding opportunities such as scholarships and internships to minimize debt in the pursuit of three degrees. Mr. Abbot is a strong advocate for STEM and helps students secure employment before graduation.***

**You can contact Kazim at [kazimabbot@gmail.com](mailto:kazimabbot@gmail.com). Also, check out the full recording of his Pivot Your Programs Webinar in the APCA Community Workplace!**

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# 2021 FALL CAMPUS ACTIVITIES PLANNING CONFERENCES



## Upgrade Your Campus Life Experience

**HOUSTON!**



**OCTOBER 22-24**

**LINCOLNSHIRE!**



**NOVEMBER 12-14**

**ORLANDO!**



**NOVEMBER 19-21**

### **APCA to Hold In-Person Fall Conferences in 2021:**

This fall, APCA will be returning to IN-PERSON conferences! The conferences will also be offered live online for those unable to travel.

The theme of this year's fall conferences is *Upgrade Your Campus Life Experience!* The conferences will offer the quality, affordable showcases and speakers that you've come to know and trust, and will also feature new best practices resulting from our collective experiences over the last academic year. 2020 was the most challenging time in the history of Student Life programming. The advent of virtual programming has been both a blessing and a curse for our campus staff members! Innovative programming for online populations has been plagued by technical and logistical issues, despite the best efforts of dedicated student life professionals. However, the lessons we have learned can only help us be better in the future.

Throughout this process, one thing has become very apparent; everyone is becoming strained by online fatigue. Student connections are best made through in-person, connective events that bring us together. Thankfully, those in-person events seem much closer to safely happening again than they have seemed for a long, long while.

We must be prepared, however, to reopen our live events with the care and caution that honors the sacrifices that have been made to return us to a state of normalcy. We are ready to adapt to circumstances by providing in-person examples of best practices to protect our campus populations.

*Upgrade Your Campus Life Experience* conferences will still feature the APCA core conference elements: Showcases, Exhibit Halls, Block Booking and Educational Sessions. There will be ample opportunities to find talent and receive massive savings for your budgets to justify the expense of attendance through our Cooperative Buying program.



## Showcases / Cooperative Buying

Live showcases, esports, in-person and virtual events, and new, more affordable options in campus programming will be featured at the conferences. The showcases will also demonstrate CDC compliant audience distancing and sanitizing measures to keep attendees at the events and on their campuses safe.

All schools attending the event will be able to participate in the APCA Cooperative Buying process via our synchronized in-person and virtual Co-op sessions. All schools will be able to save on talent costs on novelties, entertainment, and speaking options for limited budgets.



## Educational Sessions

The APCA in-person fall conferences will feature Educational Sessions for both Advisors and Students on important topics such as leadership development, engagement and assessment, mental health, DEI, student organization recruitment and retention, effective events and activities, and much more!

We will also provide sessions and live examples of:

- Safe food distribution and packing procedures for events on campus
- Entrance admission and screening suggestions for returning to live events
- Seminars and live demonstrations of secure set up, production, and tear down of different safety levels for socially distanced events
- Risk assessment sessions on event scheduling and production of live events
- Safety guidelines for handling novelties, make-and-takes, and crowd participation

## A safer investment of funds in a time of travel uncertainty:

In constantly changing times, many institutions just don't know if they can travel or not this semester. We at APCA completely empathize with your situation and have arranged for a lowered financial risk situation.

