



Division of Student Development Newsletter

Message from Dr. With

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Welcome back!

Although I know many of you have not had time to even take a vacation this summer, it's now time to welcome back our students for the fall semester! While we won't know our enrollment numbers for a few weeks, we do know that we have already served more new freshman students in orientation than in the past year and that housing will welcome more students into the halls than last year as well. Both of these indicators could certainly mean we will have more UNT students than ever before.

I am most appreciative to all of you who contributed to the new student and parent orientations over the summer. While it certainly takes the entire campus for these events to be successful, it takes significant work and leadership from key areas within our Division, most notably New Student and Student Success Programs. First impressions at UNT are key, and the staffing for these programs exceeded the expectations of the incoming 2010-11 students and families. Sixteen send off parties were hosted in cities across the state of Texas, extending many warm welcomes from our division.

Additionally, I am most grateful to Housing and Residence Life for the very successful Sunday Funday! Having 80 percent, or close to 4,200 residents moving to their residence hall in one day is definitely a huge feat! What makes the day most special, however, is the work of all the volunteers that highlights the tremendous campus community to which we belong. 139 individuals and 48 organizations volunteered to help with move in, a tremendous showing of support for our incoming freshmen students.

Our students can look forward to another successful year at UNT because of the work that each individual and department has done, from providing clean facilities to outstanding engaging programming. The semester calendar is quickly filling up as our staff has carefully planned and expanded programming options to better meet the needs of students. I am impressed with the level of creative partnering, innovation and attitude of service displayed by our staff within our division.

This upcoming year is one that proves to be filled with excitement, challenges and many opportunities. Each and every day we have the unique opportunity to interact and engage our students. Please take advantage of each one of these opportunities – our students are why we are here and why we strive to do our best. More than ever, we all understand the importance of serving our students well and developing the mechanisms that showcase the type of unique experience a student will enjoy if they endeavor to join our campus and become a part of the UNT community.

As always, your hard work, dedication and excellence are sincerely appreciated.

August 2010

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UNT
UNIVERSITY OF NORTH TEXAS
Discover the power of ideas.

Career Center



Upcoming Fall 2010 Events


Career Day at UNT September 15, 2010

-  **College of Business**
3:00 pm - 6:30 pm
UNT Coliseum
-  **All-Major Career Fair**
10:00 am - 1:00 pm
UNT Coliseum
-  **College of Business**
3:00 pm - 6:30 pm
UNT Coliseum
-  **Gov. & Non-Profit
Internship & Career Fair**
10:00 am - 1:00 pm
UNT Coliseum
-  **College of Engineering
Internship & Career Fair**
9:00 am - 1:00 pm
September 23, 2010
Discovery Park
-  **TWU/UNT Education
Career Fair**
9:00 am - 1:00 pm
September 12, 2010
TWU Campus/Hubbard Hall
-  **Etiquette Dinner**
6:00 pm - 8:00 pm
October 13, 2010
Gateway Ballroom

Industry Days Fall 2010

-  **Finance Industry Day**
October 13, 2010
Chestnut Hall, Career Center
-  **Insurance Industry Day**
October 14, 2010
Chestnut Hall, Career Center
-  **Consulting Industry Day**
October 20, 2010
Chestnut Hall, Career Center
-  **Technology Industry Day**
October 22, 2010
Chestnut Hall, Career Center
-  **Marketing Industry Day**
October 26, 2010
Chestnut Hall, Career Center
-  **Sales Industry Day**
October 27, 2010
Chestnut Hall, Career Center
-  **LogSA Industry Day**
October 28-29, 2010
Chestnut Hall, Career Center
-  **Management Industry Day**
November 5, 2010
Chestnut Hall, Career Center



On & Off Campus Part-time Job Fair

-  August 24, 2010
Come meet applicants!
Spaces are still available for
anyone who is still in need of
Student Workers!

Mentor Program Job Shadowing

- Pilot Program**- Summer 2010
Official Launch-Spring Break 2011
-  Take Flight will give students
the opportunity to explore the world
of work in their field of interest
-  Students can meet with a mentor
in the Career Center

Summer Highlights

-  Increased volume of On-Campus
Interviews
-  Increased number of Job Postings
on the Eagle Network

Semester Successes

"I was in your office last week, and after some searching, and some following up, I have 2 job interviews on Monday! Thank you so much for your help not only with the resume, but with the ideas, it helped so much! Keep up the spectacular work, and again, thank you, its people like you who love your job and can help students like me that make the world go round." -Theatre Arts Major



Back-to-School Without Breaking the Bank

Preparing for the many expenses associated with back-to-school expenses can easily strain a family's bank account. Some good common tips to help families save on back-to-school expenses can be found on the GetSmart website (<http://www.getsmart.com.com/loan-resources/Smarter-Spending/Save-on-back-to-school-expenses.aspx>):

Reuse: Take a trip through the house and collect all of last year's school supplies: pens, notebooks, binders, paper, book bags. Keep anything that's in decent shape. There's no need to buy new when slightly used will do.

Make a list: Once you've taken an inventory of reusable items, you can make a list of what you need to buy new. If your children are old enough, get them to sign off on the list, and take it with you when you go shopping. This will come in handy when they see something they want that's not on the list.

