



IN-HAS

Housing & Ancillary Services Employee Newsletter

Happy Spring!

The academic year is almost over—spring is here and the weather is finally warming up. We welcome the green grass and the last of the snow. As usual, March was a demanding month for students as they were challenged with a heavy workload and competing priorities. Thanks to all of you who offer a smile, support and encouraging words. These one-to-one connections are important and make a positive difference in the lives of the students we serve.

The Book Store recently honoured Western faculty members by showcasing their newly published books during a Faculty Author Reception. Check out the article about the Book Store’s recent renovations, or pop by to take advantage of their Annual Spring Sale, which is now on until April 13.

With the summer season fast approaching, Housing is gearing up to offer Summer Accommodations for students and visitors, working collaboratively with Conference Services to welcome more than 9,300 conference guests to campus who are registered for a combined total of 20,000 nights. A few key groups include the MS Bike Tour, Crown Attorneys of Ontario and the Ontario Summer Games scheduled for the August long weekend—sign up to volunteer if you’re interested in helping out. Longer-term planning is underway to host the Congress of the Humanities and Social Sciences in 2020 with 8,300 conference attendees expected.

Effective May 1, as part of Western’s Mental Health Strategic Plan, we are bidding a fond farewell to Health Services who will transfer from our Division to the Student Experience portfolio as Western works to establish an Integrated Health and Wellness Centre to be housed in Thames Hall once renovated. Joining with the counselling team at SDC, the new Centre’s goal is to provide students an efficient one-stop shop.

Further to the theme of health, Western recently announced its plan to become smoke free effective July 2019, following almost two years of consultation with students, faculty and staff. In July 2018, smoking on the campus will become restricted to a limited number of designated smoking areas and the following year, the designated smoking areas will be removed and Western will become completely smoke free. Smoking cessation supports are available so please reach out. Further information about the plan for a smoke-free campus can be found here.

This align nicely with Western’s Open Space Strategy which builds on the natural beauty of Western’s campus and legacy of landscape stewardship to deliver a safe and beautiful campus that will foster learning and promote Western as a destination of choice for world class education and research.

Thank you for your continued contribution to our Division. Your support means a great deal and has a powerful impact on what we are able to achieve. Go forward with a spring in your step!

Peggy Wakabayashi
Associate Vice-President (Interim)

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Mark your Calendar!

- Residences Close May 1
- Spring Convocation June 11–20
- Ontario Summer Games..... August 2–5

IN-HAS Newsletter Committee

Stephen Cribar, Jim Dunkin, Cynthia Gibney, KD Grainger, Pam Kenward, Calista Powell, Claudia Mendez, Janet Smith and Lina Wang

Contact us at has_comm@uwo.ca

Graphic Design by Kelly Hunt



Can't Judge This Book Store by Its Cover

Stephen Cribar | Associate Director of Sales and Communications

This year at The Book Store at Western, we underwent a significant renovation and transformation of our general merchandise department. During the planning stage, the idea arose to draw on Western University's rich heritage for both the design inspiration as well as product offering.

The idea formed for us to mine the rich archives here at Western and discover designs and logos from years past to create a theme in the store and a vintage line of products to build our new look around. We actually started this theme a couple of years ago when we began celebrating The Book Store's years of operating on campus. We began using "Since 1925" with our logo and in 2015, we even held a 90th birthday bash for current and retired employees. For the renovation, we started with the tag line "Purple and Proud Since 1878" and went from there.

Tying into Western's history will help strengthen community engagement and create pride among students, alumni and employees. Drawing on nostalgic images can educate the community both internally and externally about the University's value and mission statements and help create a deeper relationship. It also places our proud past directly in front of students as they don't always seek out history about their school.

We worked with Central Communications to use the Archives as a source of inspiration for store design, display and product offerings. We found old photos of campus through the years to use as vignettes on the back wall, adding a purple tint. We chose

a number of older logos and designs from decades past to create a "Vintage" line of clothing and accessories, even developing a vintage hang tag for clothing that reinforces the purchase of "Official Western University Merchandise."

We also incorporated this theme into the overall look of our renovation by mirroring the University's classic limestone brick on walls and columns. We made sure to feature the iconic tower of University College.

Research shows that brand heritage is an important driver of customer perceived value and that successfully invoking a brand's heritage generates positive emotions and trust, which promote attachment and commitment, something Western strives for itself.





Cooking Class at the Staff and Leaders' Conference

Kristian Crossen | Executive Chef and Food & Beverage Manager, Great Hall Catering

Every year over Reading Week, Western Human Resources organizes a Staff and Leaders' Conference where anyone who works at Western is encouraged to take some time away from their busy schedules to join in on some fun and educational events. Professional development work shops, wellness events, pension info sessions and great keynote speakers make for a conference we all look forward to.

