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Advertising Diversity



From left to right: Brianna Dorsey, Lauren Piccioni, Miranda Ruiz

Photos by Corinne Elliott

The complexities that shape the way Messiah communicates the complexion of its campus

By Nicholas Tay

FEATURES EDITOR

As the population of the United States becomes more heterogeneous in the future, the emphasis on promoting diversity in higher education has gained traction. In an age where advertising is king, colleges and universities attempt to highlight the variation within their student body in digital form and in print media. Some schools tout their high female to male ratios as an indication of social progress while others emphasize their successful recruitment of underrepresented racial groups as a stepping-stone in improving the compositional diversity of their student body. Messiah College approaches the issue from a different angle.

According to Carla Gross, the Executive Director of Marketing and Communications, the college conveys diversity in light of its dedication to inclusivity and reconciliation. She

quotes "race and ethnicity are part of the diversity plan, but the college also identifies and defines diversity through other factors such as culture, age, gender and even faith traditions."

If one were to define diversity entirely by the population of non-Caucasian students, they might be disappointed by the statistics reported by Messiah. As of the 2013-2014 academic year, 10% of the Messiah College student body are from underrepresented racial, ethnic and cultural populations while international students constitute an additional 2.4%. However as Gross mentions, diversity is more than just having a varied racial student population.

Contemporary use of diversity has made it synonymous with race but there are other factors that must be considered. Gross appreciates that

Messiah takes a holistic stance on this issue. She notes that "there's an overarching commitment to diversity and our department and admissions share this goal. The admissions office has especially played an important role in the college's diversity committee and diversity plan. They are constantly engaging with ways to communicate that Messiah is a genuinely inclusive and welcoming Christ-centered educational community."

Photography is the prominent medium used in the college's attempts to capture the Messiah's dedication to inclusivity. According to Gross, "photos have the ability to communicate the inclusive community we're interested in. Photography is always used to tell a story and to support the information we're communicating."

When using pictures to communicate

the spirit of the campus to an outside audience, Gross notes the process of taking the right images to fit the desired themes is accomplished through a mix of creative freedom and guiding control.

"There are certain types of pictures that we need to communicate a specific aspect of the Messiah experience. For example, when we want to show that Messiah is a place where friendships and strong relationships grow, we tell our photographers to look for genuine conversations between students or between a faculty member and a student. We will provide the parameters, but the photos come organically."

But not everybody thinks that the student body is being represented accurately. There are several students, especially from underrepresented

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Demo Show Gets a Reaction

Ashlyn Miller
STUDENT WRITER

Explosions, fizzes, and flashing lights all were coming from Kline 120 on April 15. The room quickly filled with people coming to observe. This wasn't a fire or any other cause for alarm: it was the annual Chemistry Demonstration Show.

The show, supported by the joint efforts of Messiah College Chemistry Club and Physics Club, is an opportunity for both organizations to reach out and educate the surrounding community about science. The auditorium

was almost completely filled curious children and adults alike, including a few Messiah professors who brought their children to the show.

"This is one of our favorite events of the year. We get to do things we normally wouldn't get to do," said Dr. Hannah Tims, assistant professor of chemistry at Messiah.

The event aimed to present key scientific principles to students in an exciting way. Between the two clubs, 17 Messiah

// ADVERTISING DIVERSITY

backgrounds or student groups, who indicate that Messiah's portrayal of its student body does not match the lack of compositional diversity—the numerical and proportional representation of different people groups within a campus environment – of the campus.

Gross acknowledges that there is indeed a difference between the diversity seen in pictures and in the numbers. Yet she notes that there is a difficulty in "providing an exact numerical representation of the student body in our publications, but we attempt to use a wide variety of photos to best reflect the community at Messiah." Thus the college attempts to acknowledge both the diversity and relative homogeneity of the campus through the "quantity of content" rather than individual pictures. It is then apparent that advertising diversity is more complex than it first looks. How then does Messiah approach the issue? Gross notes that her team "always starts with the communication goals when developing a piece of advertising. That usually begins with identifying our audience."