Make a budget and pay in cash: Rather than itemize your list - \$50 on pants, \$30 on school supplies - choose a total amount you can afford. Before your shopping trip, take out that amount in cash and don't go back for more.

Involve your kids. Walk them through the list and the budget. When they reach for the high-priced brand name jeans, show them the impact on the budget. Use the reward system - saving money on many items means more left over for the one expensive thing they really like.

Take advantage of tax holidays. If your state offers tax-exempt shopping days, take advantage of them. Be sure and read the fine print though, so you know exactly what items are tax-exempt. Employ precision-strike shopping on tax holidays: the stores will be extra crowded, so shop only for those tax-exempt items.

Spread out your spending: Retailers discount items very early and very late in the season, so plan your shopping around these times, rather than shopping during the peak of the season.

Avoid the mall. Shop at outlet stores and consignment shops. If you are buying any electronics, shop online. If you are buying a computer, save by buying refurbished or previously owned machines, which can sell for 50 to 60 percent less than brand new.

In addition, the SMMC recommends for families to form their own "BTS Saving Network" with other families, where they can share the cost of back-to-school items by buying in bulk/quantity and sharing the cost. Families can also realize the significant cost savings by purchasing school items throughout the year through off-season sales. The best advice for families in need is to ask their friends, neighbors, and other families if they know of any cost-saving community opportunities, services, or events, such as the Mayor of Dallas' (Dallas) Mayor's Back-to-School Fair, where more than 15,000 children from low-income families received free school supplies and professional services.

Changes Made To UNT Brand Identity Guidelines

Contact Us

Print and Paper Requirements

Required marks

The University of North Texas graphic identity marks are the primary means by which we are recognized. The stacked wordmark and lettermark combination is required for publications, advertising and other print communications. Exceptions to this requirement can only be granted by URCM.

Using the lettermark and wordmark together ensures there is understanding about the reference to UNT. Repeated use of this combination trains viewers to associate the University of North Texas with the letters UNT, which will eventually allow the lettermark to stand on its own. The tagline is required to be used with the combination marks, as shown below, except on some promotional items where imprint area is limited.

The stacked wordmark and lettermark combination is available in two formats: stacked and one-line.



The two-line wordmark and lettermark combination (above left) is preferred, but you may use the one-line format (above right) to meet the requirements of your design.

BASIC GUIDELINES WHEN USING THE WORDMARK

1. The stacked wordmark and lettermark combination should appear on the front of a publication. Other configurations of the wordmark or lettermark should be approved by URCM in advance.
2. The UNT stacked wordmark and lettermark combinations should not be smaller than 1 1/4 inches in width on printed materials. The one-line versions of the stacked wordmark and lettermark combination should not be smaller than 2 inches in width. Exceptions to the minimum size may be granted for use on specialty items such as pens, lapel pins, etc.
3. The stacked wordmark and lettermark combination should always appear in UNT green, white or black, and when possible should appear over UNT green, white, black or shades of those colors. When placed over a more complex background, the mark must be clearly readable. When printing on uncoated paper such as newspaper, use Pantone 355*.

4. The official colors of UNT are green and white. Black may be used as a tertiary color and may be substituted for green and white in single-color communications. The official green is Pantone Matching System (PMS) 356. The four-color process (CMYK) equivalent is 100 percent cyan, 0 percent magenta, 100 percent yellow and 33 percent black.

5. The stacked wordmark and lettermark combination should always appear in UNT green, white or black, and when possible should appear over UNT green, white, black or shades of those colors. When placed over a more complex background, the mark must be clearly readable. When printing on uncoated paper such as newspaper, use Pantone 355*. The official colors of UNT are green and white. Black may be used as a tertiary color and may be substituted for green and white in single-color communications. The official green is Pantone Matching System (PMS) 356. The four-color process (CMYK) equivalent is 100 percent cyan, 0 percent magenta, 100 percent yellow and 33 percent black.

6. The stacked wordmark and lettermark combination cannot be altered from its original form.

7. The stacked wordmark and lettermark combination is required on all university-funded publications and should appear in those publications that are sponsored by the university, even if funded by outside sources. For example, if the university helps to sponsor an event on campus, the stacked wordmark and lettermark combination should be included on a sponsor listing page. If printing is funded by an outside entity, it still must comply with the branding guidelines.

8. No other items should touch or be superimposed on the stacked wordmark and lettermark combination, and the stacked wordmark and lettermark combination may not be screened back to less than 100 percent.

9. An area of clear space surrounding the stacked wordmark and lettermark combination should be used to maintain visual impact and legibility. Other graphic elements, such as typography, rules, pictures, etc., shouldn't infringe upon this clear space to ensure legibility.

10. The stacked wordmark and lettermark combination should not be rotated, stretched, rearranged or altered in any way other than proportional scaling and appropriate use of color.



The Career Center is providing many ways to engage the community in offering career expertise and advice to students. Through the Mentor Match, a professional mentoring database through the Eagle Network that collects alumni and employers who have volunteered to assist students with their career development questions, students can select mentors that share their similar career, academic and/or cultural interests. Once matched to a student, alumni can help with conducting informational interviews, email networking with the student, provide resume and cover letter critiques and conduct mock interviews with them.