I was asked to participate this year, and conducted a cooking class teaching interested staff how to cook dinner in a slow cooker, which can be set and enjoyed after work. This was a fun

opportunity and one that I was happy to say yes to. Despite being "Chef," I am also a working person who understands how difficult it can be to find the time - and the inspiration - to cook interesting meals for my family.

I decided to demonstrate how to properly slow-cook wine-braised boneless short ribs, or pot roast in home-cooking terms. I put together a recipe package with additional tips and links to recipes like this one for the adventurous type. After the demonstration, those in attendance had the opportunity to ask questions and try some short ribs previously

prepared by the Great Hall Catering culinary team.

There were two sessions for 150 participants each, and they filled up quite quickly. Sous Chef Phil Denomme and I had a great time demonstrating the nuances of a flavourful braise and found those in attendance very engaged and interested in understanding the recipe. Many great questions were asked and everyone enjoyed trying the short ribs and seeing what they could accomplish. I get the sense that we have a big foodie culture here at Western and have a feeling this class is the first of many more to come.

What's New?

Elgin Hall Residence is boasting brand new dining hall booths to promote community and provide better study space.





ALTERNATIVE

Team New Orleans

Scott Buttenham | Residence Manager

I'm going to kick this off by saying that everyone, no matter who they are, needs to have an experience like Alternative Spring Break some time in their life. It's life-changing.

Last year, I joined a group of 16 wonderful women in Costa Rica to assist International Service Learning (ISL) to provide basic medical care and health education in underserved communities. I was exposed to such an array of life experiences and the challenges of a health care system that had more similarities than differences to our system here in Canada.

This year, I was privileged to return to co-lead a group of 26 enthusiastic Mustangs as we headed south of the border on a 23-hour bus ride. Destination: New Orleans, LA. Our mission: help rebuild homes and more importantly, communities.

It was an absolutely incredible week.

We learned so much about the culture and history of New Orleans, and gained valuable insight on the impact and aftermath of Hurricane Katrina. Mr. Irving, a champion for the rights of the most devastated neighbourhood in New Orleans, the Lower 9th Ward, and a community member for more than 60 years, gave us an incredible tour of the area, explaining how poverty and race impacted decisions made by the government during and after Katrina. Mr. Irving also explained how the sense of community had changed drastically, now not knowing any of his neighbours. While we were shocked that communities

were still being rebuilt 13 years after the fact, Mr. Irving gave us context to the work we would be doing, and the motivation to make our time there count.

Working with Habitat for Humanity, we assisted in the construction of two houses. The community partners we were working with were kind-hearted and fun. They'd often join in our group's lunch hour dance/twerk breaks and taught us new dances for us to take back to Canada. Most importantly, they were patient (I was coming into this barely knowing how to hang a picture frame on a wall). Throughout the week, the group was thrilled to see tangible progress on these houses and have an arsenal of handy new skills.

The two most rewarding parts of the week were celebrating with our new Habitat for Humanity friends on a Mississippi



River jazz cruise, and getting to meet one of the homeowners, Michelle. She is the absolute definition of spunky. She gave hugs like she had been your favourite aunt all your life and showed such genuine gratitude for the work Habitat does. It was the perfect way to cap off the week as we wished her all the best in turning her house into a home.



SPRING BREAK

We're still getting updates from Habitat and Michelle, and are so excited to see the finished product!

While part of Alternative Spring Break is about the hands-on work, it's also about growing as an individual and a global citizen; expanding your world views and taking what you learn in different communities; and, finding ways to make similar impacts back home. It's about being comfortable outside your comfort zone! Nightly reflections and deep group discussions about what we were doing were what made this trip so much more than a volunteer trip. It was a community service learning experience.

If you or anyone you know is on the fence about signing up for ASB, just do it! It's certainly a risk, but one I can safely say none of us down in New Orleans regretted.

Team Peru

Cynthia Gibney | Director, Health Services

I had the privilege of going to Lima, Peru from February 16–24 alongside a colleague from Continuing Education, Brea Hickey, and 12 amazing Western students. The experience allowed us to explore Lima, a city of approximately ten million people, with beautiful scenery, miles of ocean, a diverse culture and interesting history.

However, the true purpose of the trip was to volunteer with an organization called Nexos Comunitarios, a Peruvian non-profit dedicated to reducing poverty in isolated communities, promoting better understanding, and true respect between

different societies and cultures. We worked in a low socioeconomic area of Lima in a community centre called Nana Nagle, which provided a safe and inclusive place for children and their families to come to promote physical, emotional and spiritual health.

The majority of our time was spent creating a garden in a park where the local children played. This included building a fence, cleaning up the park, painting and installing tires in which we planted flowers with the children. Despite our team not knowing much Spanish and the children not knowing any English, we worked hard together and got the job done. The children inspired us to complete the task and the sense of satisfaction the Western team came home with was overwhelming at times.



