

# Portfolio and Writing Samples

## JoAnne Geigner

# COMMUNICATIONS PLAN

## Bruce D. Nesbitt African American Cultural Center Dedication and Opening (DRAFT)

January 2019



## PURPOSE

- Inspire stakeholders connected to the Bruce D. Nesbitt African American Cultural Center (BNAACC) to attend dedication and opening events:
  - Illinois students, administration, staff - including staff of the other cultural centers under OIIC
  - Mr. Nesbitt's family
  - Alumni
  - Local news media, Urbana-Champaign community
- Provide event details to the campus community to celebrate the completion of the BNAACC.
- Connect with alumni and community.

## PROJECT DETAILS

The Bruce D. Nesbitt African American Cultural Center Project is a multi-year building project (2017-2019) to construct a new building that will house the BNAACC. This new facility replaced the house used by the African American cultural center for almost 50 years. The BNAACC building will house the Center's administrative and program offices and provide space for African American students to gather together for social, academic, and networking purposes. The new Center, which will be occupied prior to fall 2019, will reflect Illinois's commitment to the retention and success of African American students, and the vitality of campus life.

## STAKEHOLDERS

**CAMPUS:** There are several on-campus groups that form the base of the stakeholder group: African American students (as well as the general student population), SROs, BNACC staff, OIIR staff and members of the other cultural houses, Illinois administration (Urbana-Champaign and University-level). There are also several campus units and organizations that Mr. Nesbitt worked closely with that will be acknowledged.

**COMMUNITY (LOCAL):** This group will include Mr. Nesbitt's family and friends. Also within this group are organizations of the wider Urbana-Champaign community that Mr. Nesbitt was involved with and who support the Center, including the local K-12 school districts (U4 and USD116). Specific attention is paid to those local organizations, as well as local politicians (including those at the state-level who represent this community), and the local African American leadership through churches, service organizations, and political and social groups, especially the ones that were enabled by Mr. Nesbitt's work.

**COMMUNITY (BEYOND URBANA-CHAMPAIGN):** This group will include alumni that have left the confines of Urbana-Champaign.

**MEDIA:** Local print, television, and radio outlets, including, but not limited to, News-Gazette, Daily Illini, Smile Politely, WCIA, WAND, WBML, WILL, WDWS, WEFT. It is advisable to add Chicago and Springfield media outlets, to any media release sent.

### KEY MESSAGES

Team will communicate these messages via the various delivery tactics identified below, at different key points throughout the run-up to the dedication and opening.

- Dedication and celebration events of the completed Bruce Nesbitt African American Cultural Center building.
- Awareness of the services BNAACC offers and how the new space enables for additional programs and services.
- Thank you to the students, campus community, alumni, and community at large for their support of the Center.
- Continued connection and reconnection to alumni and supporters of the Center.

### COMMUNICATION TOOLS

The following communication tools will be required for the BNAACC dedication and opening events.

1. Notifications: notifications of the dedication and events surrounding the opening will be sent to several stakeholder groups in several different forms (electronic and print). Printed materials include banners, yard signs, postcards, invitations, posters. Messaging includes:  
Date of dedication  
Events the week of dedication  
Services available in the new building
2. Media (all forms):  
Media releases and photo opportunities  
Schedule of events  
Interview opportunities
3. Web site  
Schedule of events  
Photos  
Featured stories about programs and services  
Featured stories about new space from student point-of-view

#### 4. Social Media

Social media accounts for BNAACC and OIIR provide schedule of events, photos during events, trivia, and reminders. These accounts include, but are not limited to, Facebook, Twitter, Instagram, Pinterest, Snapchat. If those accounts do not exist, execution of this plan is an opportunity to create those profiles.

