



Staff Development Day
Tuesday, May 21, 2019
10am-2pm
University Center



Staff Development Day May 21, 2019 Professional Development Sessions At-A-Glance

Sessions are 45-minute workshops designed to give staff opportunities to invest in their personal and professional well-being. Registration is not required; however, seating is limited. See below for detailed session descriptions and room locations.

Resource Tables are located in UC 303 and 308 from 10am – 2pm

Session 1: 10 – 10:45am

- How Alumni Relations Can Help You – Faculty East Lounge
- What to Expect from Digital First Generations – 408
- Are We Playing the Same Ballgame: Challenges of Intercultural Communications – 306
- Inclusive Leadership Practices: Learning to Listen to Learn – 409
- Visualizing Lehigh Data with the Help of OIRSA's Data Center – 403A

Session 2: 11 – 11:45am

- Getting money to go to college: Demystifying the Financial Aid Process – Faculty East Lounge
- Do we need a Snapchat? Using Digital Communications to Engage the Lehigh Community (and Beyond) – 408
- How to Pronounce Chinese Names – 306
- Tackling Tough Topics Together: Dialogues Across Power and Privilege in the Workplace – 409
- Gmail: Beyond the default settings! – 403A

Session 3: 12 – 12:45pm

- Getting money to go to college: Demystifying the Financial Aid Process – Faculty East Lounge
- Ways of Seeing: Getting the Most Out of Smartphone Photography – 408
- Supporting our F1RST+ Students – 306
- Creating Inclusive Meetings – 409
- A Community of Makers and Innovators – 403A

Session 4: 1 – 1:45pm

- Case Studies: Behind the Scenes of Admissions Decision Making – Faculty East Lounge
- Enhance Your Marketing Material with Free Lehigh Graphics – 408
- The Art & Science of Meditation – 306
- Career Enrichment @ Lehigh: Building Your Future with Our Tools – 409
- Lehigh Events Calendar Info Session: Promote your events for free! – 403A
- The Art of Observation – ***Please note, this session is held in the Zoellner Art Galleries***

Session 1: 10 – 10:45am

How Alumni Relations Can Help You – Faculty East Lounge

Lindsay Drake and Danielle Kroo, Development and Alumni Relations

Alumni Relations has many resources available to faculty, colleges, and departments to create stronger and more meaningful connections with alumni. We will share a new online platform (Lehigh Connects) as well as best practices when communicating with alumni. We will also review the process for requesting Alumni Relations support for things like classroom speakers, marketing and communications support, and event support. Last, we will review the many existing Alumni Relations programs that faculty can participate in.

What to Expect from Digital First Generations – UC 408

Lindsay Lebresco, Director, Brand and Digital Marketing, Communications and Public Affairs

Would learning that 81% of millennials sleep with their phone next to their bed change how you talked about self-care with current students? Would knowing that Generation Z consumes 550% more plant-based milk than Generation X determine what the future of dining looks like on campus? And how might you incorporate the popularity of the Peer-to-Peer economy with generation Z into how your office handles transportation? Learn more about millennials and generation z and how being digital natives can impact how you reach them, program for them and meet their continually changing expectations.

Are we Playing the Same Ballgame: Challenges of Intercultural Communications – UC 306

Elena Reiss, Language Specialist, International Center for Academic & Professional English

This workshop will invite participants to discover reasons behind intercultural miscommunications and discuss best practices for helping international students overcome communication challenges while encouraging successful interactions. Building on the information from last year's workshop, participants will analyze practice scenarios and investigate best strategies that encourage positive intercultural representation.

Inclusive Leadership Practices: Learning to Listen to Learn – UC 409

Sara Hausladen, Associate Director, Center for Gender Equity

Participants will be led in two interactive experiences to coach them on their listening skills and will develop practices for reflecting learning from listening to others. Participants will have a greater understanding of how actively listening positively impacts their working relationships.

Visualizing Lehigh Data with the Help of OIRSA's Data Center – UC 403A

Zane Kratzer, Data Research Scientist, Office of Institutional Research & Strategic Analytics

The Office of Institutional Research and Strategic Analytics provides numerous data resources and products to the campus community, including Tableau visualizations that are shared via OIRSA's newly designed website. In addition to these new tools, OIRSA can also provide custom-built dashboards and reports to assist Lehigh staff and faculty in better understanding and utilizing their data for efficient decision making.