About Vaccinations

Kristine Brown | Registered Nurse

Dr. Sonya Malone | Medical Director, Health services

Adults Vaccinations

Vaccines aren't just important for babies and children; they are also important for adults. As we get older, the protection that we receive from our childhood immunizations can decrease over time, putting us at risk for illness with exposure.

There are also certain diseases that are more common in adults, including Pertussis (whooping cough) and Herpes zoster (shingles). Keeping up to date with your immunizations is not only important for you but can prevent the spread of disease to babies, young children, pregnant women, and those with weakened immunity. It is important to consult with your health care provider to ensure your immunizations are up to date.

A helpful resource can be found [here](#).

This website gives an overview of adult immunizations, how they work, their safety, and the diseases prevented by vaccines.

Reminder: the influenza virus changes each year, and the influenza vaccine is needed every year. So, don't forget to get your flu shot!

Travel Vaccinations

In addition to Ontario's routine immunization schedule, it is important to consider getting additional vaccines if you have travel plans. Each part of the world confers its own disease risk, and these change over time. Vaccines preventing Hepatitis A, Yellow Fever, Typhoid Fever, and Cholera are examples of immunizations to consider depending on your travel destination and the circumstances of your stay abroad. Malaria is an additional disease to consider taking precautions against, and while it is not vaccine-preventable, there are medications available to help prevent

this serious parasitic infection.

Note that immunizations and other prophylactic medications are not the only ways to prevent disease transmission while traveling. Basic safety practices such as hand hygiene, food and water precautions, safe sex practices, and preventing insect bites by covering exposed skin, applying topical repellent, and using mosquito nets while sleeping are keys to healthy travel.

The Centers for Disease Control and Prevention keep updated information about local disease prevalence across the globe, so referring to their website (<https://wwwnc.cdc.gov/travel>) for the latest recommendations for travel risk and immunization suggestions is important.

Please know that medical visits in order to discuss travel advice/immunizations and receive pre-travel vaccines are NOT covered by OHIP. You will have to pay for these visits and these vaccines, though some private insurance companies may reimburse some or all of the cost for these services.

Safe travels, and do remember that an ounce of prevention is worth a pound of cure!



Two travel vaccination clinics in London:

Dr. Ole Hammerberg
520 Sarnia Road West
519-432-5508

The Middlesex-London Health Unit
50 King Street
519-663-3395





CHOPT

Craig Clifford | Operations
Manager, Residence Dining



Bobby Flay—step aside!

Budding student chefs from Western's residences participated in the fourth annual CHOPT Western Student Cooking Competition, based on the popular Food Network show CHOPPED Canada.

Over a three-week period in January/early February, students in each of the seven Residence Dining Halls had the opportunity to submit their compelling reasons why they felt they would be a good candidate to represent their residence in this competition. Three successful teams of one or two students were chosen from each residence to face off against their peers in a best-dish-wins cook off. The competitors received a black box of four mystery ingredients that they had to use in the preparation

of their entrée, plus a pantry table of food staples that they could also use. Each participant/team had forty-five minutes to prepare two plates of the same entrée, one for the judges and one for presentation and pictures. The dishes were judged on presentation, taste, creativity and best use of the four mystery ingredients. The first-place winners had their names added to the CHOPT trophy which is displayed in the operations, plus a \$100 food credit on their meal plan; second- and third-place competitors each received a \$50 credit to their meal plan. Additionally, the audience had the opportunity to vote for their favorite student Chef(s) and entered a ballot for the People's Choice Award. This year's recipients of the People's Choice Award had a selection of great cookbooks to choose from.

The competition is one of our best and most engaging initiatives to date and always draws crowds of students into the dining halls to cheer on their peers. Throughout the competition, you hear students shouting out suggestions and words of encouragement such as: "Represent!" or "This is so LIT!"...whatever that means. Students have held up signs for their favorite student Chef. At one event, they were pounding on the tables with their hands to create a drum

roll at awards time towards the end of the competition. There's quite the buzz throughout the dining halls.



I am always amazed at the creativity of these budding young Chefs and the quality of the dishes they are able to produce in such a short time. I equate it to the popularity of the Food Network and TV shows such as CHOPPED Canada and Iron Chef, which many of this generation have enjoyed watching from an early age. Needless to say, students are food savvy and view food not just as sustenance, but as an experience and source of entertainment.

[Watch the CHOPT recap video here](#)



<https://youtu.be/VxihCw-fzQY>



Beyond Waste: Food Recovery & Redistribution Forum

Anne Zok | Nutrition Manager, Hospitality Services

On February 22, the Middlesex-London Food Policy Council (MLFPC), in partnership with Hospitality Services, presented its inaugural half-day forum on Campus. The forum, titled Beyond Food Waste: Food Recovery and Redistribution, brought together key stakeholders to discuss food policy trends, innovations in food waste prevention and reduction, and opportunities at the local level for successful communication and collaboration around food recovery.