Another program, Mentor-On-Duty, allows students the opportunity to meet one-on-one for 15 to 30 minutes with an alumnus or employer in their occupation of interest. The Career Center will host a Mentor-On-Duty most Thursdays from 10am-noon. A complete list will be available to students via the Eagle Network system.

Lastly, the Career Center has created a job shadowing program called Take Flight. As a Take Flight participant, students will have the opportunity to shadow alumni or employers from one to five days during Spring Break (March 14-18, 2011), giving students a taste of daily life in their respective field of interest. Activities can range from facility tours, staff meetings, review company mission and vision statements, observance of client interaction, informational interviews, assign office tasks or project assignments.

Rec Center

Mean Green
Fitness

Memberships On Sale

August 1 - All Fall Memberships will be available for purchase!

Faculty and staff are invited to take advantage of the Rec Center! Use the 14,500 square-foot weight room, indoor walking/jogging track, the four basketball courts (include an indoor soccer gym), lap pool, leisure pool and spa, group exercise classes, climbing wall and much more.

Faculty and staff fall memberships are available on an Annual (August 18, 2010 - August 12, 2011), 2 Semester (August 18 - May 15), and Fall Semester (August 8 - December 23) basis. Pay by credit card, check, or payroll deduction!

Payroll Deduction: Discover the convenience of payroll deduction! Faculty and staff can have their membership, and their spouses, dependents and sponsored adult memberships deducted directly from their paycheck! Visit www.unt.edu/recsports for more information. The deadline for payroll deduction is September 13.

Bring the whole family! Faculty and staff spouses and dependents (ages 16-24) can purchase memberships, and sponsored adult memberships are also available for adults living in the same household as faculty, staff and students. Members of the UNT Alumni Association are invited to take advantage of the alumni memberships.

To register for all memberships and other items, please visit the Pohl Rec Center, or call 940.565.2275 or 940.369.8347 or visit www.unt.edu/recsports for more information.

**You don't have a membership but just want to try the Rec Center?
You are invited to Free Week!**

August 29 - September 3 - Faculty and Staff FREE Week at the Rec Center

Visit the Rec Center during Faculty and Staff Free Week! All UNT faculty and staff can utilize the Rec Center for free August 29 - September 3. **Just bring your UNT ID.** Enjoy free group exercise classes and climbing at the climbing wall throughout the week. More information is coming soon!

Customize your workout this Fall with these upcoming specialty classes:

Whether you would like to tone your body quickly with **KettleBell**, get a varied and active workout with CrossFit, or challenge your body while enjoying water exercise in the **Aqua Explosion** class, the Rec Center is the place for you! A full lineup of specialty fitness classes are happening this fall. More information coming soon! Visit www.unt.edu/recsports for the latest updates.

Fitness Tip

Don't let the office slow you down! Do not let your office environment keep you from exercising each day! Try these quick and simple office exercises to keep your body moving:

Take the stairs: Many people rely too heavily on elevators, even when they only work on the first or second floor. If this is you, then walk up the stairs. If you do not need to take the stairs, then you can still use them as part of your office fitness plan. Once every hour, get up and take a stroll.

Stress Balls: Simple but effective. Squeeze a stress ball repeatedly for one minute in each hand. Aim to form a tight fist each time. This will increase forearm strength and joint strength in the hands. Gets the blood flowing too, good for heavy keyboard users.

Water: Water is the best thing to drink throughout the day - avoid those sugary drinks. Do not fill a large bottle each day, instead use a glass, and walk to a water fountain whenever you need a refill.

Airplane Exercises: If you have traveled on an airplane, then the flight attendants may have demonstrated some simple exercises to aid circulation. These can of course, also be done while at your desk. So if you cannot leave your desk to stretch

your legs, perform some ankle circles and stretches. Simple, but gets the blood flowing.

1. Ankle Circles: Lift your feet off of the floor. Draw a circle with the toes, simultaneously moving one foot clockwise and the other foot counter-clockwise. Reverse circles. Rotate in each direction for 15 seconds. Alternatively, write each letter of the alphabet with your big toe. This increases the range of motion and strengthens the joint.

2. Foot Pumps: Start with both feet on the floor and point feet upward as high as you can. Put both feet back on the floor. Lift heels high, keeping balls of feet on the floor. Repeat these three stages in a continuous motion and in 30-second intervals.

3. Knee Lifts: Lift leg with knee bent while contracting your thigh muscle. Alternate legs. Repeat 20 to 30 times for each leg.

4. Neck Roll: With shoulders relaxed, drop ear to shoulder and gently roll neck forward and back, holding each position about five seconds (do not make a full rotation). Repeat five times.

5. Knee to Chest: Keeping your back straight, bend forward slightly. Clasp hands around the left knee and hug it to your chest. Hold stretch for 15 seconds. Keeping hands around the knee, slowly let it down. Alternative legs. Repeat 10 times.

6. Forward Flex: With both feet on the floor and stomach held in, slowly bend forward and walk your hands down the front of your legs toward your ankles. Hold stretch for 15 seconds and slowly sit back up.