Session 2: 11 – 11:45am

Getting money to go to college: Demystifying the Financial Aid Process – Faculty East Lounge

Jennifer Mertz, Director, Financial Aid

This session will be an opportunity to hear from the Office of Financial aid about the need-based financial aid process. We will explain financial aid terms and definitions, discuss sources and types of financial aid, and review the aid application process and the formula used to determine financial need. We will also provide tips and advice to help you through the process of applying for aid and will allow time to respond to questions about the entire process.

Do we need a Snapchat? Using Digital Communications to Engage the Lehigh Community (and Beyond) – UC 408

Hillary Kwiatek, HR, Employee Communications Specialist

Is your department on Twitter? Do you need an Instagram? What about video? The digital communications landscape is more crowded and confusing than ever. And the competition for your audience's attention isn't necessarily who you think it is. Still, with a few simple techniques and strategies, you can develop a successful communications program that reaches your audience and achieves your goals. This presentation is especially geared toward employees who are tasked with using social media, e-newsletters, websites and other digital tools to promote their department's activities. We'll cover: Too Many Tools! How to determine which communication platforms and tools are right for your objectives; Gifs and Emojis and Memes – Oh My! What kind of content works best Shouting into Cyberspace? Social media is more than a megaphone; Knowing What's Working. Using data to refine your efforts and showcase your success.

How to Pronounce Chinese Names – UC 306

Jeanne Ma, Associate Director of the Office of International Students and Scholars, and Limei Shan, Professor of Practice, Modern Languages & Literatures

The presenters will explain how to pronounce Chinese names. Jeanne is fluent in Mandarin. Attendees will increase their confidence when addressing Chinese students and colleagues.

Tackling Tough Topics Together: Dialogues Across Power and Privilege in the Workplace – UC 409

Clara Buie, Associate Director for Multicultural Affairs, and Kathleen Dugan, Library Coordinator, LTS Library Access Services

How do we have meaningful discussions in the workplace across levels of power and privilege? There are many dynamics at play in the workplace, and while we strive to have inclusive communities, there are realities to the hierarchies that sometimes hinder our ability to have difficult discussions about important topics. This session will help develop communication skills to have assertive, professional, and clear communication across these dynamics using the VISIONS Framework for Effective Dialogue.

Gmail: Beyond the default settings! – UC 403A

Stacey Kimmel-Smith, Assistant Director, Client Services, LTS

If you use out-of-the box settings in Gmail, you may be missing opportunities to configure and customize for your needs. This session will cover some of the "hidden" features of Gmail.

Session 3: 12 – 12:45pm

Getting money to go to college: Demystifying the Financial Aid Process – Faculty East Lounge

Jennifer Mertz, Director, Financial Aid

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Ways of Seeing: Getting the Most Out of Smartphone Photography – UC 408

Christa Neu, Photographer/Photo Editor, Communications and Public Affairs

Often you need images for social media, newsletters or emails, and may not have the resources to hire a freelance photographer. This presentation will teach you how to take the most compelling photos to document your processes and to promote your work on social media. We will cover topics like photocomposition and exposure, creating a workflow with photo apps and how to take a picture that really tells a story.

Supporting our F1RST+ Students – UC 306

Lian Liu and Nathalie Lynn, Ph.D. Candidates and Graduate Assistants in Student Access & Success

F1RST+ students are individuals who are first generation college students, low-income and/or from underrepresented communities. The workshop will focus on identifying the common barriers that many of the students face and effective ways that all staff members can provide meaningful support.

Creating Inclusive Meetings – UC 409

Rita Jones, Director, Center for Gender Equity

Ever experience a meeting that could have been done by reading a google doc? Have you ever been to a meeting where you felt like decisions had already been made? As you create meeting agendas, do you ever feel like you can't fit in all of the information in the time allotted? Consider attending this session where Rita will talk about signs and symptoms of inclusive meeting structures and offer some tips from VISIONS consulting group, research from experts, and her own experiences in inclusive inquiry and management. Strategies covered include thinking of stakeholders and constituents' expectations to the ultimate goals of calling a meeting. She will also offer ideas about how to work toward inclusive meetings, even when you find yourself in a meeting that seems exclusive.

A Community of Makers and Innovators – UC 403A

Brian Slocum, Managing Director, Design Labs and Wilbur Powerhouse

The Design Labs in the Wilbur Powerhouse and in Building C host a bountiful array of tools and resources for making and innovating. From 3D printers to Laser Cutters to T-shirt Printers and Embroidery Machines, these tools exist so the campus community at large can create and innovate. These unique spaces on campus support classes, research, and curricular goals, but we welcome the campus community at large to take advantage of these resources. Come learn what is available, how you can access them, and get a glimpse of what you can do when you put these resources to the test!