Food waste is a global issue that touches all layers of society, from household to government, retail to industry. Research indicates that as much as 40% of our food supply is wasted, with collateral damage that includes economic loss, unnecessary food insecurity as well as climate and environmental issues. Major contributors include confusion about food expiration labels, local composting rules and liability surrounding food donations. Wasted food costs producers and customers billions of dollars a year and puts extra strain on the environment at a time when the food system, as a whole, is coming under increasing pressure through growing demands.

Paul van der Werf (Department of Geography's PhD Program, Western University) started the forum off with a presentation on Food Rescue Initiatives. Paul is a recognized food and organic waste expert, with 25 years of national and international experience. He outlined some of the food waste programs in countries such as France, Italy, Denmark, and the United Kingdom, providing a good starting point on how Canada can learn from and develop a more successful waste-diversion strategy. In Canada, we reportedly waste 200 kg of food per year, per person.

Jay Stanford (Director of Environment, Fleet & Solid Waste, City of London), David Pavletic (Public Health Inspection, Middlesex-London Health Unit) and Paul Shand (McCall Dawson Osterberg Handler LLP) offered additional insight from a municipal, health and safety, and legislative and liability perspective. Acting as a food donation expert panel, the team led the audience in a rousing discussion around food insecurity, waste avoidance, and safe food recovery. Some of the take-home messages included the following:

- Food production, food waste, and food recovery have important relationships and synergies;
- Regulations and policies are fundamental;
- Consumers are key stakeholders in a local sustainable food system;
- Education and awareness must increase; and,
- Collaborations and actions are required.

The Middlesex-London Food Policy Council consists of members representing many parts of the food system including production, distribution, consumption and waste. The role of the Food Policy Council is to identify challenges and propose innovative solutions to improve local food systems, stimulate local economic development, and make food systems more environmentally sustainable and socially just. It was an honour and a privilege to have had the opportunity to partner with the MLFPC in hosting this inaugural event. Innovations in food waste prevention and reduction are the cornerstone of a more sustainable food system.

For more information on Hospitality Services' sustainability initiatives <http://hospitalityservices.uwo.ca/sustainability.cfm>

Harmonization of Mental and Physical Health Services

Cynthia Gibney | Director, Health Services

Health Services will be experiencing some exciting changes in the next few years, beginning with the harmonization of an electronic health record system with Residence Counselling, Student Development Centre, Psych Services, and the Campus Case Manager. Using an electronic health record will improve record keeping, patient/client information sharing amongst caregivers, and communication amongst the mental health team caring for individuals.

The next stage will have Health Services (Student Health, and Staff/Faculty Health) moving to the Student Experience portfolio. This is in attempt to improve access to mental health services for students on campus, allowing for a "one-stop shop" environment, with a centralized triage location for physical and mental health issues. Student Experience will oversee a new Health and Wellness Centre that will



include Health Services, Student Development Centre, Psych Services, and the Campus Case Manager role. The news was recently announced by Provost Janice Deakin, who also suggested that in the future a new Health and Wellness Centre will be created in Thames Hall.

Mental health access will be improved with a central location for triage of anyone seeking care for mental health issues, and decrease the confusion of which service to go to and for what reason. The centre will create a team of professionals to care for patients/clients, and allow for robust, accessible and convenient health and wellness services.

Exciting times are ahead as we strive to improve care and commit to long-term advancement of services for students.

Phi Gamma Delta's 50th Anniversary Gala Dinner at the Great Hall

John Starzynski | Law Class of 1974, Guest Contributor



Photo courtesy of Thomas Kim

"WOW! What a fabulous room! The meal was delicious and so many choices! The purple and white accent table cloths and napkins were classy and our colours. Great job, Starzy!"

Starzy is me—John Starzynski. My Chapter of Phi Gamma Delta held our 50th Anniversary gala dinner at the Great Hall

on February 3, 2018. We had also been here for our 25th gala before, so we knew about the Great Hall.

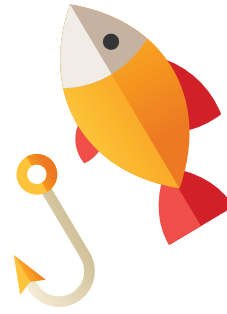
The great job was not mine, but the team of Kristian Crossen and his staff of wonderful people. Kristian made the whole process of booking, choosing the menu, decorations, flowers and set-up easy and efficient. Our many thanks for the professionalism of Kristian and the Great Hall Catering staff!