The audience in higher education is changing. While we focus on racial diversity, the traditional student is slowly losing its hold as the majority student population within colleges and universities as non-traditional student numbers increase across the nation. According to Gross, the "current admissions publications revolve around traditional students, which are the majority that we focus

on recruiting. However as the face of higher education changes, we will have to readjust our efforts to best portray that majority in a consistent way."

Older students are becoming the norm through the rise of the digital classroom. With the success of the nascent graduate program at Messiah, the marketing department is working to feature these students in their publications.

"With Messiah adding graduate programs, we note the need to represent both the graduate and undergraduate students in our publications. We're becoming more aware of the presence of non-traditional students within the student body and better at representing these individuals. For example, we're working on a feature for the Bridge (the college magazine) that's all about non-traditional students. We're telling their stories and their journey upon entering Messiah at different points in their life."

Overall, the act of portraying diversity in advertising is complex and requires attention to a multitude of factors. However, Gross believes that her office is doing the best they can to accomplish those goals.

"It's a balancing act. We're trying to put together all these pieces to best represent what Messiah is. The more factors we add to the mix, the more things we have to care for intentionally, which can be difficult. But we work hard with admissions to accomplish these things with the best of our abilities."



Photos by Sarah Berger

Dr. Richard Schaeffer and Seth Sharber participate in demo show.

students gave presentations throughout the 90-minute show.

Messiah senior Julie Fenton, a member of the Chemistry Club, taught students about hydrogen peroxide reactions through a fun demonstration known as "Elephant Toothpaste."

In this demonstration, Fenton taught students that when certain chemicals mix with hydrogen peroxide, they create a reaction that produces huge oxygen bubbles.

As the name would suggest, the bubbles create a column of foam that shoots up out of the beaker like an elephant's trunk. Shrieks of laughter emitted from the children as they got a chance to witness the reaction a second time.

On the physics side, freshman Tyler McManiman demonstrated the concept of photo fluorescence. Using a blue laser and then a red laser on photosensitive material, McManiman explained, "The blue laser excites the

electrons, making them emit light."

Sure enough, the blue laser left behind a mark that shone and slowly faded, while the red laser produced no reaction, much to the dismay of the audience.

The lists of concepts learned throughout the night stretched on and on, including conservation of momentum, oscillating reactions, fiber optics, the Doppler Effect and much more.

Most importantly, the student demonstrators always reminded students that no matter whether it is for fun or for school, safety always comes first in science!

Though creating explosions and drawing oohs and ahhs from the audience is exciting, both clubs stayed committed to their true goal for the night.

"It's all for a good purpose: to educate (and excite) students about science," said Dr. Tims.

49 In	50 Sn	51 Sb
81 Tl	82 Pb	83 Bi

The Swinging Bridge

ASA'S CELEBRATION OF THE ASIAN PACIFIC-ISLANDER MONTH

By My Nguyen
STUDENT WRITER

On April 16, the Asian Students' Association (ASA) hosted an event to celebrate the annual Asian-Pacific Islander Heritage Month. Titled "It's Nice To Go Trav'ling," the celebration took place at the Larsen Student Union. It was a celebration of culture, traditions and history of Asians, Asian-Americans and Pacific Islanders in the United States.

The event comprised of an introduction of geography, cultures and other traditional features of six different countries and a "passport game" in which students could get special awards. Six countries featured in the event were Pakistan, China, Malaysia, South Korea, Syria and the Philippines.

Before the game, students came to the entrance table placed to hear explanation about the game and get a special "passport" to participate. Students, then, went around to each country's booth to be asked questions by the representative of that country and given a stamp in their passport.

At the end, each person could choose a little bundle of chocolate among four different kinds and were entered into a drawing for the top four prizes from ten thousand villages.

The prizes were, indeed, diverse and indigenous, such as a drum, two frisbees and a teapot from Nepal. "All prizes were from ten thousand villages and every person got their choice of chocolates at the end for participating, as well," said Kathryn Figura, a member of the ASA's cabinet.