### 1. Register for virtual attendance now, upgrade later!

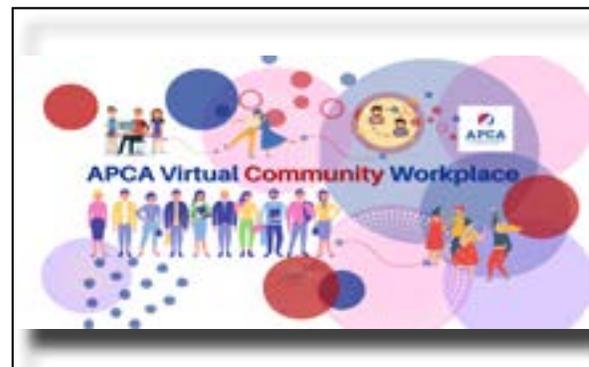
If your institution is still not sure of its travel policy, you now have the option to ensure your student board's participation in the fall conference of your choice and much more. By locking in a full-year access to the APCA Virtual Community Workplace, you can guarantee a full virtual experience for the fall conference of your choice AND the APCA National Conference in Hershey, PA in March of 2022. Virtual attendees will attend the conferences as they are live streamed into our Workplace. You'll be able to watch and participate as if you were there.

Virtual attendees should block their calendars so they can attend the conference events as they happen, including Showcases, Cooperative Buying, Exhibit Halls, Ed Sessions and more.

**Community Workplace fees are only \$169 for members or \$299 for non-members, and your profiles are active through June 30, 2022.** Click [here](#) for details on our Virtual Community Workplace!

HERE'S the best part:

Should you later be informed that travel is possible, you can use the cost of the virtual passes towards your in-person conference delegate fees. Or, you can keep your annual passes to the Workplace, which will allow you full-year access and virtual attendance at Nationals, and simply register for in-person attendance at your fall conference of choice.



**2. Register for in-person now with a guaranteed virtual option and choice of a partial refund or a credit for future conference fees!**

APCA has established a refund or exchange policy for schools or other talent buyers attending the fall conferences. At this point, after consultation with our partner hotels, any cancellation of the events is very unlikely due to Covid. However, out of an abundance of caution, we would like to assure our schools and other talent buyers that they will still have virtual attendance options and a compensation policy. If any in-person attendance for a fall conference is cancelled due to Covid, every school that paid for in-person delegate fees will be given compensation options for the cancelled in-person aspects of their fall conference (meals, conference logistics costs, etc.).

***The APCA refund policy for schools and talent buyers in the unlikely event of cancellation of the conference due to Covid-19 is as follows:***

1) Schools/talent buyers can elect to receive a \$100 per delegate refund of all fees paid and still attend the fall virtual conference for their area.

**OR**

2) Schools/talent buyers can receive a \$100 per delegate credit towards any one conference or summer workshop in 2021 or 2022 and still attend the fall virtual conference for their area.

***In-Person Pricing / Registration***

School Delegate Fees - \$249 for APCA members and \$299 for non-members. Register now to lock in those early bird prices!

Delegate fee includes:

***4 catered meals (2 dinners and 2 lunches) •Over 50 showcasing acts •APCA Cooperative Buying •Hybrid options to broadcast the event to non-attending board members •Social distancing measures to assure safety •Professional development for advisors •Leadership and organizational training for student boards •Certification programs***

To register for the APCA Fall Conferences, email us at [info@apca.com](mailto:info@apca.com) or visit us at [www.apca.com](http://www.apca.com).



# 2021 APCA FALL CONFERENCE DATES AND LOCATIONS

## **HOUSTON**

**October 22-24**

Marriott Westchase Hotel

2900 Briarpark Drive, Houston, TX 77042

P: 713.978.7400

Hotel Rooms:

(check in recommended on October 21th)

\$139.00 + 17% tax

Reservations- Made by individual attendees directly with Marriott reservations at 800.452.5110

MAKE SURE TO MENTION YOU ARE IN THE APCA BLOCK.



## **LINCOLNSHIRE**

**November 12-14**

Lincolnshire Marriott Resort

10 Marriott Dr., Lincolnshire, IL 60069

P: 847.634.5938

Hotel Rooms:

(check in recommended on November 11th)

\$139.00 + 17% tax

Reservations- Made by individual attendees directly with Marriott reservations at 800.288.9290

MAKE SURE TO MENTION YOU ARE IN THE APCA BLOCK.



