Thanks

Conference Co-Chairs
Stephanie Weaver
Lauren Rudick
Laurie McCall
Julie Lyzinski Nettleton

Conference Planning Team
Maria Fumai Dietrich
Audrey Edmondson
Selma Goldberg
Georgia Kouzoukas
Marty Sullivan
Theresa Suriano

Special Thanks
Dr. Valarie Swain-Cade McCoullum
Karu Kozuma
Joe Gomez
Steve McCann
Utsav Schurmans
Lavinia Seow
Adam Sherr

Special Thanks to Our Sponsors
VPUL
School of Nursing
Bon Appetit Catering at Penn
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule</td>
<td>4</td>
</tr>
<tr>
<td>Keynote</td>
<td>7</td>
</tr>
<tr>
<td>Lunch Panel</td>
<td>7</td>
</tr>
<tr>
<td>Morning Workshops &amp; Sessions</td>
<td>8</td>
</tr>
<tr>
<td>Afternoon Workshops &amp; Sessions</td>
<td>13</td>
</tr>
<tr>
<td>Reception &amp; Raffle</td>
<td>16</td>
</tr>
</tbody>
</table>
## Schedule
Events take place in Claire M. Fagin Hall.

### Breakfast & Registration
Fagin Hall, Carol Elizabeth Ware Lobby
8:30-9:15 am

**Keynote Speaker: Shaun R. Harper**
Fagin Hall, Ann L. Roy Auditorium
9:15-10:15 am

### Morning Workshops
**Morning Workshops**
10:30-12:00 pm
- Digital Storytelling: Understanding the Impact Factor of Videos  
  Room 214
- Connecting Metaphors and Academic Wellness: Journeys of International Graduate Students  
  Room 203

<table>
<thead>
<tr>
<th>Morning Session 1</th>
<th>10:30-11:15 am</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Your Impact—Logically</td>
<td>Room 218</td>
</tr>
<tr>
<td>The Intercultural Leadership Program—A Successful Model of Student Leadership Development and Interdepartmental Collaboration at Penn</td>
<td>Room 216</td>
</tr>
<tr>
<td>How the Jewish Renaissance Project Creates Communities of Reflection and Depth</td>
<td>Room 208</td>
</tr>
<tr>
<td>The Impact of Email Communication on Student Cases and the University</td>
<td>Room 208</td>
</tr>
<tr>
<td>A Conversation with Shaun Harper</td>
<td>Room 215</td>
</tr>
</tbody>
</table>

### Morning Session 2
11:30-12:15 pm
- Disengaged Freshman Men: Their Experiences and Our Role in Helping Them  
  Room 218
- Internationalizing Student Affairs From the Inside: Programming to Support International Students and Encourage Intercultural Learning  
  Room 216
- Seeding Innovation, Facilitating Impact: Supporting Student Entrepreneurs as They Learn to Launch and Grow Businesses  
  Room 208
- Advancing the Penn Compact: The Impact of Penn’s "Pipeline" TRiO Programs That Engage Locally and Increase Access to Higher Education  
  Room 114
Lunch & Panel Discussion
The Penn Impact: Student Voices
12:15-2:00 pm
Fagin Hall, Ann L. Roy Auditorium

Afternoon Workshops
2:15-3:45 pm

- What Would You Do?: Bystander Intervention in Intercultural Contexts
  Room 216
- Getting Queer Applicants Into College: Demonstrating Our Impact Through a Model of Collaboration
  Room 208
- Got Culture: Exploring Penn Students’ Social Identities and Infusing Understanding of Culture Into Their Daily Lives.
  Room 218

Afternoon Session 1
2:15-3:00 pm

- Measuring & Influencing Perceptions: How to Market Your Services & Demonstrate Your Impact
  Room 203
- First Impressions; Multiple Opportunities: Absolutely; Yes!
  Room 214
- Healthy Campus 2020 — Information You Can Use!
  Room 114

Afternoon Session 2
3:15-4:00 pm

- Measuring & Influencing Perceptions: How to Market Your Services & Demonstrate Your Impact
  Room 203
- Tools, Not Toys: Note-Taking Apps for Student Affairs Professionals
  Room 214
- Asexuality: The Next Big Thing
  Room 114