#### MESSAGING CALENDAR - February 2019 - September 2019 (8 months)

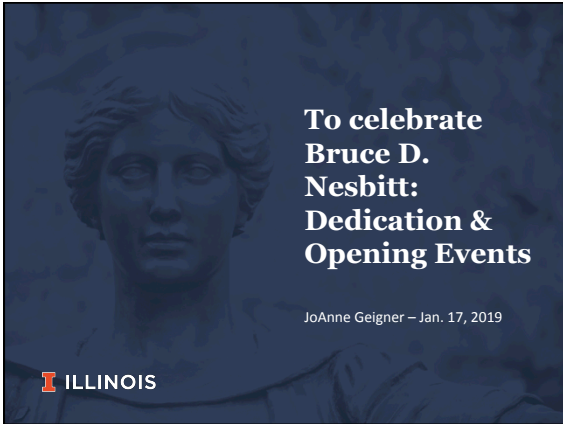
Audience	Communication Tool	Purpose / Message	Timeline / additional information
<b>February</b>			
All	Social Media	Save the Date!	Dates for dedication and opening celebration events.
All	Social Media	BNAACC history facts and trivia	Facts about the Center and Mr. Nesbitt throughout Black History month.
<b>March</b>			
Local media	Media Release	Date of Dedication, schedule of events	
<b>April</b>			
Students	Targeted campus email	Join us in September for the dedication of the BNAACC	Reminder prior to students leaving/graduating about dedication events.
<b>May</b>			
All	Targeted advertisement	Dedication date and list of opening events	University-level publications and commencement pieces (as appropriate).
<b>June</b>			
All	Social media	Services the new building enables	
<b>July</b>			
Alumni, Community (Local)	Targeted postcard	Invitation to dedication events	Individual invitations sent to groups that Mr. Nesbitt was

			involved with.
<b>August</b>			
Local media	Media Release	Reminder – photo op list of events	
Local media	Television, Newspaper	Interview about dedication, services, history of African American campus experience	
BNAACC	Printed Material	Banner for outside of BNAACC with dedication date	
Community (Local)	Printed Material	Yard signs with dedication date	These signs should be provided to the specific orgs. that Mr. Nesbitt worked with.
Students	Printed Material	Available at BNAACC and OIR table during Quad Day	
All	Social Media	Targeted ads on Facebook for events	
<b>September</b>			
Local media	Radio	Interview by Niala Boodhoo (21 <sup>st</sup> show) about dedication and the road to the new Cultural Center.	
All	Social Media	Events schedule	Each event will have individual post several days prior to event
All	Targeted advertising	Thank you for support – reminder of how to continue to support BNAACC	

## CONCLUSION

Bruce D. Nesbitt inspired many students during his more than 20 years as the head of the Afro-American Cultural Program. The Bruce D. Nesbitt African American Cultural Center building is a celebration and a testament to his memory. The dedication and opening events are a chance for the Center to connect with alumni, provide current students with networking opportunities, and celebrate Illinois' commitment to the African American student population.

Once the dedication events are celebrated, this plan supports the continued use of tools that are in place and frequent and consistent messaging about programs, events, and services available to the African American student population specifically, and the student population in general.




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**Bruce D. Nesbitt African American Cultural Center**

The mission of the Bruce D. Nesbitt African American Cultural Center is to provide a network of programs and support services promoting the individual, social, cultural and academic well-being of Illinois' African American students.

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**BNAACC Dedication**

- Dedication event - Friday, September 18, 2019
- Other opening events (not a complete list):
  - Performance by Black Chorus
  - Tailgate at the Sept. 19 football game
  - Open house & Food for the Soul luncheon

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### Communication Plan

**Purpose:**

- Inspire stakeholders connected to the Bruce D. Nesbitt African American Cultural Center (BNAACC) to attend dedication and opening events.
- To provide events for the campus community to celebrate the completion of the BNAACC.



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### Project Details

- The new Center, which will already be in use by fall 2019, will reflect Illinois's commitment to the retention and success of African American students, and the vitality of campus life.



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### Bruce D. Nesbitt African American Cultural Center



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### Stakeholders

- Campus groups
  - Includes students, staff, other units and departments
- Community groups and organizations
  - Includes Mr. Nesbitt’s family, service organizations
- Alumni
- Media



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### Key Messages

- Dedication and celebration events of the completed Bruce Nesbitt African American Cultural Center building.
- Awareness of the services BNAACC offers and how the new space enables for additional programs and services.
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- Continued connection and reconnection to alumni and supporters of the Center.



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### Communication Tools

- Notifications – electronic and print
- Media (all forms)
- Web site
- Social Media



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## Messaging calendar

MESSAGING CALENDAR – February 2019 – September 2019 (8 months)

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## Conclusion

Bruce D. Nesbitt inspired many students during his more than 20 years as the head of the Afro-American Cultural Program. The Bruce D. Nesbitt African American Cultural Center building is a celebration and a testament to his memory.




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For some children, ear infections seem unavoidable. With the start of cold and flu season, otitis media, commonly known as middle ear infection, becomes a possibility. It's good to know the symptoms and treatments before you or a family members comes down with this common infection.