7. Shoulder Roll: Hunch shoulders forward, then upward, then backward, and downward, using a gentle circular motion.

Source: www.motleyhealth.com.

CSRR Peer Advocate Programming Innovation

The Peer Advocate Program is designed to give students support and assistance while navigating the conduct process. Situations that place students in the conduct process are often complex and overwhelming. Peer Advocates can provide a steady hand to lead students through what is often a very stressful and turbulent process.

The Peer Advocates provide knowledge-based, confidential advising and consulting for students. They are available to answer questions regarding the conduct process, a student's specific conduct case, and any questions regarding the Code of Student Conduct and the Center for Student Rights and Responsibilities. They are here to provide support and assistance throughout the entire discipline process. They can also help students prepare for their conference with a conduct officer.

While the Peer Advocates have been offering mentoring services for the past two years, they have recently been developing an array of proactive programming for student groups. Program topics range from conflict management to alcohol awareness. They have also been developing a jeopardy-style "Know the Code" program, designed to inform students about the Code of Student Conduct, the conduct process, and how to refrain from engaging in acts that violate the Code. The Advocates are excited about the opportunity to meet with student organizations and give them the tools needed to stay out of the conduct process. Their hopes are that by giving the information to students it will lessen the occurrences or severity of acts of misconduct.

The Advocates are especially excited about the programs they have developed because each is customizable per student group. The Advocates recognize that student groups may encounter situations regarding misconduct in very different ways and believe that customized programs will have a greater impact on students. The Advocates look forward to providing your student groups with relevant, impactful information that will help students effectively make better decisions.

If you would like for the Peer Advocates to present a program for your student group, please contact the Advocates at Peer.Advocate@unt.edu or 940.369.7346. Let the Advocates know what type of program you would like, who the audience is, and if there is any specific information you would like addressed. At the completion of the program, the Advocates will offer the students a chance to evaluate the presentation. The evaluations will then be compiled into a summary for student group leaders and advisors communicating what learning outcomes were achieved and further recommendations for the group. Again, the Peer Advocates look forward to meeting with your student groups or organizations!

**GA Orientation is scheduled for Monday, August 30 from 8am-1pm
in the Crumley Conference Center**



Housing and Residence Life

Housing is almost full for the fall!

Sunday Fun Day is August 22! Remember to volunteer!

Our Learning Communities are all full except for the last two which we hope to fill by August 22.

We now have four faculty-in-residence

- Fleur Marine Maubert from France in Kerr
- Dr. Neilesh Bose from the History Dept in Honors
- Dr. Frank Heidlberger from the Music faculty in Maple
- Dr. Govind Iyer from the Accounting faculty in Kerr
- PACS UNT Serves floor-TBA in Kerr

We will be housing about 600 Emerald Eagles this year and focusing more purposeful attention on their persistence and success. Most will be grouped together in Maple, Kerr, and Crumley.

New to our Hall Director staff is Chelsea Faye Blumrick who comes to us from Lamar and Christy Beifus who was an RA at Santa Fe and Traditions the previous five semesters!

DINING SERVICES

New Dining Memberships

Dining Services is rolling our new dining memberships, meal plans, this fall. There is a meal plan for everyone!

Residents will have the new option of adding Flex to their traditional five and seven day meal plan. Flex is added per semester and is worth \$100, this adds retail variety to the traditional meal plans and works like a debit card; each time a purchase is made, the money is subtracted from your flex account, and your new total will print on your receipt. If students use up their flex money they can add more with a declining balance account.

Commuters also have two new options this fall, the One-a-Day and Declining Balance. The one-a-day meal plan gives commuters one meal per day Monday through Friday. This plan is a great value if you know you will be on campus during the week. The second new meal plan is declining balance, which gives students the option to add money to their student ID and use it at any of our dining locations, including dining halls and retail restaurants.

Coming Soon!





Dining Services has plenty to talk about this fall, with Beth Marie's, Khush Roti and the Chat's Value Menu - we won't leave anyone un-fed.

If you haven't heard, I hope you are sitting down for this.... Beth Marie's is coming to UNT this fall! Beth Marie's homemade ice cream will take the place of Freshen's, which means the Corner Store will be closed for a week during this exciting transition.

Khush Roti, an International Sandwich cart, will also be rolling onto campus sometime this fall. This cart will be located near the GAB, serving a variety of sandwiches from the Ricky Ricardo to the Alamo. Be sure to check out our website to see the status of Khush Roti and its opening date.

What a bargain it is to eat at The Chat! With 17 items under a dollar, it's no wonder everyone is staying here on campus for lunch! This is also a \$1.99 and \$2.99 menu with several great options. Swing by The Chat for lunch and check out those value menus!

First Flight Event - Tuesday, August 24, 2010

Don't Go Hungry - Budget for Food

Sponsored by UNT Dining Services and Student Money Management Center 10am-11am, Clark Dining Hall

Food can be pricey, no matter the appetite or bank account. We will present valuable information on how a meal plan can save students, especially commuters, money and help keep them on a budget. Coffee and muffins will be served.



Part-Time Job Fair

NEED STUDENT EMPLOYEES FOR THE FALL???

The Career Center will be hosting a part-time job fair on Tuesday, August 24, 2010 from 10am-2pm at Chestnut Hall.