The purpose of the ASA in organizing the Asian-Pacific Islander Month this year was not only to promote the richness of Asia's heritage and culture, but the ASA also wanted God to use this club to serve their fellow brothers and sisters around them. According to Bryan Leong, President of the ASA, service became the core of all of the ASA's events.

"We desired to serve the student body by having member meetings that educated the campus of the international affairs in Asia where we touched upon the various topics such as 'the isolated North Korea', 'Human trafficking in India', and 'Religious dictation around the world,'" said Leong.

The Asian-Pacific Islander Month has left good impression and meaningful



Photo by Danielle Gingrich



Photo by Danielle Gingrich

messages to students who participated in the event, as well. Jodie Howard, a sophomore from Papua New Guinea, said that she felt good to have an event that celebrated her heritage.

"I think it's a fun informative event for students because it helps promote countries and cultures that people on campus might have never heard of or learn more about from students who are

from those countries," she added.

The ASA has been known for special events such as off-campus trip to Philadelphia, Chinese food to celebrate Lunar New Year or the Bubble Tea & Karaoke to donate for the typhoon victims in the Philippines. In the academic year 2013-2014, the ASA has raised a total of almost \$2,300 for Syria and the Philippines.

The Asian Pacific Islanders Month celebration is another opportunity for the ASA to bring Asian cultures to students at Messiah College.

Leong shared in terms of the success of this event, "With more support from the student body of our club, I believe God will be able to use us to do immeasurably more."

What's Happening Outside of The Bubble?

By Jen Morgan
STUDENT WRITER

Below is a list of World & National News Stories in the past 3 weeks that you should know:

- Search crews for flight MH370 are not giving up on their mission to find solutions to the missing flight, despite the odds set against them. The depth of the water in which the plane is said to be in is more than five times the height of the tallest building in the world, according to a World Report from CNN. New developments are suggesting, however, that the plane may not have crashed into the Indian Ocean. Meanwhile, Malaysian Airlines are looking to send death certificates to family members of those on board.

- A tea cup called a "Chicken Cup" from Hong Kong recently sold at an auction for over 36 million dollars, which is the highest price reached for a Chinese porcelain artifact, according to a World Report for CNN. It is called a Chicken Cup because of the painting on the surface of the tea cup, which features two roosters and a chicken tending her chicks. The tea cup is over 500 years old, and is one of 17 cups worldwide in the same variety. In the late 17th century, the tea cups were considered the most expensive objects money could buy according to the Chinese, and are still seen as the holy grail of Chinese ceramics.

- A woman was taken into federal custody on April 11 after throwing a shoe at Hillary Clinton, former Secretary

of State, during a convention keynote speech. Clinton ducked, according to ABC News, and did not appear to be hit by the object. She then proceeded to joke about the incident, helping to lighten the mood of the tense room. According to a US Secret Service agent, the woman was then questioned and will be facing criminal charges. The woman who threw the shoe was said to have walked down the aisle to within six rows of the front of the seating area, threw the shoe, then turned around with her hands in the air as she walked towards the back of the room. Security guards soon caught up with her. A spokesman for the event said that the woman wasn't supposed to have been in the ballroom, and was not part of the recycling institute in which the meeting was for.

- Health Secretary Kathleen Sebelius will be resigning from her position, according to a US Report from BBC News. She is resigning following the problematic launch of the health care law, which was known for its early

technical problems. Reports say that President Obama has now nominated Sylvia Mathews Burwell, the current budget director, to replace her.

- A student from Murrysville, Pennsylvania is the suspect of being responsible for a school stabbing. He will be charged as an adult with four counts of attempted criminal homicide, 21 counts of aggravated assault, and one count of possession of weapons on school property. He is being held without bail in a juvenile detention center in Westmoreland County, according to a U.S. Report from ABC News. At least 20 students were injured as a result of this incident, and the motive for the rampage is still under investigation, according to authorities. There apparently were no warning signs from the suspect, currently a sophomore at the school. Reports say bullying may have been the cause of the student's outburst.