- What is a middle ear infection (otitis media)  
This infection will be in the area of the ear behind the eardrum and can be caused either bacterial or a virus. It can be painful because of the buildup of fluid and the inflammation in the middle ear cavity.
- Understanding the symptoms  
When someone suffers from a middle ear infection, they can experience pain in the ear, irritability, fever, or have trouble sleeping or hearing. If a child has an infection but may not be old enough to verbalize it, they may tug on their ear, or become uncharacteristically fussy or grumpy.
- Treatment for otitis media (for adults or children over the age of 6 months)  
In most cases, a middle ear infection will clear up on its own. Managing the pain and making sure it doesn't become more serious becomes the priority. Most pain can be managed with warm, moist washcloth held to the ear and age appropriate pain medication. A physician may prescribe antibiotics for the infection if the infection lasts longer than 48 hours or if the child is under the age of 6 months.
- When to visit a physician  
If the ear pain becomes severe, or lasts longer than 48 hours, a visit to the physician is recommended. If it is suspected that a child under the age of 6 months of age suffers from otitis media, call your doctor right away.
- How does a middle ear infection occur  
Most ear infections are caused by bacteria, some can be viral in nature. A common cold, influenza, or allergy symptoms which causes congestion and swelling of the nasal passages, throat and eustachian tubes can sometimes be the cause of the infection. One of the reasons ear infections are common in children is because their eustachian tubes are shorter and more easily blocked.

#### References:

Mayo Clinic: <https://www.mayoclinic.org/diseases-conditions/ear-infections/symptoms-causes/syc-20351616>

Michigan Medicine, University of Michigan:

<https://www.uofmhealth.org/health-library/te6203>

Healthy Children - American Academy of Pediatrics

<https://www.healthychildren.org/English/health-issues/conditions/ear-nose-throat/Pages/Your-Child-and-Ear-Infections.aspx>



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# News Release

Contact: JoAnne Geigner  
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**FOR IMMEDIATE RELEASE**  
Date: 24 July 2018

## UHS TEACHER MARK FOLEY NAMED 2018 ILLINOIS HISTORY TEACHER OF THE YEAR

Urbana – Mark Foley, a teacher at Urbana High School, has been named the 2018 Illinois History Teacher of the Year, an award presented annually by the Gilder Lehrman Institute of American History, the nation’s leading organization dedicated to K-12 American history education.

Inaugurated in 2004, the History Teacher of the Year Award highlights the crucial importance of history education by honoring exceptional American history teachers from elementary school through high school. The award honors one K-12 teacher from each state, the District of Columbia, Department of Defense schools and US Territories. In fall 2018, the National History Teacher of the Year will be selected from the pool of state winners.

Mark Foley began his career in Urbana School District 116 in 1998, after teaching in South Korea for over a year. He received his master’s degree in Education Psychology from the University of Illinois in 2003. Foley focuses on creating quality education experiences for his students by taking them outside of the traditional curriculum, and often outside of the classroom. He has worked with a team of teachers at UHS to partner with Habitat for Humanity, implementing service-learning opportunities for his students in both Champaign/Urbana and Tutwiler, MS. His work to immerse his students in the experience of history, social justice, and place-based learning has had a powerful impact on Urbana’s students, and stands as a testament to the importance of creative risk-taking in education. When students leave his classroom they have not only learned valuable information, they have become engaged and informed citizens.

In addition to a \$1,000 honorarium and an award ceremony in Illinois, Mark Foley's school library will receive a core archive of American history books and Gilder Lehrman educational materials. Foley will also receive an invitation to a 2019 Gilder Lehrman Teacher Seminar, a weeklong program that offers teachers daily discussions with eminent historians, visits to historic sites, and hands-on work with primary sources.

The National History Teacher of the Year award will be presented by Professor Edward Ayers at a ceremony in New York City on October 10, 2018. Past presenters at the ceremony include the Honorable Sandra Day O'Connor, *Good Morning America's* Robin Roberts, First Lady Laura Bush, former US Secretary of Education Arne Duncan, and former New York City Mayor Michael Bloomberg.

Nominations for the 2019 History Teacher of the Year awards are now open. Students, parents, colleagues, and supervisors may nominate K-12 teachers for the award by visiting [gilderlehrman.org/nhtoy](http://gilderlehrman.org/nhtoy). The deadline for 2019 nominations is March 30, 2019.