We are inviting all on-campus departments to attend this event and set up a table in the Career Center to meet UNT students! The Career Center will be providing tables and two chairs. This event is open to the first 15 departments that contact Shaun Stoehr in the Career Center. The Center will be providing lunch for only two representatives per department, but more representatives are welcome to attend. This event is free to on-campus employers.

All students will have to apply on the Eagle Network for positions, but this is a great time to meet students face to face and maybe do an interview. Departments can also pass out literature and job posting information.

Please email Stoehr by Wednesday, August 18, by noon: Shaun.Stoehr@unt.edu to reserve your table.



Student Health and Wellness Center Electronic Medical Records



The Student Health and Wellness Center (SHWC) would like to introduce MEDICAT, the new campus electronic medical records system. Developed on Microsoft's SQL Server and CCHIT 2011 Certified, this product will enable us to provide premium services to our students while complying with the 1996 HIPAA regulations and the new changes signed into law by President Obama in the HITECH Act of 2009.

One of the many new services we are excited to offer is the Online Student Health Portal (OSH). OSH is a web-based portal connecting students to the SHWC 24 hours a day, seven days a week; wired for this generation! Students will be able to perform time-saving operations from the comfort of their dorm, apartment and even from their home location - where ever in the world that they might be.

These features include:

Self-Scheduling - Students make their own appointments online for certain health reasons.

Secure Messaging - Providers and students communicate back and forth in a secured environment. Students are notified of messages waiting in OSH through their campus email.

Medical History - Students can complete their medical history form online prior to coming to the health center, or during the self-check in process.

Pre-Visit Intake Forms - Appointment specific forms can be filled out by the student before they come into the clinic so they can get to a provider quicker.

View Billing Statements - Students can view online their walk-out statements for charges billed within the health center.

Benefits:

Saves clinic staff time

Convenient 24/7 student access

Enables student appointment entry and cancellation

Allows secure notification of required tests, exams or follow-up appointments

Provides accesible online forms

Students may begin using OSH by logging on at <https://myOSH.unt.edu>. A campus EUID and password is all that you need to get started. Questions regarding the MEDICAT system should be directed to shwcquestions@unt.edu. We do not answer health related questions via email. However, you can always schedule an appointment to speak with one of our providers.

SUBSTANCE ABUSE RESOURCE CENTER

The Substance Abuse Resource Center is continuing its mission to serve all UNT students by beginning a group for those students who are in recovery from alcohol or drug addiction. The group will meet on Thursday afternoons in Chestnut Hall Suite 301. This group is open to all UNT students who are in recovery, and have at least 30 days of abstinence. A brief screening interview is required with the group leader prior to attending the group. Please refer any and all students who would benefit from this group to the SARC at 940-565-2787 or SARC@unt.edu for more information.

Mean Green Fling

The 12th annual Mean Green Fling will take place on Wednesday, August 25th from 5-8pm in the Library Mall area in the heart of UNT's campus. The entire campus community is invited to attend the Mean Green Fling, which will take place immediately following New Student Convocation. Local community partners as well as more than 400 student organizations are invited to be a part of the experience and offer ways for students to get involved. This "welcome back" event will feature free food, giveaways, live entertainment, and other fun activities.

If your department or student organization would like to host a table at this event, please email Tracy Frier at tracy.frier@unt.edu for a reservation form.

If you or your student organization would like to volunteer at the Mean Green Fling, please go to the link below <https://www.surveymonkey.com/s/MGF2010Volunteers>

UNT
Student Activities



Effectively Reaching Your Audience Through Social Media

I'm On Twitter... Now What?

By: Heather Lutze, Website Magazine



Patricia Fripp, a well-known speaker and executive speech coach is asking herself this very question. In March 2009, Patricia decided to join the Twitter community and has since grown her “followers” to more than 3,800 as of June 2010. She is diligently tweeting and doing everything right, from a Findability/tweeting standpoint – if you search using search.twitter.com you will see her using her main keyword “executive speech coach” in her tweets. But the effort is not matching the results.

“I have bursts of enthusiasm about social media. I assume keyword-rich tweets are not going to hurt but I am not aware of any booked business from twitter.” – Patricia Fripp

The Findability Makeover is about taking Twitter efforts and turning them into real results. Whether it’s cash business, sale leads, networking or just fun; as a business you cannot just throw yourself into social media without understanding the end game.

Objective: Get more clients from Twitter by driving traffic to the main website (www.Fripp.com) and incentivizing with articles and giveaways. Hook users in and keep them hungry for more Patricia Fripp insights.

Problem: Patricia Fripp has a large and growing following with lackluster business results. How does she turn this community of “followers” into new clients?

Twitter Action Plan:

1. Check The Fundamentals First
2. Analyze and Make It Better

Step 1: Check the Fundamentals of Your Twitter Account

Before looking ahead, we have a solid foundation. Check these fundamental elements of your Twitter account first.

1. Professional-looking background

Patricia’s background was great a year ago, but I recommend she update it with a call-to-action, statements of clear benefits of working with her, and a prominent phone number and website address. Think of a Twitter profile page as a mini-website – a professional look with calls-to-action are very important. Also, testing different looks and feels can go a long way in this forum.