## **ORLANDO**

**November 19-21**

The Florida Hotel & Conference Center

1500 Sand Lake Road, Orlando, FL 32809

P: 800.588.4656

Hotel Rooms

(check in recommended on November 18th)

\$139.00 + 17% tax

Reservations - Attendees will make their own reservations by contacting the hotel directly by calling the hotel reservations department at 800.588.4656. Guests should identify themselves as attendees of Association for the Promotion of Campus Activities or APCA. Individual reservations may be cancelled without penalty outside of 72 hours prior to arrival. If cancelled within 72 hours of arrival, the hotel will charge for the 1st night's room and tax. A no-show reservation will be charged as the 1st night's room and tax. MAKE SURE TO MENTION YOU ARE IN THE APCA BLOCK.





# JEFFREY BANKS

*BIG HOMEY: POET, PREACHER,  
PANELIST, PARTY PLANNER,  
PRODUCER, PROMOTER & PUBLICIST*

## **1) What do you do and offer to the APCA community?**

I am a Spoken Word Artist/Performance Poet. Over the Summer, I became a Teaching Artist through the DC Arts and Humanities Education Collaborative. I'm also an Event Planner. My writing/speaking areas of expertise include inspirational/faith-based, social justice and community organizing, education & commissioned and customized poetry pieces.

## **2) How did you get involved in campus activities?**

I've done campus activities since my undergraduate years at Syracuse University. I volunteered with college campuses in the Washington, DC Metropolitan area in the 2000's. Social media expanded my reach to book more engagements.

## **3) How long have you been in this industry?**

I wrote songs in secondary school and have been a Spoken Word Artist since 2003. I've done engagements on college campuses for over 15 years. My event planning experience expands over 30 years.

## **4) What is your professional background?**

Currently, I just started a Doctoral Program in Administration & Leadership Studies at Indiana University of Pennsylvania. I am a writer, speaker, educator, event planner, and entrepreneur.

## **5) Do you have any accomplishments to share?**

I am a funded grant writer. I've booked gigs with the University of Pikeville & Waubensee Community College in the 2020-2021 school year.

## **6) Who was/is your inspiration?**

Young Adult fiction writer, Jason Reynolds, is my inspiration. He started as an inspirational poet in the early 2000's when he was a teen as an Undergraduate student at the University of Maryland- College Park. He is my favorite poet. His massive success as a professional writer is an inspiration.

## **7) What are your thoughts on the future of your industry?**

As an educator and event producer, virtual technology has exponentially expanded throughout the Covid-19 pandemic. There are many ways to evolve as an artist & entrepreneur with the multiple media platforms. Travel & access increased to create more opportunities to those who want to grow professionally.

## **8) What advice would you offer to college students going back in the Fall of 2021?**

Take advantage of all the resources available to you, Build networks to increase your territory. Those hired to do programming on your campus want to invest in your success.

## **9) Where was your favorite presentation or performance?**

In the college arena, I enjoyed being a Keynote Speaker addressing homelessness for hundreds of students at Old Dominion University. The social action outreach "Sleep Out for the Homeless" has been a joy to do on the Mid-Atlantic campuses for the collegiate chapters of Phi Beta Sigma Fraternity, Inc. My experience in that area helped me to book the 2020-2021 APCA gigs.

**10) Share your best APCA Conference moment.**

I booked multiple engagements for Black Greek Poets in the Fall 2020 APCA Conference. I enjoyed doing the Spring 2021 Ed Session & improv exercise with my other colleagues through Streamyard.

**11) What kind of safety protocols do you use for your events?**

Black Greek Poets & The Big Homey Show both created a diverse base to support the masses. I am Mental First Aid Certified. I have been able to work with leadership teams to grow diversity & inclusion. My ministry, social emotional learning, and disability backgrounds allow me to be accommodating to all audiences.

**12) Some subjects can be a tricky proposition in a diverse campus population. How do you deal with sensitive topics (race, orientation, gender issues, etc.) on college campuses?**

My agency database for Black Greek Poets & doing "The Big Homey Show" through day eight allows programming to be customized for any audience. Kim B. Miller has been a great collaborator and poetry business partner that set the stage for more robust programming, meeting the needs of the students in real-time.