### **About the Gilder Lehrman Institute of American History**

Founded in 1994 by philanthropists Richard Gilder and Lewis E. Lehrman, the Gilder Lehrman Institute of American History is the nation's leading organization dedicated to K-12 American history education. The Institute's mission is to promote the knowledge and understanding of American history through educational programs and resources. Drawing on the 65,000 documents in the Gilder Lehrman Collection and an extensive network of eminent historians, the Institute provides teachers, students, and the general public with direct access to unique primary source materials. The Institute's programs have been recognized by awards from the White House, the National Endowment for the Humanities, and the Organization of American Historians.

Urbana School District #116 is a unit district located in east central Illinois. Our outstanding schools in an outstanding community comprise of an early childhood school, six neighborhood elementary schools, a middle school, a high school, and an adult education center. To discover more about our award winning schools and students, please visit [www.usd116.org](http://www.usd116.org). You can find us on Facebook at [www.facebook.com/USD116](https://www.facebook.com/USD116) or follow us on Twitter: @Urbana116.

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*Outstanding schools in an outstanding community!*

Urbana School District | 205 North Race St. | P.O. Box 3039 | Urbana, IL 61803-3039

## **Bryan Lake, King Kindergarten Teacher, Nominated for Presidential Award\***

By JoAnne Geigner

“Kindergartners make the best scientists. They observe everything, and they’re full of curiosity and wonder,” said Bryan Lake, Kindergarten teacher at Dr. Martin Luther King Elementary school. With the help of these little scientists, Lake put into practice a learning program that earned him a selection as an Illinois state-level science finalist for 2012 Presidential Awards for Excellence in Mathematics and Science Teaching Program. He is one of two teachers from Illinois that were selected for this program and is in the running for the national award, to be announced in late spring of 2013.

Lake was notified earlier this summer of his place as a state-level finalist. This was another step in a journey that started when Dr. King Principal, Dr. Jennifer Ivory-Tatum, nominated Lake. Putting together the application gave Lake the opportunity to think about the program he created. “I’ve done the National Board Certification, so this process is very similar to that,” said Lake. “[The process] allowed me to draw the big picture of what the expectations are for the science curriculum, but also ask myself why I do what I do, why do it this way, what do the children at this level need.” Once he was notified on the nomination, he also needed to put it out of his mind; school was about to start and with it, a new class of potential scientists were about to walk through his door.

Lake is in his fifth year of teaching kindergarten. He started teaching fourth grade ten years ago. “I believe that all children are capable of thinking like scientists in interesting and exciting ways!” explained Lake. “All children deserve to have those opportunities!” He believes children at this age already practice the skills of observation. Giving them the correct vocabulary and practice on how to ask questions, provides the foundation of good scientific thinking. This allows Lake to focus on science topics, while having the umbrella of other disciplines as well. “We tied in all other [learning] - we tie in math, tie in literacy, we make the natural tie-ins with these lessons. How all areas can work together in getting kids experiences.” He continues, “so much of what I do is hands on – let’s observe it, let’s experience it.”

Lake’s application for the award focused on common misconceptions to give the students that foundation in science. He used the phases of the moon and how it looks like it changes (but really doesn’t) to bring in the concept of “sphere.” This was part of a larger unit involving the moon, sun and stars. Not only did his students play an active role in the program coming together, but Lake involved their families as well. “A huge part of encouraging scientific thinking in my classroom involves getting the students’ families on board,” Lake explained. “Part of my moon cycle unit is a journal that encourages a family member to observe the moon with their

child and draw what they see together each day.” Lake invited the families into the classroom to experience the moon phase demonstration with their students. This allowed the families to see and hear the same ideas that the students were studying. “We turned the doorway of our classroom into a rocket and the inside of our room into outer-space to grab as much attention and to fuel as much excitement about the topic as possible! “

With the current push for STEM education, Lake’s involvement with EnList (Entrepreneurial Leadership in STEM Teaching and learning at University of Illinois) and the recognition this nomination brings, Lake will continue his efforts to connect with researchers and community groups outside of his classroom. He believes in the benefits of community integration into the classroom, with the community as an equal partner in the responsibility of helping kids learn. During his own school life, Lake had two teachers, Mrs. Powell in fourth grade and Mrs. Cox in high school, that inspired him and gave him a model to follow. “Sometimes it is putting on a show. I try to bring high energy to the classroom and that helps the students do the same,” Lake said.

In November, Lake and his fellow nominees will be honored at an Awards luncheon, held in Springfield, during the Illinois Science Education Conference. The next step is choosing which nominee from each state will be the Presidential Award Finalists, as chosen by a committee led by the National Science Foundation (NSF). Those award winners will have a chance to visit the White House in late spring 2013 and be recognized at various events including a meeting with the President and being presented before Congress.