Session 4: 1 – 1:45pm

Case Studies: Behind the Scenes of Admissions Decision Making – Faculty East Lounge

Tierney Gallagher Fallon, Assistant Director, Admissions and Financial Aid

In this admissions workshop, participants will read three mock applications to Lehigh and render decisions. Through the committee process, we will discuss the academic, personal, and social aspects of the file and what the Admissions Office seeks to add with each class. There will be ample time for Q&A on Lehigh-specific and overall higher ed. topics, trends, and policies.

Enhance Your Marketing Material with Free Lehigh Graphics – UC 408

Ilhan Citak and Alex Japha, LTS Special Collections

Learn how to use Lehigh University's unique historical images to enhance your announcements, presentations, reports, banners, flyers, and more. Copyright free images from Special Collections feature campus buildings and events from Lehigh's storied 154-year history. Practical examples of using this imagery can be seen in Special Collections' bookmarks, postcards, and brochures. Learn how to use these images in your department's social media posts with #tbt and #otd. Most academic institutions make such resources available, and the information provided can extend beyond Lehigh. Special Collections team will guide you step by step on how to search for copyright free images, download hi-resolution copies, and edit them for different use cases. Computers are not required, but may be helpful.

The Art & Science of Meditation – UC 306

Dr. Brent Hogarth, Post-Doctoral Fellow, University Counseling & Psychological Services

In this presentation, Dr. Hogarth will outline the latest research on the varied benefits of meditation and provide a short guided meditation.

Career Enrichment @ Lehigh: Building Your Future with Our Tools – UC 409

Tarah Cicero, Learning and Development Specialist, HR

Are you ready to expand your skills and take your career to the next level? This session provides an overview of Lehigh University's Career Enrichment programs. Learn about Human Resources' training and development offerings, certificate programs, and more!

Lehigh Events Calendar Info Session: Promote your events for free! – UC 403A

Audra Berner, Jen Reynolds, and Rochelle Reed, Communications and Public Affairs

Want to generate awareness and promote attendance at your event? Join the events calendar team to learn how to submit your event details to the calendar. The Lehigh Events Calendar helps organizers reach the largest possible audience quickly and easily by automatically publicizing across Lehigh's website and in the daily 'Upcoming Events and Announcements' email. Events can easily be submitted days or months in advance and can repeat if necessary. The Lehigh Events Calendar is also the best place to learn what's happening around campus. Over 4,000 events are submitted each year including lectures, conferences, performing arts, exhibitions, athletics, cultural and entertainment activities and more. The calendar receives approximately half a million page views annually. Have questions? If you

currently submit your events to the Lehigh Events Calendar and have questions, join the session to learn tips and tricks about submitting events.

The Art of Observation – Please note, this session is held in the Zoellner Art Galleries

William B. Crow, Director and Professor of Practice, Lehigh University Art Galleries

How can experiences with great works of art help us become better observers, and more creative and effective problem-solvers? Join this experiential, participatory workshop, led by the Director of Lehigh's Art Galleries, and explore works of art in the University Art Collection. Participants will hone their skills in observation and creative problem solving while enjoying masterpieces from Lehigh's extensive collection of paintings, sculpture, and photography.



Resource Tables 10am – 2pm UC 303 and 308

This free-flowing session is your chance to connect to other staff organizations and departments on campus. Representatives will be available to speak with staff about resources and answer questions.

Alumni Relations

ASA's Attic/Surplus Property and Logistics/E Waste/Warehouse

Catering and Dining Services

Center for Gender Equity

Center for Innovation in Teaching and Learning (CITL)

Community Service Office

Council for Equity and Community

Equal Opportunity Compliance Coordinator (EOCC)

ERAC (Campus Engagement and Events)

Faculty/Staff Pride Network (FSPN)

Gender Violence Education and Support (GVES)

Human Resources – Benefits

International Center for Academic and Professional English (ICAPE)

Lehigh Emergency Medical Services

Lehigh Police Department

Library and Technology Services

Mountain Hawk Design and Print

Office of International Students and Scholars (OISS)

Office of Multicultural Affairs (OMA)

PSECU

Real Estate Services

Small Business Development Center

Successful Ongoing Administrative Resources (SOAR)

Sustainable Office Program

Wells Fargo

Zoellner Arts Center