If you haven't been to the Great Hall, it is truly one of the treasures and hidden gems on campus. Located in Somerville House on the top floor, it is a huge room with a beautiful wood interior on the walls and floor. There are many large oil paintings of past Chancellors and people instrumental in the development of the

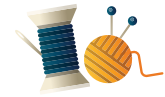
University of Western Ontario into a university of worldwide recognition and reputation. The large leaded windows give the room lots of light that accent the beauty of the room.

The kitchen is a modern workspace able to handle any size booking and prepare a great assortment of food for meals and desserts. We sat 216 men easily, with lots of room for a bar/conversation area, photo displays and a lounge space for the older Brothers. The podium was the perfect height for everyone to see and hear the speeches.

Am I gushing? You bet I am!!! The compliments keep coming and I'm the recipient of the great work of the Great Hall team. I'm now preparing for the 75th!



Benefits of Having a Hobby



Alison Keeney, MSW, RSW | Residence Counselling

It can be challenging to prioritize partaking in a hobby when you have limited time. Many people think that adding an additional activity to their to-do list will create unnecessary stress. However, engaging in a hobby can release stress as you're giving your mind a break from the stresses of daily life and focusing on something else that is fun. Studies show that hobbies have many emotional, mental, and physical benefits that come with them.

Hobbies have been associated with positive work-related traits such as increased creativity on projects, lower likelihood of burning out, and an overall better attitude on the job.

They can make you feel excited about what you're doing and this excitement can add an element of positivity to your life. It is helpful to engage in an activity solely for the purpose of enjoyment.

Hobbies can challenge you in new ways and these challenges often come without the stress that might accompany a work-related challenge.

They help to connect you with others. Regardless of whether you are engaging in an individual activity or a group activity, you are exposing yourself to a new group of people who find enjoyment in the same thing that you do. It can be great to connect with people who have similar passions and interests. Numerous studies have shown that social connection is a key component of happiness.

Hobbies can also act as a conversation starter as they add layers to your identity.

Hobbies can help you stay present. If you enjoy what you're doing, you are more likely to get lost in the activity and focus on the moment. This can help prevent you from worrying about the future or dwelling on the past.

Hobbies can challenge you in new ways

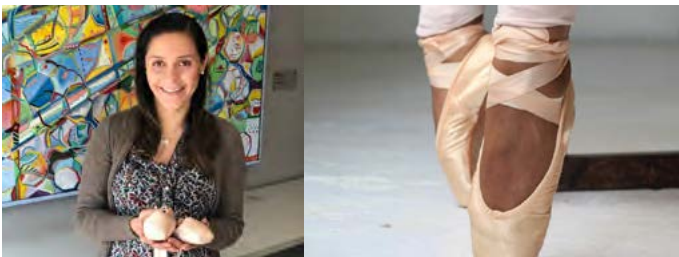
Research has found that engaging in enjoyable activities during spare time is associated with lower blood pressure. Individuals who take the time to engage in personal hobbies have also been found to have lower levels of depression and negative affect.

Finding a hobby that is right for you can be challenging. If you can't think of something that you're interested in, try something new. Ask your co-workers, family and friends what kind of hobbies they enjoy doing and sign up for something. The key to not only finding a new hobby, but also finding enjoyment in it, is keeping an open mind and being willing to give new things a try. You never know what might become your next favourite past-time!

Hobbies are great for your mind and body so get involved in something of interest to you today!



Tamara Will enjoys playing the piano. She has her Grade 8 Certificate from The Royal Conservatory of Music and has taught piano lessons to beginners in the past. Tamara finds that playing the piano can be a great outlet as it helps her to relieve stress.



Claudia Mendez loves to dance. She has danced ballet since the age of four and has also taught ballet to young kids and adults. She currently attends ballet classes at a dance studio in downtown London and loves free style party dancing!



Leslee Lefteruk loves to cook and bake and finds it is a great way to unwind and be creative at the end of the day. She gets inspired by the magazines she reads, her extensive cookbook collection, and by browsing through recipes on Pinterest. She doesn't often use an exact recipe; rather she makes meals using these sources as inspiration to transform the ingredients she has on hand. She enjoys hosting dinners for family and friends and finds that this is a great way to stay connected to the people she cares about. Making others elaborate meals is Leslee's way of showing them she cares about them.



Calista Powell has created art since a young age, and has recently picked this hobby up again. Finding inspiration from a good playlist, graphic design and artists such as Esra Røise and Charmaine Olivia—she considers creative expression one of her favourite outlets. ■

Meet the Associate Director, Residence Life



Christopher Lengyell joined Housing and Ancillary Services in the position of Associate Director, Residence Life on March 26, 2018.