Closing Reception & Raffle
4:00-5:30 pm
Fagin Hall
Top Employers/First Jobs of 2011 Graduates

<table>
<thead>
<tr>
<th>Organization</th>
<th>Number of students</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Teach for America</td>
<td>35</td>
</tr>
<tr>
<td>2. Goldman Sachs</td>
<td>33</td>
</tr>
<tr>
<td>3. Citi</td>
<td>32</td>
</tr>
<tr>
<td>4. Morgan Stanley</td>
<td>25</td>
</tr>
<tr>
<td>5. HUP</td>
<td>23</td>
</tr>
<tr>
<td>6. JP Morgan</td>
<td>23</td>
</tr>
<tr>
<td>7. CHOP</td>
<td>21</td>
</tr>
<tr>
<td>8. Deloitte Consulting</td>
<td>21</td>
</tr>
<tr>
<td>9. UBS</td>
<td>20</td>
</tr>
<tr>
<td>10. Barclay’s</td>
<td>19</td>
</tr>
<tr>
<td>15. Penn</td>
<td>16</td>
</tr>
<tr>
<td>29. NIH</td>
<td>6</td>
</tr>
<tr>
<td>43. French Ministry of Culture</td>
<td>4</td>
</tr>
<tr>
<td>43. Memorial Sloan Kettering Center</td>
<td>4</td>
</tr>
</tbody>
</table>
Keynote Speaker

Shaun R. Harper is on the faculty in the Graduate School of Education, Africana Studies, and Gender Studies at the University of Pennsylvania. He is also the director of the Center for the Study of Race & Equity in Education, as well as a co-founder of the Penn GSE Black Male Grad Prep Academy.

Dr. Harper maintains an active research agenda that examines race and gender in higher education, Black male college access and achievement, and college student engagement.

He has published nine books and more than 90 peer-reviewed journal articles and other academic publications. Harvard University Press is publishing his newest single-authored book, Exceeding Expectations: Black Male Achievers and Insights into College Success. He is the editor-in-chief of the Routledge book series on Race and Racism in U.S. Higher Education.

Several associations have praised Dr. Harper’s scholarship, including the Association for the Study of Higher Education (2008 Early Career Award), the American Educational Research Association (2010 Early Career Award), and the National Association of Student Personnel Administrators (2012 Robert H. Shaffer Award for Faculty Excellence). Professor Harper earned his bachelor’s degree from Albany State, a historically Black university in Georgia, and his Ph.D. in higher education from Indiana University.

Lunch Panel

The Penn Impact: Student Voices

Moderator: Shaun Harper
Panelists: Penn undergraduate and graduate students

Institutions of higher education provide students with a unique opportunity to grow and thrive and become their best selves. In his keynote address, Dr. Shaun Harper will challenge us as student affairs professionals to think about our work through a contemporary lens that creates intentional student experiences and opportunities for student development. During the lunch session, we'll hear students' voices. Dr. Harper will moderate a panel of Penn undergraduate and graduate students, asking them about their experiences at Penn, their reactions to his keynote address, and their perspectives on the work of student affairs professionals.
Morning Workshops

Digital Storytelling: Understanding the Impact Factor of Videos

Anu Vedantham, Director, Weigle Information Commons, Penn Libraries

Why does a video of a man dancing like a horse get 950 million views on YouTube? Why do we, and our students, click and post videos of everyday life? What makes video such a powerful medium? How could video help achieve our work objectives? We will explore the psychology, technology and social aspects of digital storytelling with videos. We plan a live demonstration and small-group storyboarding. We will share campus resources that can help. Room 214

Connecting Metaphors and Academic Wellness: Journeys of International Graduate Students

Meeta Kumar, Associate Director/Psychologist, Counseling and Psychological Services
Chia-Ying Pan, Director, Office of Learning Resources, Weingarten Learning Resources Center

“Being an international student at Penn is like walking in a complex glass maze. You can see the exit through the glass, but you don’t know how to get there.” In this session, participants will reflect on specific challenges international graduate students face through various metaphors Penn students created. An integrated academic wellness model will be introduced to engage participants in meaningful dialogues regarding how they can promote academic wellness through various programs. Room 203
Morning Session I