**13) What is the best advice you can give somebody starting a career in appearing at colleges?**

The APCA Staff has been supportive in the professional development of its affiliates. Stay focused, be diligent, provide the customer service to the colleges you want to receive... be teachable, exceed expectations, build your team of trusted colleagues, and don't neglect those networking relationships you're trying to grow.



Book the writing & speaking services of  
**YOUR BIG HOMEY**  
**JEFFREY E. BANKS**  
 to upgrade your business or upcoming events



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# ENGAGING STUDENTS WITH SERVICE IN A WORLD AFFECTED BY COVID

WRITTEN BY~ DAVE KELLY, AMERICA'S STUDENT LEADERSHIP TRAINER & DIA STOKES KELLY, DES

Nearly a year and a half has passed since campuses were shut down due to the global pandemic. In that time, we have had to adapt to a virtual world. Some have done so more successfully than others. The challenge has been to effectively engage students in this brand new virtual world that we were thrust into practically overnight.

The good news is that we have found that we are very adaptable! From classes to clubs and organizations, student government, and programs, we have found creative ways to engage in three dynamic ways: virtually, hybrid, and in-person while observing safety protocols. As an advocate of getting students engaged in community service, I have seen so many possibilities for engagement through service.

Community service initiatives are one of the key parts of the APCA mission statement. We encourage you to engage your students in service, "APCA SERVES" at our conferences, and on your campus. You can adopt a name to fit your school; one school called their program "Limestone Cares".

I am going to talk about some of the great opportunities available to you and your students, but first I will share keys to successfully completing service projects and fundraisers. Start with four things to do when planning service projects, followed by four actions specific to fundraisers, and then finish with steps to take regardless of the type of project you are doing.

## Service Projects

**1) Identify an area of concern.** Who do you want to serve: Kids? Animals? Elderly? First Responders? Front-line Workers? Active-duty military? Veterans? The environment? Natural disaster such as a hurricane? Something else? Determine this first so that you can decide best way to serve.

**2) Conduct a community needs analysis.** Do this to see what is already being done to serve your area of concern. Determine what can be done to support those efforts. Find a new need that is not being served.

**3) Decide what kind of service project you want to do.** Talk with stakeholders or agencies that you can work with either to help facilitate your project or to receive the results, such as assembly projects (peanut butter sandwiches, toiletry and necessity bags) or craft items (dog toys or boo-boo bunnies). They can let you know if they have an interest in your proposed project or help you develop an activity that might better meet their needs.

**4) Why should this project be held?** Define this so that your students understand why they are being asked to participate in this project. They may not understand the need. Some of the projects are a lot of fun, and students are usually eager to do them. I always make a point of explaining why we are doing it so they can understand how they are making an impact.

## Fundraisers

### 1) What do you want/need to raise the money for?

Start by answering this question and it will make the others so much easier. It's like the community needs analysis above.

**2) Why should this project be held?** As with service projects, you want to make sure your students understand the reason, so you have their support and buy-in for the project. They need to understand this so that they can explain it to the people who will be donating. They may need to justify why someone should open their wallet.

**3) How much money do you want to raise?** The goal that you set will help determine the kind of fundraiser you need to have. Even if you are reacting to some an event or crisis and you are hoping to raise as much as you possibly can, have a target set. That target will energize your volunteers and your donors. If you quickly reach a target, make a big deal out of setting an even greater target.

### 4) What kind of fundraiser do you want to hold?

Think about the types of things you would like to do, and then match that to your goal. Is the fundraiser you have in mind capable of raising the money you are looking for?

**5) When do you want to hold it?** Look at a calendar and consider the best dates. If you are a school where everyone is gone on weekends, then your possible dates are going to be narrowed. Look at other events going on that may impact you. A big football weekend may not be a good time, because everyone is involved in the game. For some schools, that could be a great time to hold a fundraiser – tailgating people tend to be generous. Check for religious holidays and observances that might prevent some students from participating.