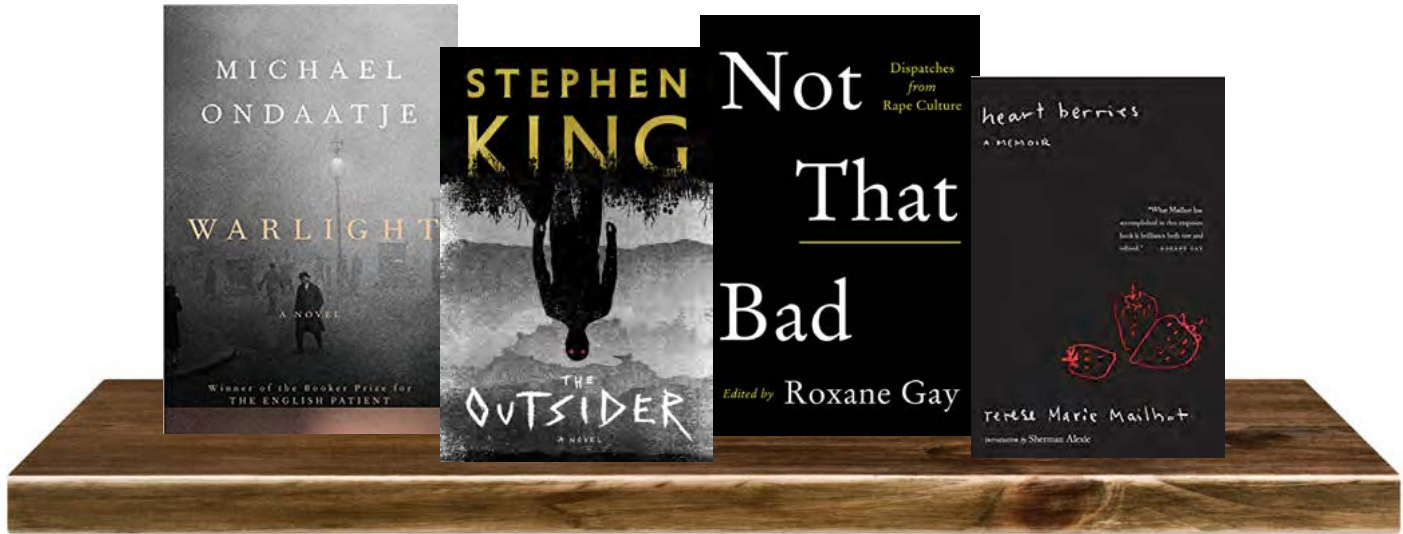
Born and raised in London Ontario, Chris joined us from the University of Toronto Mississauga (UTM), where he worked for more than ten years. His former role as an Assistant Director of Residence Life at UTM allowed him to provide leadership to their comprehensive program supporting 1,500 students across eight residential student complexes. His previous roles at UTM include Acting Director for the Department of Student Housing & Residence Life in 2016–17, and Student Development Officer, where he developed educational initiatives and managed the overall operation of student conduct and crisis management for UTM residences.

Chris earned a B.A. (Honours) in Art & Art History, and a M.Ed. in Higher Education, both from the University of Toronto.

Welcome to the Western Housing family, Chris!

IN-HAS Book Shelf

Stephen Cribar | Associate Director, Sales & Communications



WARLIGHT (MAY RELEASE)

Michael Ondaatje

In Ondaatje's first work of fiction since 2011, it's 1945 and 14-year-old Nathaniel and his older sister, Rachel, stay behind in London when their parents move to Singapore, leaving them in the care of a mysterious figure named the Moth.

THE OUTSIDER (MAY RELEASE)

Stephen King

An unspeakable crime. A confounding investigation. An eleven-year-old boy's corpse is found in a town park. Eyewitnesses and fingerprints point unmistakably to one of Flint City's most popular citizens. He is Terry Maitland, Little League coach, English teacher, husband, and father of two girls. The case seems ironclad.

As the investigation expands and horrifying answers begin to emerge, King's propulsive story kicks into high gear, generating strong tension and almost unbearable suspense.

Terry Maitland seems like a nice guy, but is he wearing another face? When the answer comes, it will shock you as only Stephen King can.

NOT THAT BAD (MAY RELEASE)

Roxane Gay

In this valuable and revealing anthology, cultural critic and bestselling author Roxane Gay collects original and previously published pieces that address what it means to live in a world where women have to measure the harassment, violence, and aggression they face, and where they are "routinely second-guessed, blown off, discredited, denigrated, besmirched, belittled, patronized, mocked, shamed, gaslit, insulted, bullied" for speaking out.

HEART BERRIES (MARCH RELEASE)

by Terese Marie Mailhot

Heart Berries is a powerful, poetic memoir of a woman's coming of age on the Seabird Island Indian Reservation in British Columbia. Having survived a profoundly dysfunctional upbringing only to find herself hospitalized and facing a dual diagnosis of Post Traumatic Stress Disorder and Bipolar II, Terese Mailhot is given a notebook and begins to write her way out of trauma. The triumphant result is Heart Berries, a memorial for Mailhot's mother, a social worker and activist who had a thing for prisoners; a story of reconciliation with her father—an abusive drunk and a brilliant artist—who was murdered under mysterious circumstances; and, an elegy on how difficult it is to love someone while dragging the long shadows of shame.