Demonstrating Your Impact — Logically

Ashlee Halbritter, Health Educator, Campus Health Initiatives
Sharon McMullen, Director, Campus Health Initiatives

Departments, divisions and programs are often asked to demonstrate the effectiveness of their activities by using outcome-oriented evaluation. A logic model is a useful tool used to enhance program planning, implementation, and evaluation of activities and events. A logic model helps paint a picture of how an organization or department makes it work; it links short-term and long-term goals with current and expected program activities and events. In summary, the logic model is a way to demonstrate our impact on students and across the Penn community. Room 218

The Intercultural Leadership Program — A Successful Model of Student Leadership Development and Interdepartmental Collaboration at Penn

Sarvelia Peralta-Duran, Alumni Relations Director, International House of Philadelphia
Hikaru Kozuma, Interim Associate Vice Provost for Student Affairs/Executive Director, Office of Student Affairs
Evan Black, former ILP participant and 2013 Student Leader/master’s student in Intercultural Communication at Penn GSE
David Robert Bendell, former ILP participant and 2013 Student Leader/master’s student in Penn’s School of Nursing
Shumita Basu, former ILP participant and 2011 & 2013 Student Leader; senior in the College of Arts and Sciences, majoring in Philosophy, Politics and Economics.

This will be a panel presentation by staff and student leaders who have participated and developed The Intercultural Leadership Program (ILP) at the University of Pennsylvania. In its sixth year, ILP fosters an intercultural community of leaders and is an example of successful collaboration among different offices and centers at Penn. Come to learn more about the program and the impact that participating in ILP has had in students’ academic and professional lives. Room 216
A Conversation With Shaun Harper

Shaun R. Harper, keynote speaker

In his keynote address, Dr. Shaun Harper will discuss the importance of Student Affairs professionals thinking about their work through a contemporary lens that creates intentional student experiences and opportunities for student development. Through his talk, Dr. Harper will challenge us to take a step back and think critically about how we approach our practice of Student Affairs. To further his presentation into a two-part dialogue, Dr. Harper will first convene a follow-up discussion immediately following his keynote address for those interested in engaging in a discussion. In addition, Dr. Harper will moderate a student panel throughout the lunch hour that will involve the student perspective on his keynote address as well as offer the audience a unique opportunity to participate in a three-way dialogue involving staff, faculty and student perspectives. Room 215

How the Jewish Renaissance Project Creates Communities of Reflection and Depth

Emily Perl, Director of Engagement, Penn Hillel
Debbie Yunker Kail, Associate Director, Penn Hillel

At the heart of the Jewish Renaissance Project are remarkable communities of formerly unengaged Jewish students. While each community is organized according to students' distinct interests — social justice, engaging Jewish freshmen, creating Jewish experiences in the Greek societies, etc. — all JRP communities are built upon the opportunity to explore Jewish identity and wisdom in a powerful, reflective atmosphere. How does the JRP staff facilitate these communities, and what is the role of peer-to-peer engagement in creating a unique impact in students' lives? Room 208

The Impact of Email Communication on Student Cases and the University

Brenda Fraser, Associate General Counsel
Sharon Smith, Director, Student Intervention Services
Paige Wigginton, Associate Director, Student Intervention Services

Email is the norm of how our colleagues communicate with each other, with students, and occasionally with families. Email is an important communication tool that can often raise issues of confidentiality, responsibility, and professionalism. As student affairs administrators, we must take great effort to protect students' confidentiality as well as the University's interests when discussing sensitive information over e-mail. In this workshop, we will review relevant FERPA policies with the Office of the General Counsel to assist student affairs offices in understanding what constitutes an "educational record" as well as what is available to any student upon request. Using examples, we will illustrate strategic ways to discuss sensitive information through email or other means. Participants will practice strategies for protecting students, administrators, and the university. Room 114
**Morning Session II**

*Seeding Innovation, Facilitating Impact: Supporting Student Entrepreneurs as They Learn to Launch and Grow Businesses*