**6) Where do you want to hold it?** If it is on campus, someone has to give permission; it may be your office, facilities management, or someone else with a lot of forms to be completed. If it is in the community, you may need a permit. You usually cannot show up in a public park and put on a project without notice. Events held at restaurants, hotels, or other meeting facilities are going to require reservations and possibly contracts.

### 7) What specific goals do you have for this event?

Think beyond the obvious of providing service or raising a certain amount of money. Your goals may also include membership recruitment, public relations, marketing, networking, outreach, gaining alumni support, and more.

**8) The SWOT analysis.** This is a process where you discuss and brainstorm the possible Strengths, Weaknesses, Opportunities, and Threats for your project. A weakness may be not having enough students to be successful with the project. You will need to recruit more or partner with clubs and organizations on campus. Do this for every possibility to help you be prepared for anything that may happen.

**9) Budget.** Will you need to spend money for this project? If yes, where will that money come from? Can someone give the money up front and be reimbursed, or do you need a purchase order to get supplies? It is acceptable to reimburse expenses related to fundraisers from the proceeds, but the initial outlay may be subject to school policies.

**10) Timeline.** Work backwards from the date of the event with every aspect of the project. You will want to have a delivery date for t-shirts, perhaps a week before, to provide a buffer in time. What date do they need to be printed? When is the final design due? Before the final design, what steps do you have to go through to create that design? Is it up to the chair of the project or does a committee have to oversee it? When will that meeting take place? Do this with everything related to your project.

**11) Who's going to help you?** Will this be a project of student government or the programming board? Think about recruitment avenues available to you.

**12) Conduct the project in a safe and professional manner.** This should go without saying, but sometimes the unexpected will happen. Discuss this in advance with all the volunteers and point out any obvious areas of concern.



**13) Host a debriefing session immediately following the project.** Talk through everything and give everyone a chance to share. What was good? Bad? Needs improvement? Acknowledge things that occurred that do not seem likely to ever happen again, but don't dwell on them. Write it all down.

**14) Thank your event volunteers.** Make sure everyone that participated feels appreciated, whether it is a tabling project or an all-day campus-wide event. You may want their help again sometime, and a thank you can make that possible.

**15) Did you succeed in meeting your goals?** Be honest and review all the goals you had. Were they realistic? What helped you reach them, or what kept you from doing so? Document the steps you took to achieve the goals and what you think could have been done better.

**16) How would you improve this project for the future?** Get input from everyone you can, even if their ideas are a little far-out. You never know what crazy thoughts can lead to something amazing.

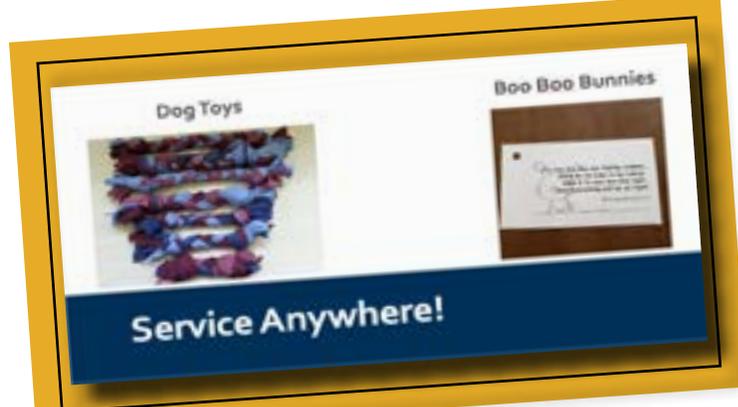
**17) Document the details for future reference.** Keep all forms, contacts, waivers, pictures, supply lists, volunteer groups, time lines, budgets, etc. to pass on so that a lot of the work will already be done the next time the project is scheduled.