Now Offering Mixed-Gender Housing at Western

Calista Powell | Marketing and Communications Coordinator

We're committed to providing our students with the best student experience, and this starts with their residence placement. We're pleased to now offer the option of mixed-gender housing to all residence students for the 2018-19 academic year.

If a student chooses the 'mixed-gender housing' option when completing the online Residence Placement Questionnaire (RPQ), we will not consider their gender identity when placing them in a room or suite with other student(s). They will be matched with someone based on their lifestyle preferences (tidiness, study habits, bedtime, etc.). As a result, they may be assigned a roommate or suitemate(s) who identifies as the same gender, or with someone whose gender identity is different than theirs.

Mixed-gender housing is an opt-in process, and accommodations will be available based on demand. For more information, read our Frequently Asked Questions (<https://residence.uwo.ca/resources/faq/index.html>) or watch our video!



<https://www.youtube.com/watch?v=digxJLh6E5Y>

This project has been a joint partnership between Residence Admissions, the Office of Residence Education and Programs, Marketing and Communications, Computing Services, and many external and Campus partners including The 519 Project, Western's Equity and Human Rights Services, University of Toronto Mississauga's Equity & Diversity Office, University Student's Council, Pride Western and Ally Western. Kudos also go out to Jaren McDonald, Marketing Graphics/Videography student, for his animation skills that brought this video to life.

Spring into Motion

ACTIVITY CLASSES

Zumba, Yoga and Meditation are just some of the classes available. To see more details please check out the Living Well @ Western website.

WORKOUT GROUP IN ONTARIO HALL

Come out every Monday, Wednesday and Friday at 12:30pm, for a short 30-minute workout in the Ontario Hall Classroom Rm 3C4.*

*Drop-in basis when the room is available, so email Calista at cpowell@housing.uwo.ca if you are interested in receiving communications.



Instagramming the Residence Experience to Engage Generation Z

Calista Powell | Marketing and Communications Coordinator

We've all heard the age-old saying, "a picture is worth a thousand words." This phrase is incredibly relevant to marketing via social media, especially when your target audience is a part of a generation that places immense value on visual content.

In 2015, our marketing team identified that 92% of our students who would be living in residence at Western for the 2016–17 year were a part of the Generation Z cohort. Born after 1995, Gen Z is made up of true digital natives, beating out millennials with their online multi-tasking abilities, and known for using up to five screens at once (Ologie LLC, 2017). With such a noisy digital world and an eight-second attention span, it makes sense that this generation prefers visual content and 88% are active Instagram users (Fullterton, 2017).

Although Residence at Western has been active on Facebook and Twitter for a couple of years, we knew that as our buildings became increasingly saturated with Gen Z students, we had to up our game. Since launching our residence-specific Instagram account (@westernurezlife) in July 2015, we've gained 1,658 followers with an average engagement rate (average likes and comments per post divided by followers)

of 7.2%, an impressive feat when comparing to the industry engagement rate benchmark of 3.5% (Schwartz, 2017). Since the beginning of this school year, our average engagement per post has further reached 12.7% with 3,097 average impressions.

New trends on social media are constantly emerging, but one thing is clear—photo feeds like Instagram are a hit with Gen Z. Navigating these trends has been a huge learning curve, so here are a few of the lessons we've learned along the way.

Quality vs. Quantity of the Content

Posting frequently on Instagram can be a challenge, so invest your time in consistent high-quality and engaging content. However, quality isn't just about using the fanciest equipment; a lesson we learned when we realized most of our top performing posts were shot with a smartphone. Quality can be determined by relevancy, representation of the students, and showcasing emotion.

Relevancy means that you're putting yourself in the students' shoes. Although you may be incredibly proud of your team, showing something like a Housing staff's birthday celebration

isn't necessarily something the students will find interesting. We do, however, find students like our posts when they know the people in them, which is also why we strive to represent residence by showing new, identifiable faces for each post. We noticed this increased the chances of people tagging their friends they see in the post, which resulted in an increase in engagement.

Another strategy that we have found successful is to post candid photos or video that show emotion or tell a story. Your photo could be relevant and represent the diversity of student life, but if there's no context or the subjects don't appear to be having a good time, you likely won't get much response. At one point, we posted a baseball action shot taken from the sidelines, but couldn't understand why it wasn't performing. We adapted our strategy to focus more on the student, with some subtle details to tell the story; a football field light as the backdrop revealed the setting, a genuine smile indicated they won the game, and smudged face paint suggested that they worked hard to do so. In focus groups, we've heard time and time again, "show us how people feel and we can relate, don't tell us how to feel because everyone does that." Real stories showing their real peers connect with Gen Z.