Jill Anick, Associate Director, Wharton Entrepreneurship  
Clare Leinweber, Senior Associate Director, Wharton Entrepreneurship

Wharton Entrepreneurship at the University of Pennsylvania supports all students with its robust entrepreneurial teaching, research & co-curricular programs. Wharton and Penn students and alumni are helping to build entrepreneurial enterprises around the world and impact virtually every industry. We support students at all grade levels and degrees of entrepreneurial interest, from building their own businesses to developing entrepreneurial skills that enhance a corporate career path. **Room 208**

*Disengaged Freshman Men: Their Experiences and Our Role in Helping Them*

April Herring, House Dean, Fisher-Hassenfeld College House

April will share her findings and recommendations from her dissertation, which was a qualitative phenomenological study of current sophomore men at Penn who were not involved in clubs or organizations their freshman year. Commonalities of their experiences, possible causes for their engagement and recommendations regarding how to better serve this population will be discussed. **Room 218**

*Internationalizing Student Affairs From the Inside: Programming to Support International Students and Encourage Intercultural Learning*

Lois MacNamara, Ed.D, Assistant Dean for Academic & Student Affairs, Penn GSE  
Evan Black, Student Affairs Coordinator; master’s student of Intercultural Communication at Penn GSE

The exponential growth in international student enrollment presents a unique opportunity to promote intercultural learning and dialogue on campus. In 2012, Penn GSE piloted a comprehensive program designed to provide cultural, academic and social exchange between domestic and international students. Collaboration with campus resource centers (WLRC, GIC, GSC, CAPS) and faculty enabled us to increase the level of student engagement and foster a more inclusive community. The presentation includes theoretical frameworks, lessons learned and future plans. **Room 216**
Advancing the Penn Compact: The Impact of Penn’s “Pipeline” TRiO Programs That Engage Locally and Increase Access to Higher Education

Pamela Edwards, Director, PENNCAP
Amber Hikes, Director, High School Upward Bound
Robert Lane, Director, McNair Scholars
John LaVoy, Director, Educational Opportunity Program
Edward Marshall, Director, Upward Bound Math and Science
Diane Sandefur, Director, Veterans Upward Bound

Penn’s TRiO programs provide a range of services to disadvantaged students and would-be students who range in age from 11 to 80. These services positively impact participants’ college-going and college success rates. This will highlight the “pipeline” of services offered to participants who are low-income, first-generation college students, and/or members of groups underrepresented in higher education. This service pipeline begins at the pre-college level, continues with support services for participating Penn undergraduates, and culminates with services that help students successfully pursue the PhD. **Room 114**
Afternoon Workshops

What Would You Do?: Bystander Intervention in Intercultural Contexts

Shaina Adams-El Guabli, M.S.Ed., Associate Director, Graduate Student Center
Rudie Altamirano, Ph.D., Director, International Student and Scholar Services

Have you ever watched ABC’s hidden camera investigation show “What Would You Do?” and thought to yourself, what WOULD I do? This interactive session will provide session attendees with an opportunity to explore and reflect on their responses to situations of oppression in intercultural contexts. During this session, we will provide participants with the tools to effectively respond as active bystanders and to make a positive impact on their communities, at Penn and beyond. Room 216

Getting Queer Applicants Into College: Demonstrating Our Impact Through a Model of Collaboration

Bob Schoenberg, Director, Penn LGBT Center
Jordan Pascucci, Regional Director, Penn Undergraduate Admissions

Collaboration strategies utilized for four years, the results of efforts to increase “out” LGBTQ and strong ally applicants, the percentage of those applicants accepted, and the number of those accepted who choose to matriculate will be presented. The project has had the full support of the University administration. Current students were included at every step. The numbers in all three categories have increased considerably, presumably as a consequence of the collaboration. Participants will assess the current status of their collaboration efforts with Admissions and identify their aspirations for creating, improving, or expanding those efforts. Room 208

Got Culture: Exploring Penn Students’ Social Identities and Infusing Understanding of Culture Into Their Daily Lives.