2. Time Management Tools Are a Must

Set up a tool for monitoring and conversation management. I recommend a few free tools – Ping.fm, socialloomph and Hootsuite. Remember, taking an hour to program 30 tweets for the next month can save several hours of social media updating in the future.

3. Set Up a Measurement Tool

Choosing a measurement system will depend on the goals that you have set for your Twitter account. In Patricia’s case, this means driving traffic to her website then converting those visitors into leads. For this type of measurement Google Analytics is the best tool. In addition to setting up tracking codes for each link, extensive amounts of data can be collected and measured. For example, in Patricia’s case, she found:

- i. 57 visitors to her website from Twitter
- ii. Average time-on-site from Twitter visitors is 1 minute, 26 seconds
- iii. Average visitor sees at least 2 pages
- iv. 60 percent are first-time visitors

Of course, one of the pieces of information missing in this data is conversions – how many people who visited Patricia’s website took action (filled out a form or made a purchase)? By tracking conversions, Patricia will be able to start measuring what tweets were more likely to drive converting traffic.

4. Twitter Twice Per Day, Testing Calls-to-Action, Keywords and Links

Every Twitter follower wants different information. It is very important to try different tactics (calls-to-action, keywords, links, etc.) to determine what your target audience wants the most.

Step 2: Analyze and Make It Better

Now that Patricia has been tweeting for a while, it’s time to start analyzing what updates are most successful. Patricia’s main objective for Twitter is to get leads, yet her self-identified success metric with Twitter seems to be re-tweets. A big reason for her enthusiasm may wane with Twitter is because her updates are optimized for re-tweets instead of bottom-line results.

Before analyzing an account, it’s very important to determine the metrics that demonstrate success of the business goal. In this instance, we want to measure traffic received from Twitter to Fripp.com (as tracked by Google Analytics) instead of re-tweets. As such, we are measuring the tweets that include a link to the Fripp.com website to determine their success in driving traffic to the main website. This will provide insight into how to optimize the account for best business results.

1. Measure for the Right Results

Hootsuite will measure the number of clicks you receive on links in tweets. However, it is important to note that Hootsuite only measures clicks, whereas Google Analytics can measure a great deal more – pages per visit, unique visitors and conversion metrics (if a visit resulted in a sale or lead.)

2. Analyze Updates to Take Tweeting to the Next Level

Let’s take a look at the most successful Tweets in Patricia’s account, based on traffic sent to Fripp.com. Based on click counts and the content in these tweets we can determine successful elements to continue incorporating.

a. Include Links as Much as Possible

The best way to track success is by measuring the next step people take after seeing a tweet – accomplished by including links and tracking user clicks. Also, consider building specific landing pages for Twitter clicks based on the tweet.

b. Use Popular Keywords:

“marketing for speakers”, “speaking skills”, and “speaking school” seem to be very effective Twitter keywords for Patricia’s audience. We recommend using them more.

c. Refine Subject Matter

“NSA” (National Speakers Association) is included in each of the tweets that generated zero clicks. If you are tweeting for a specific event such as “National Speakers Association Winter Conference,” check for an associated hashtag (ie. #NSA10.) It is possible more clicks could have been generated, as Twitter savvy event attendees knew to look for that hashtag for information about the event.

d. Don’t Be Too Sale-zy

Try a softer sales approach, a few more calls-to-action or even a free giveaway. Based on clicks, 12 free podcasts is much more compelling to this audience than a direct speaking pitch.

Findability is about being present when the community searches for you, but it also means giving them a valuable interaction once they click. Tracking, and market intelligence can go a long way in delivering your target audience the information they find meaningful in your twitter account. Being able to connect meaningfully with your audience by producing targeted, well-crafted updates is the best way to optimize your Twitter account to not only attract followers, but drive conversions.

UNT has hired a social media manager, Landon Sloan, to oversee the institution’s social media efforts and to help departments spread the word to students about upcoming programs and events. Join the UNT Fan page on facebook to see more of what Landon is doing and how your department might benefit from partnering with URCM.

Planning an Event? Don't Know Where to Start?

To relieve the stress, allow the experienced staff of the Scheduling Services office to assist you with every detail... from venue to menu! the "One Stop Shop" concept is offered by the scheduling staff to simplify your event planning. The experienced event coordinators will gladly assist with room selection and setup, audio/visual, alcoholic beverage service and catering for your event.

Scheduling Services represents and schedules the University Union, Gateway Center and UNT's own Verde Catering! Either facility is ideal for the small business meeting and luncheon to the large reception or banquet requiring seating of 400. Both facilities are versatile and will accommodate conferences providing multiple rooms with flexible configurations and full technical service. The event requiring stadium seating can be accommodated by the Union's Lyceum Theater with a seating capacity of 509.

Verde Catering offers the ultimate in complete catering service for any activity or event. The friendly and experienced Catering Staff will provide all your catering needs with professionalism and style. If you prefer, Verde Catering also offers campus-wide and community delivery service.

The exceptional facilities with unparalleled amenities, creative menus and the friendly, capable catering staff will provide you with incomparable service. If you would like to consult with a Coordinator or tour the facilities, please contact the Scheduling Services office at 940.565.3804.