\*(Posted on USD116 District web site, September 2012 – this site is no longer available)



## UMS Students Ring New Tunes With Handbells\*

By JoAnne Geigner

Sixth and seventh grade students from Urbana Middle School gave an unusual concert shortly before school ended for the year. Unusual in the fact that most of the students had only been playing their instruments for about two and half weeks. Also unusual is that their audience, mostly parents, were able to join them and play a song, successful after a short tutoring session by the students.

“Playing them is really fun but really hard,” said one sixth grader during an end-of-class discussion in the Urbana Middle School band room.

“How many of you agree about playing the handbells and handchimes?” asked teacher Karen DeBauche.

All around students’ hands shoot into the air. Lots of grins, too.

“It’s an unusual excitement at this time of year,” says DeBauche. “Their last [band] concert was two weeks ago so we needed to do something different for the sixth and seventh grade bands.”

Different, in this case, was to put away the tubas, trumpets and timpani and replace them with 191 handbells and handchimes.

“Giving these students a new instrument to learn was a great way to keep their focus,” says handbell music instructor Daniel M. Reck, who was invited by DeBauche to work with over 100 band students for two-and-a-half weeks in May.

At the end of that time, the students presented a short in-school recital for their parents and classmates.

“At a time of year when students always find it hard to concentrate, it was great to see all the kids focused on working together to make what was really shockingly lovely music.” said sixth grade parent, Amy Ando. “This event was yet another example of the greatness of the band teacher, Karen DeBauche, who used her connections to the community to make such an experience possible.”

Bronze handbells, often seen in churches or during the Christmas season, actually originated in England in the 16<sup>th</sup> century or so. They were used to practice playing the complicated mathematical patterns of notes heard in English bell towers. According to Reck, these patterns are called “changes.” The most famous is “Westminster Quarters,” heard every time the carillon bells chime the hour on the campus of the University of Illinois at Urbana-Champaign.

“They didn’t start playing songs and melodies as we think of them until the 1800s,” says Reck. “P.T. Barnum, of circus fame, was among the earliest users of handbells of handbells in

the United States. It didn't become popular to use handbells in religious contexts until the middle of the 20<sup>th</sup> century."

The Urbana Middle School band students learned and performed three songs beyond the "Westminster Quarters." Two were original concert-length music for handbells and the finale was "My Country, 'Tis of Thee."

On that last tune students demonstrated the differences between handbells and handchimes. While handbells have been around for centuries, handchimes are a recent invention based on the design of an oversized tuning fork. When students were asked what metal the handchimes are made from, they correctly shouted, "Aluminum!"

"Handbells and handchimes are an easy instrument to start learning," said Reck at the end of the recital as he invited all the parents to come to the stage. After a minute-long tutorial from their daughters and sons, each parent learned the basic ringing technique.

During the last two weeks students worked to learn the complexities of reading handbell and handchime music, in which each musician sees everyone's part instead of just their own. However, using specially marked lyrics for "My Country, 'Tis of Thee," parents were able to successfully perform the song themselves on the new instruments after just a few moments.

"It looked easy until they had us parents try it," said Ando. "Then there was lots of laughter as the kids got to help their clueless parents attempt to do what they themselves had just done. I enjoyed having a silly, smiling moment with our son during this incredibly busy time of year."

"Every one of your students knows enough now to join a handbell ensemble," Reck told parents. "I'm very proud of them."

After the recital, parents and students asked Reck and DeBauche for more information about continuing with handbells in the community. There are ensembles at several area churches and there is a group interested in starting a community-based organization that would play concert music.

Most of the handbells, handchimes and related accessories were lent to Urbana Middle School by [forzandoArts.com](http://forzandoArts.com), which publishes music written by Reck. Additional instruments and equipment were lent by St. Matthew Lutheran Church and Grace United Methodist Church, both in Urbana.

"Mr. Reck is a very talented handbell musician who's been playing twenty years," said DeBauche during the recital introduction. He has conducted ensembles and played solo literature in the United States, the Czech Republic, Austria, and France. He is media director of the Allegro Handbell Ensemble in Hinsdale, Ill., and Director of Digital Media for the Northwestern University Bands in Evanston, Ill. He studied music, conducting and composition at DePauw University in Greencastle, Ind.

"I hope that all of our students will continue playing handbells or handchimes," says Reck. "At least, they will use all the counting, reading and listening skills they have practiced with us."

\* <http://usd116.org/blog/ums-students-ring-new-tunes-with-handbells/>