Senate Celebrates the Past, Looks Forward to Future

By Ashlyn Miller
STUDENT WRITER

A special ceremony was held April 24 during Student Senate to both recognize the cabinet members who served this year, as well as the new elects who will serve in Messiah College SGA next year. Kristen Houser, the chair of Senate, took the time to give a message to those who have served.

"It has been a pleasure to work with all of you. Thank you for pushing through difficult situations. As we pulled together, we really grew to become a family, and I value the friendships that I have (developed among this years' group)," said Houser.

Houser addressed some of the accomplishments that the cabinet achieved this year, such as overcoming the vacancy of the vice president position for most of the fall semester.

"It was difficult for the cabinet, and they had to pick up a lot of slack. It can be a thankless job, as there is a lot that goes on behind the scenes," said Houser. Kris Hansen-Kieffer, Dean of Students, also made an appearance in Senate to recognize the work of the cabinet this year.

"What happens here (in Senate) gets fed directly to the administration, and they rely on the Senate to be the voice of the student body. This group has been great with presenting a professional image all year," said Hansen-Kieffer. Proposal for multicultural council approved

In other Senate business, a measure to split the SGA multicultural position into two roles was approved on a yea-nay vote. Christina Thomas, the current Vice President of Diversity affairs, explained that the original position was overwhelming for just one stu-

dent. The approved changes now split Thomas' role into two positions, the Vice President of Diversity Affairs, and the Chair of the Multicultural Council.

"This change is a really good idea, because it reflects what we've done with other leadership programs like Student Chaplains and the Pulse. Scott Hwang, the director of multicultural programs and myself both approve of this measure," said Ben Taylor, staff advisor for Senate.

There was some discussion on the floor about the hours allotted to the Chair of the Multicultural Council, but the Senate eventually approved the measure after adding an amendment to increase the hours of the Chair to 10 in order to mirror other organizations.

The final approved measure added the two new positions, the Vice President with 12 hours and the Chair with 10. Opportunities with Senate still available Tim Sensenig, Vice President of SGA, says that there are still six vacancies remaining on Senate committees for the next academic year.

Sensenig says the committees, depending on which one is chosen, generally meet bi-weekly or bi-monthly. "Committees are great to get involved in because they allow you concentrate on more specific topics on campus," said Sensenig. If you are interested in receiving a position, contact Sensenig via email. The final Senate meeting for this academic year will be held on Thursday, May 1 in Boyer 131 at 7 pm.

Senate will be wrapping up business for each committee, completing governance review, and allocating remaining funds through capital purchases.

3 Week Outlook: May 1- Finals!

Way to go everyone! We have finally made it to the end of yet another semester! Seniors, congratulations on making it through college you will be missed dearly. Thanks for an amazing semester everyone.

Compiled by News staff



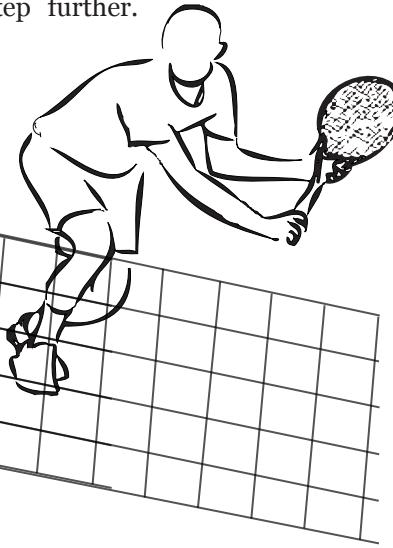
Player Profile:

Dave Wichert

By Michael Brookhart
STUDENT WRITER

The majority of sane students around campus are anxiously awaiting warmer weather. Senior tennis player Dave Wichert is certainly one of them. Typically, men's tennis practices start late February. The tennis courts have been snow covered since the first day of the semester. Needless to say, the team is not currently practicing for its upcoming season. It is very likely that the team's first time hitting outside will be during its Spring Break campaign to Hilton Head, South Carolina.

"The beginning of this season has certainly been interesting, but we have been finding other ways to prepare for the year." Says Wichert "We have been able to hit at off-campus indoor facilities a few times which has been an effective way to get the rust off." Getting the rust off will certainly be necessary for the squad, who holds very high goals for the upcoming season. Last year the team fell to Elizabethtown in the MAC Commonwealth Championship. This year they want to go one step further.