Find creative ways to engage students. Do projects on campus in a socially distanced setting. Set up make-and-take opportunities where you provide the supplies, the students take them home to do, and then they bring in the finished product. Encourage family participation for students with kids. Many projects can be done by people of any age. Find activities, such as doggie tug toys, that they may already have the supplies for. You only need old t-shirts and scissors to make a doggie tug toy!

The need for service is greater now than we may have seen in a long time. So many people have been affected in ways unimaginable 18 months ago. Opportunities to serve are all around. COVID should not get in the way of us meeting those needs. Please get in contact with me if you have any questions or need ideas for service projects. This is a great time for students to serve, together!

*This article was prepared in conjunction with Dia Stokes Kelly, DES, a professional meeting and events manager with 30 years experience planning corporate, collegiate, and non-profit events.*

*Dave Kelly is a professional speaker, trainer, author, and coach. He has spoken for more than 300 different colleges and universities, both in-person and virtually. He is the founder and National Coordinator of APCA Serves. Dave was the 2019 APCA Campus Speaker of the Year. Contact Dave at [DaveKelly@gonzospeaks.com](mailto:DaveKelly@gonzospeaks.com) Also, check out the full recordings of his Pivot Your Programs Webinars in the APCA Community Workplace!*



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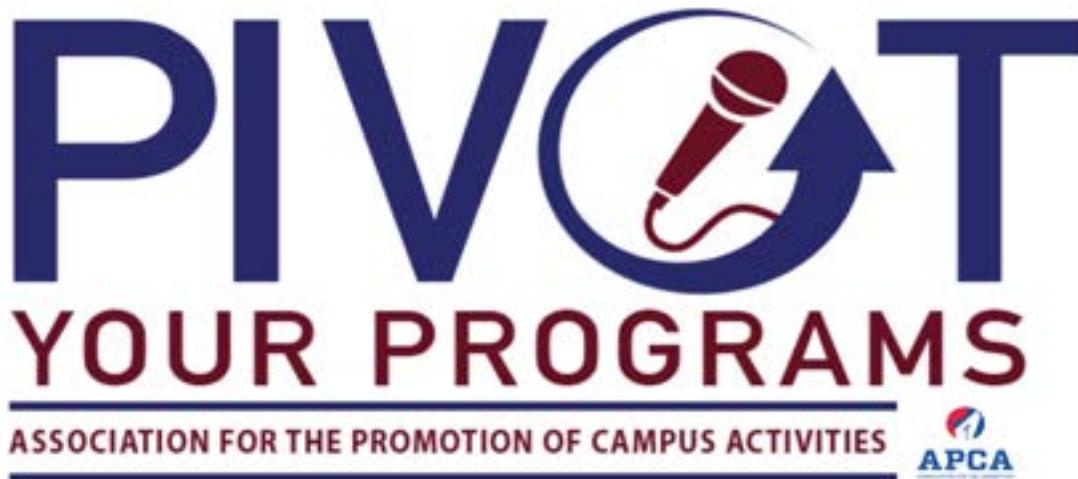


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## JOIN US EVERY THURSDAY AT 2PM (EST) FOR OUR PIVOT YOUR PROGRAMS WEBINARS!

Discussions and interviews with leading professionals  
in the campus life & talent industries regarding  
programming during and after Covid-19

***Missed previous Pivot Your Programs webinars?***

Check out all the webinars in the APCA Virtual Community Workplace!

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### **TOPICS INCLUDE:**

- VIRTUAL & LIVE PROGRAMMING IDEAS
- MARKETING STRATEGIES
- ONLINE RECRUITMENT
- VIRTUAL TECHNOLOGIES
- VIRTUAL DIVERSITY PROGRAMMING
- ONLINE RESOURCES AND TOOLS
- INTERVIEWS WITH CAMPUS LIFE PROFESSIONALS
- INTERVIEWS WITH TALENT AGENCIES
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- AND MORE!