Authoring vs. Sourcing Content

Considering the amount of programming that happens across campus, sourcing content can be difficult, especially with limited budget and capacity. However, we discovered creative ways to represent the diversity of residence life after we considered Gen Z’s desire for authenticity. We narrowed our strategy to focus on two types of content: self-authored and sourced user-generated content.

Self-authored content represents the posts that we write ourselves. Whether it is written by a work-study student, or myself, the purpose of this content is to keep the account active, as well as achieve institutional goals (i.e. Rez Staff recruitment, upper-year residence promotions, etc.). It’s difficult to achieve authenticity in these posts, so we use a “voice” that mimics the language and hashtags used by our target audience. This type of content can be tricky, as it is easy for self-authored posts to look like we’re trying too hard to be cool. Although self-authored content has an important function, we limit this style and strive to source user-generated content, or what is considered “digital word-of-mouth”—the most powerful form of marketing.



User-Generated Content

What some organizations fail to realize is that social media isn’t just about posting, it’s about listening. To understand our students and source content, we search common hashtags and geotags to see what they post on their personal accounts. Sometimes it’s not the most appropriate, and obviously not how you want to represent your university. But, they have a lot to teach us, and love sharing their individual experiences which is a common characteristic among the Gen Z cohort.

Overall, our social listening has allowed us to identify influential students living in residence, and when we see posts that show anything to do with the residence experience, we’ll reach out and thank them for representing RezLife in a positive way, ask if we can repost their photo with credit, and encourage them to tag us. We created the housing-social@uwo.ca mailing list that students send their original unedited images to, and once they have that email saved, they often send us photos from other residence events even without us asking. This doesn’t just populate our account with user-generated content, but we’ve noticed an increase in

these students posting positive messages about their residence experience. When we repost these positive experiences, we give them a voice and they feel like it’s their channel.

To keep up with social trends and appeal to Gen Z, it is worth investing in Instagram. Witnessing these students move to residence, make lifelong friends, and discover their passions, is so special that sometimes words can’t express it. But we don’t need words. Use photos and memories that your students have shared because not only will it engage and inspire current staff and students, but it demonstrates for prospective students that residence is more than just a place to eat and sleep.

References

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Who HAS That Recipe?

Blueberry Muffins

You might know Kris Worton for her payroll skills, but did you know she is an amazing baker too? Here is her recipe for her famous crunchy-top blueberry muffins. Bon appétit!

Servings: 12

Ingredients:

2 cups (500 ml) all-purpose flour	¼ cup (50 ml) vegetable oil
¾ cup (175 ml) sugar	2 eggs
1 tbsp (15 ml) baking powder	1 ½ cups (375 ml) fresh blueberries
1 tsp (5 ml) baking soda	
½ tsp (2 ml) salt	
½ cup (125 ml) plain yogurt	
2 tsp (10 ml) grated orange rind	
¼ cup (50 ml) orange juice	

Crunchy topping:

¼ cup (50 ml) sugar
1 tbsp (15 ml) grated orange rind

Preparation:

Adjust oven rack to centre. Heat oven to 400 F (200 C).

Line 12 muffin cups with paper liners.

Pour flour, sugar, baking powder, baking soda and salt into large bowl; whisk until blended.

Pour yogurt, orange rind and juice, oil and eggs into another large bowl; whisk until smooth.

Pour yogurt mixture over dry ingredients. Sprinkle with blueberries. With wooden spoon, stir just until you can't see any flour.

Spoon batter into prepared muffin cups, filling three-quarters full.

Prepare topping

In small bowl and using fingers or spoon, mix sugar with orange rind. Sprinkle over batter in each cup.

Bake muffins

Bake muffins in oven until tops are golden and firm to the touch, about 25 minutes.

Place rack on counter. Wearing oven mitts, transfer muffin tin to rack and let muffins cool.

National Association of College Stores (NACS) Names New Canadian President, Steve Alb



Steve Alb, MBA, CCR, Director of Western Retail Services, was sworn in as the 90th President of the National Association of College Stores (NACS), at CAMEX 2018 in Dallas, Texas. Alb becomes just the third Canadian to hold the office.

NACS is the professional trade association of the \$10 billion campus store industry. It represents nearly 4,000 campuses in the U.S. and Canada, and approximately 1,000 companies that supply goods and services to campus stores.

'Ask Me Anything'

Staff are encouraged to send in any questions that the experts in our Division could answer.

One sample question to the Computer Store—"What are some cool gift ideas for my 17-yr old who is going to graduate from high school this summer?"

Email ANY questions to has_comm@uwo.ca
No question is a silly question.