CENTER FOR STUDENT DEVELOPMENT AT DISCOVERY PARK

STUDENT LOUNGE DEDICATION

The Center for Student Development at Discovery park invites everyone to join them for the dedication of the new student lounge on Thursday, August 26 beginning at 2pm. Dr. Rawlins and Dr. With will be on hand to cut the ribbon and share in the celebration! Following the formal ceremony, students will enjoy the new TV's that have been installed, gaming, free giveaways and cake. Information on upcoming fall events at Discovery Park will also be available.

GEEK WEEK 2010

The Center for Student Development at Discovery park is teaming up with the Council of Engineering Organizations to present the first annual Geek Week! This week-long series of fun-filled events was developed to help introduce the new freshmen and transfer students in the College of Engineering to Discovery Park and to aid in recruitment for the twelve active engineering organizations. The week's activities will include: an evening of competitions at the recreation center; E-games, a series of whacky competitions at Discovery Park; the fall Engineering Career Fair sponsored by the UNT Career Center; a picnic and organization fair, hosted by the College of Engineering; and a day of outreach with a local middle school. All events are free and open to all students. For more details, join the CSD Facebook site.



Center for Leadership and Service

EAGLE TRANSCRIPT PROGRAM

The Student Activities Office and the Center for Leadership & Service created a partnership over the summer in order to provide co-curricular transcripts (Eagle Transcript) to UNT students. The co-curricular transcript is a valuable tool for students to prepare a resume, document personal goals and discover the learning from their involvement as a student leader. The Eagle Transcript also allows students to document all of their involvement and activities in one place.

Eagle Transcript utilizes two main components; online access through OrgSync and face to face advising with staff in the Center for Leadership & Service. Students can begin an Eagle Transcript at any point during their time as a student.

You can help students take advantage of this great program:

- ⊙ Share information with students about Eagle Transcripts.
- ⊙ Direct students to register through OrgSync at www.orgsync.com where they can learn about involvement opportunities and begin their co-curricular transcript.
- ⊙ Serve as a reference for student involvement; you will receive email verification notices when students list an activity or involvement that they participated in through your department.

If you would like to learn more about the Eagle Transcript, or to receive flyers for your office, contact Lance Simon, Coordinator, Center for Leadership and Service, at 940-369-8174 or lance.simon@unt.edu.

EAGLE TRANSCRIPT

EVIDENCE OF YOUR
CO-CURRICULAR EXPERIENCE

HIGHLIGHT YOUR COLLEGIATE INVOLVEMENT
AND LEADERSHIP

GREAT FOR INTERVIEWS AND APPLICATIONS
FOR SCHOLARSHIPS!

START TODAY!

FOR
ADDITIONAL INFO.
VISIT OUR WEBSITE

www.unt.edu/volunteer/
940.565.3021



THE CENTER FOR
**LEADERSHIP
& SERVICE**
UNIVERSITY OF NORTH TEXAS



UNT
UNIVERSITY OF
NORTH TEXAS

RED CROSS VOLUNTEERS NEEDED

Be trained to help as a volunteer if the University of North Texas is activated as a temporary shelter! Be ready when the time comes to make a difference on campus and in the community!

The American Red Cross – Denton Branch will be offering volunteer training on campus in August and September. The Red Cross is actively increasing the number of volunteers in the Denton area as well as within the UNT community. Previous collaboration between UNT and the Red Cross resulted in successful temporary sheltering of Gulf Coast evacuees at the Coliseum during Hurricane Gustav and Hurricane Ike in 2008.

The Introductory Disaster Volunteer Workshop is an overview workshop for new volunteers, focusing on the role of the American Red Cross in helping individuals and communities prepare for, respond to and recover from disasters. Topics include the mission of the Red Cross, the fundamental principles and Red Cross values and how volunteers and employees apply these topics to guide their actions and expected behaviors as we provide excellent customer service to all constituents. Participants will learn about mass care activities, including sheltering responsibilities, fixed and mobile feeding, and bulk distribution of essential supplies. Additional volunteer opportunities that may be of future interest will be explored. Completion of the workshop qualifies the participant for Fulfilling Our Mission and Mass Care course certification cards.

The training sessions are:

Tuesday, August 3rd 5:30pm-9:00pm Discovery Park #DP201
Friday, August 6th 1:00pm-4:30pm Gateway Center #42
Wednesday, September 1st 5:30pm-9:00pm Gateway Center #42
Friday, September 10th 9:00am-12:30pm Gateway Center #42
Tuesday, September 21st 5:30pm-9:00pm Environmental Education, Sciences, and Technology Building # 190

Follow the link below to register:

<https://www.surveymonkey.com/s/RedCrossTraining>

The training is open to students, faculty, staff and community members. For more information contact the Amy Simon at the Center for Leadership & Service at (940) 565-3694 or Luis Tapia at Risk Management Services at (940) 369-8130.