Matthew LeRoy, CAPS Postdoctoral Fellow
Batsirai Bvunzawabaya, CAPS Postdoctoral Fellow

This presentation will focus on teaching participants to become more aware of themselves as cultural beings and how their identities impact other people, particularly on campus. The hope would be to encourage groups on campus (including faculty and staff) to engage in conversation in an open and respectful manner around issues of diversity and marginalization. Room 218
Afternoon Session I

First Impressions; Multiple Opportunities: Absolutely; Yes!

Rashmi Kumar, Learning Instructor, Weingarten Learning Resources Center

Interactions with students manifest in multitude forms within a wide range of prospects across the Penn campus. These interactions create valuable opportunities with significant potential to transform into forward leading as well as sustained impact on students’ work, life, and success at Penn. This session will be of interest to those interested in maximizing their sustained engagement with students through in-person, email, phone, and websites. Presenter will share ideas based on typified scenarios including frequently anticipated queries on how to best organize, structure, and initiate first level of interactions with students. Room 214

Healthy Campus 2020 — Information You Can Use!

Emily Panik, Outreach Coordinator, Campus Health Initiatives
Sharon McMullen, Director, Campus Health Initiatives

Campus Health Initiatives is using the Healthy Campus 2020 model as a vehicle to apply the ecological perspective in a college setting. In addition, Health Campus 2020 is a way to engage the Penn community, particularly VPUL partners, to affect health and wellness across campus. We will share Penn-specific data from the National College Health Assessment Survey that is relevant to our Student Affairs colleagues. Room 114

Measuring & Influencing Perceptions: How to Market Your Services & Demonstrate Your Impact

Claire Klieger, Associate Director, Career Services
Shannon Kelly, Associate Director, Career Services

Do you struggle to combat myths about your department? Want to help students understand the diverse resources available to them? In this interactive presentation, we will explore common misconceptions about service offices and how to combat these inaccurate perceptions through a customized marketing campaign. We will look at Career Services’ social media contest and lawn sign campaign, as well as results from assessments to show how to measure and evaluate perception and knowledge of services. Room 203
Asexuality: The Next Big Thing

Rebecca Schept, Assistant Director, LGBT Center

What does asexual mean and why? As student affairs personnel, should we be aware of this emerging sexual orientation? Over the last few years, people have begun to claim asexuality as an identity and a large online community has been formed. As more asexual people, including Penn students, begin to “come out of the closet,” it is important to be informed in order to create an open, accepting environment for our students. Room 114

Tools, Not Toys: Note-Taking Apps for Student Affairs Professionals

Chia-Ying Pan, Director, Office of Learning Resources, Weingarten Learning Resources Center
Brian Cuzzolina, Learning Instructor, Weingarten Learning Resources Center
Caitlin Shanley, Educational Technology Librarian, Weigle Information Commons

Is there an app for that? Learning has gone digital. This interactive workshop explores the use of mobile apps for note-taking for student affairs professionals. Apple iPads will be provided and there will be time allotted to test (play!) with the various apps and tablets. The presenters will share insights from previous workshops for students, faculty and staff and discuss how to maximize the potential of your device(s) for professional note-taking purposes. Room 214

Measuring & Influencing Perceptions: How to Market Your Services & Demonstrate Your Impact

Claire Klieger, Associate Director, Career Services
Shannon Kelly, Associate Director, Career Services

Do you struggle to combat myths about your department? Want to help students understand the diverse resources available to them? In this interactive presentation, we will explore common misconceptions about service offices and how to combat these inaccurate perceptions through a customized marketing campaign. We will look at Career Services’ social media contest and lawn sign campaign, as well as results from assessments to show how to measure and evaluate perception and knowledge of services. Room 203
Reception & Raffle

Thank you for coming!

Thank You To Our Sponsors:

Bed Bath and Beyond
Bon Appetit Catering at Penn
City Tap House
FirstServices (Penn Student Agencies)
Gia Pronto
Graduate Student Center
Harvest
International House
Institute of Contemporary Art
Maggiano’s
Morris Arboretum

Penn Ice Rink
Penn Purchasing Services
Penne Restaurant
Powellton Pizza
Printing & Packaging Group
Quaker Corner (PSA)
The Computer Connection
The University Club
University of Pennsylvania Bookstore
Weingarten Learning Resources Center