Mallory Rutledge

By Michael Brookhart
STUDENT WRITER

These last two seasons, hitters on opposing softball teams have not been too optimistic when stepping into the batter's box against Junior pitcher Mallory Rutledge. So far in her career, Rutledge has been electric, compiling impressive statistics all across the board. She currently holds a career record of 21 wins and 11 losses with an earn run average of 2.31. For those of you not too familiar with softball pitching statistics, these numbers are very good. Or as Mallory, an aspiring high school Spanish teacher would say, "muy bueno."

When asked what got her into playing softball, Mallory responded, "my dad played fastpitch softball, so I have been around the game my whole life. My dad is a huge role model in my life and he definitely influenced my desire to play softball." After a successful career at Solanco High School in Quarryville, Pennsylvania, Rutledge explains that both the Christian aspect of Messiah and the opportunity to play softball competitively brought her to Grantham.

One of her favorite moments of her career so far has been an extra inning 4-2 thriller against Alvernia. During the game, Rutledge pitched six innings and held the Crusaders to three hits and struck out five. The team's victory was especially significant in that it came in response to a 11-3 defeat at the hands of Alvernia in the first game of the doubleheader.

Rutledge and the other Falcons have already opened their season, migrating

south to Georgia for a weekend of doubleheaders against Emory and Depauw University. The softball team will also be traveling for Spring Break as they head down to Clermont, Florida. Rutledge is very excited for this trip as she declares, "We have games scheduled for that week and a day off that we can spend time with our families. My family and I are going to see a Phillies spring training game."

When the team returns from the Sunshine State, they begin their conference schedule as they hope to make some noise in the Commonwealth Conference this year. Mallory's goal for the season is to win MACs and to go as far as they can in the playoffs.

The team did lose MAC Commonwealth Player of the Year, Stephanie Schell, but the team has the potential to overcome her absence. This can be done through a steady combination of experience and youth. Rutledge brings experience to the pitching rotation as she continues her third year in the circle. The team's youth is epitomized by their eighteen women roster being comprised of twelve sophomores and first years.

So far Rutledge's experience playing softball has been extremely rewarding. She really appreciates the bond the team has developed over the years. She has also been able to make lifelong friends and will cherish the memories made with the team so far in her career. But she is not done yet. Come on out to Starry Field to catch Rutledge and the Falcons in action.

The goal does not seem too out of reach for the Falcons lineup, filled with experience and leadership. Last year Wichert was white-hot with a 14-1 record in singles, including a 14 match win streak to end the season. He hopes for more of the same this year in addition to pushing his teammates to get better day in and day out.

Dave started playing tennis as a child with his parents and grandparents. The hobby stuck as he was recruited to Messiah to play on the team. That and his faith were two very strong factors that brought him to Grantham, Pa., and for the tennis team, good thing he did. He has been a huge asset for the team, being a four-year starter and serving as captain for the last two seasons. So far in his career, the team's record has improved each year, but playing tennis collegiately has not just been about wins and losses for Wichert. One of his favorite parts of playing on the team is the relationships and bonds developed between teammates.

A Business Administration major, Wichert hopes to get a job after

graduation in management training or financial planning. However, he is focused on ending his college career, both academically and socially, with a bang.

One of the highlights of the year is the annual Spring Break trip to Hilton Head, S.C. Wichert proclaimed, "It is an awesome trip. Each day we have one match and the rest of the day is a great opportunity to relax by the beach and bond with my teammates."

Plus, 75 degrees and sunny doesn't hurt much either. The team is slated to play a few local schools like Scranton, Goucher, and Farleigh Dickinson. The trip is concluded with matchups against University of Wisconsin, Eau Claire, and Georgetown College, a small school in Kentucky. After, the team ventures back up north and starts preparing for their conference schedule.

Though the weather has kept the Falcons temporarily off the courts, the team is still ready to take flight towards their goal of a conference championship.

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