ALTERNATIVE SPRING BREAK ADVISORS

“Alternative Spring Break opened my eyes to a new experience and a new outlook. I was able to step out of my world for a week and give myself entirely to a new community to help and serve. It was beyond amazing, and life changing.” ASB Participant 2010



In 2010, the Center for Leadership & Service hosted six Alternative Spring Break service trips where 52 staff and students volunteered at community organizations helping to rebuild homes damaged by Hurricane Katrina, serve children, assist with health issues and the environment. None of this would have been possible without the support of the Student Development Staff who served as advisors and spent their spring break volunteering with students, Christine Bloczynski, Dennis Hall, Christina Herrera, Tonya Riley, Ben Taylor and T.J. Zambrano. Thank You!

If you are seeking a meaningful experience that impacts the community and UNT students, we hope you will consider serving as a volunteer Alternative Spring Break Advisor. This is a unique opportunity to travel, build relationships with students and inspire them to grow and develop as they make a difference. We are offering nine trips in 2010-2011 including: the environment Hurricane Katrina, health issues, youth, animals, poverty and more. All trips are led by a team of student site leaders who will work with the staff advisor.

The Center for Leadership & Service is seeking staff volunteers to become advisors for Alternative Spring Break 2011! For more information call Amy Simon by September 1, 2010 at (940) 565-3694 or amy.simon@unt.edu.

RECREATIONAL SPORTS

UNT TWILIGHT GOLF FALL LEAGUE 2010

The UNT Faculty/Staff Twilight Golf League is open to all full-time faculty, staff, spouses, guests and UNT graduate students. A team of two competes against another team of two over nine holes each play date. Points are given each week for stroke and match play and prizes are awarded on the last week. Handicaps are used. Participants must be 21 years of age.

LOCATION: Oakmont Country Club, Corinth, TX

LEAGUE PLAY: Thursdays, September 9th- October 21st

PLAY DATES: September 9, 16, 30 & October 7, 14, 21

COST OF LEAGUE: \$10 Per Player

GREEN FEES: \$21 (Per Week) at Oakmont Country Club



CONTACT CAESAR WOOD OR BRITTON SHERRY

FOR MORE INFORMATION, EMAIL WOOD@UNT.EDU, OR CALL 940-565-2275 OR 940-369-8347, OR VISIT WWW.UNT.EDU/RECSPTS

THIS DEPARTMENT FOLLOWS THE GUIDELINES OF THE AMERICANS WITH DISABILITIES ACT. IN ACCORDANCE WITH THIS ACT, WE REQUEST PATRONS WITH SPECIFIC NEEDS CONTACT OUR OFFICE AT LEAST 72 WORKING HOURS IN ADVANCE SO THAT WE CAN MAKE APPROPRIATE AND REASONABLE ARRANGEMENTS TO MEET YOUR NEEDS.



TWILIGHT GOLF LEAGUE REGISTRATION FORM

NAME _____

PHONE _____

EMAIL _____

ADDRESS _____

HANDICAP FOR 18 HOLES _____

PREFERRED TEE TIME: 4:15PM 4:30PM 5:00
(Circle)

Please register by returning or mailing this completed registration form with the \$10 registration fee to the Recreational Sports Office, located in the Pohl Recreation Center, Monday-Friday, 8am-5pm, 1155 Union Circle #311426, Denton, TX 76203. For more information, call 940-565-2275.

I NEED A PARTNER

I HAVE A PARTNER

PARTNER'S NAME _____

PARTNER PHONE _____



Adoptions/Births

Alison Delicati and her husband welcomed a baby girl on August 2, 2010

Adoptions/Births

Amy Fuller and her family welcomed a baby boy on July 1, 2010



RETIREMENTS

Celebrating 30 years of service at UNT, Vicki Whitmer, Assistant Director of the Union, will be retiring August 31, 2010. A retirement party in her honor is planned for August 16 at 2pm in the Golden Eagle Suite.

Celebrating 34 years of service at UNT, Chuck Fuller, Assistant Vice President for Business Services, retired July 1. A retirement party was held in his honor.

NEW STAFF

Zane Reif joins the University Union as the Director of Student Activities and University Union.

Phyllis Vaughn also joins the University Union as the Assistant Director of Business and Personnel.

Christie Goff joins the UNT Food Department as a Retail Dining Officer.

SERVICE MILESTONES

Sergio Renovato, Manager of the Syndicate, celebrates five years of service at UNT and with the University Union.

COUNSELING AND TESTING

After 18 years as a Staff Psychologist at the UNT Counseling & Testing Services, Dr. Karen Cogan will be taking a job as a Sport Psychologist at the US Olympic Training Center in Colorado Springs beginning in September. She will be working with the acrobat and combat sport athletes (e.g., gymnastics, diving, taekwondo, wrestling) as they train toward Olympic competition. While we will all miss her we wish her the best in this next stage in her career and hope to see her in news commentaries during future Olympics. We have appreciated and thank her for all of her outstanding work here at UNT.

STUDENT MONEY MANAGEMENT CENTER

Mark your calendars!

Financial Literacy Week - April 11-15, 2011

To celebrate the fifth anniversary of the SMMC, a week-long celebration of special events and educational programs will be occurring. The week will also be featuring a keynote speaker, Blake Mycoskie, founder of Toms Shoes. Check out the SMMC website in September for more details.

The Division of Student Development Kick-off Breakfast is Scheduled for September 9, 2010 at Clark Grill. Please plan to attend and bring any written questions that you may have to be addressed!